Christopher A. Paul
Communication and Media Department
Seattle University
300 1103 Building
901 12th Avenue
P.O. Box 222000
Seattle, WA 98122
paulc@seattleu.edu

Education
Ph.D.   University of Minnesota

University of Minnesota May 2001
Major: Rhetorical Studies
Thesis: *Using the Past to Construct Rhetorical Appeals for the Present: The Feminist Journals The American Suffragette, Woman's World, and Brillo*
Advisor: Karlyn Kohrs Campbell

B.A.   Macalester College May 1999
Majors: Communication Studies and Political Science
Minor: Women and Gender Studies

Paul, Christopher A. "Room to Reflect: Video Games, Meritocracy, and Toxicity." <u>First Person Scholar</u>. 19 September 2018. <http://www.firstpersonscholar.com/room-to-reflect/>.

Paul, Christopher A. "Optimizing Play: How Theorycraft Changes Gameplay and Design." <u>Game Studies</u>. 11.2 (2011): <http://gamestudies.org/1102/articles/paul>.

Paul, Christopher A. "Welfare Epics?: The Rhetoric of Rewards in World of Warcraft." <u>Games and Culture</u>. 5.2 (2010): 158-176.

Paul, Christopher A. "Process, Paratexts, and Texts: Rhetorical Analysis and Virtual Worlds." <u>Journal of Virtual Worlds Research</u>. 3.1 (2010): <https://journals.tdl.org/jvwr/article/view/804/884>.

Paul, Christopher A. "Culture as Practice: What We Do, Not Just Where We Are." <u>Journal of Virtual World Research</u>. 1.3 (February 2009). <https://journals.tdl.org/jvwr/article/view/472/428>.

Pittman, Jason and Christopher A. Paul. "Seeking Fulfillment: Comparing Role-Play in Table-top Gaming and World of Warcraft." <u>International Journal of Role-Playing</u>. 1 (2008): 53-65.

Paul, Christopher A. "Hub and Terminal: Developing a Method for Textual Analysis on the World Wide Web." <u>First Monday</u> November 2007. <http://www.uic.edu/htbin/cgiwrap/bin/ojs/index.php/fm/article/view/2025/1891>.

Paul, Christopher A. "Re-Imagining Web Analysis as Circulation." <u>First Monday</u> November 2005.

Paul, Christopher A. "What Makes Web Pages Different: Reemphasizing the Role of Hypertext to Develop Rhetorical Webs." <u>EJournal</u> September 2004.

Book Chapters
Paul, Christopher A. "Playing To Win." <u>EA Sports FIFA: Feeling the Game</u>. Eds. Raiford Guins, Henry Lowood, and Carlin Wing. Bloomsbury Academic, 2022: 197-212.

Paul, Christopher A. "Spells & Statistics: Avatar in a Box." <u>Avatars Assembled</u>. Ed. Jamie Banks. Peter Lang Press, 2018: 179-186.

Paul, Christopher A. "*EVE Online* is Hard and it Matters." <u>Internet Spaceships are Serious Business: An *EVE Online* Reader</u>. Eds. Marcus Carter, Kelly Bergstrom, and Darryl Woodford. University of Minnesota Press, 2016: 17-30.

Paul, Christopher A. "Meaning." <u>The Routledge Companion to Video Game Studies</u>. Eds. Mark J.P. Wolf and Bernard Perron. Routledge, 2014: 466-474.

Paul, Christopher A. "It's in the Game?: Shifting Scene with Online Play." <u>Sports Videogames</u>. Eds. Mia Consalvo, Konstantin Mitgutsch, and Abe Stein. Routledge, 2013: 138-155.

Paul, Christopher A. and Jeffrey Philpott. "Identifying with World of Warcraft: Kenneth Burke's Identification and Guild Life." <u>Online Gaming in Context: The Social and Cultural Significance of Online Games</u>. Eds. Garry Crawford, Victoria Gosling and Ben Light. Routledge, 2011.

Paul, Christopher A. "World of Rhetcraft: Rhetorical Practices of Raiding in World of Warcraft." <u>Writing and the Digital Generation: Essays on New Media Rhetoric</u>. Ed. Heather Urbanski. McFarland & Company. 2010: 152-161.

<u>Conference Proceedings</u>
Consalvo, Mia and Christopher A. Paul. "'If you are feeling bold, ask for $3': Value Crafting and Indie Game Developers." <u>DiGRA '17—Proceedings of the 2017 DiGRA International Conference</u>. Melbourne, Australia, July 2017. <http://www.digra.org/digital-library/publications/if-you-are-feeling-bold-ask-for-3-value-crafting-and-indie-game-developers/>.

Bergstrom, Kelly, Marcus Carter, Darryl Woodford and Christopher A. Paul. "Constructing the Ideal *EVE Online* Player." <u>DiGRA 2013—DeFragging Game Studies</u>. Atlanta, August 2013. <http://www.digra.org/digital-library/publications/constructing-the-ideal-eve-online-player/>.

Consalvo, Mia and Christopher A. Paul. "Welcome to the discourse of the real: Constituting the boundaries of games and players." <u>FDG'13 Proceedings</u>. Crete, May 2013. <http://www.fdg2013.org/program/papers/paper08_consalvo_paul.pdf>

Paul, Christopher A. "Don't Play Me: *EVE Online*, New Players, and Rhetoric." <u>FDG'11 Proceedings</u>. Bordeaux, June/July 2011.

Paul, Christopher A. and Jeffrey Philpott. "The Rise and Fall of CTS: Kenneth Burke Identifying with the World of Warcraft." <u>Digital Games Research Association Conference Proceedings</u>. London, September 2009.

Paul, Christopher A. "Hyperfeminism: Feminist Rhetoric on the World Wide Web." <u>Arguing Communication and Culture</u>. Ed. Thomas A. Hollihan. Washington, DC: National Communication Association, 2002. 192-197.

<u>Invited Publications</u>
Paul, Christopher A. "Video Games Are Hard: Communal Play and Changing the Classroom." <u>The Velvet Light Trap</u>. Number 72, Fall 2013.

<u>Book Reviews</u>
Paul, Christopher A. "Intersectional Tech: black users in digital gaming." <u>Critical Studies in Media Communication</u>. 9 September 2021. <https://doi.org/10.1080/15295036.2021.1975374>.

Paul, Christopher A. "Review of <u>Gaming Sexism: Gender and Identity in the Era of Casual Video Games</u> by Amanda Cote. <u>First Person Scholar</u>. 3 February 2021. <http://www.firstpersonscholar.com/review-of-gaming-sexism-gender-and-identity-in-the-era-of-casual-video-games-by-amanda-cote/>.

Paul, Christopher A. "Values at play in digital games." <u>New Media & Society</u>. June 2016. Volume 18,

number 6. 1053-1054.

Paul, Christopher A. "Book Review: Playing
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Politics of What Matters." ReFiG. Edmonton, Canada. October 2017.

Paul, Christopher A and Christopher Wysocki. "Subconscious Bias and The Curious Case of Free-to-Play." Digital Games Research Association Conference. Melbourne, Australia. July 2017.

Consalvo, Mia and Christopher A. Paul "'If you are feeling bold, ask for $3': Value crafting and indie game developers." Digital Games Research Association Conference. Melbourne, Australia. July 2017.

Paul, Christopher A. "Performing Masculinity: Free-to-Play and Content." ReFiG. Montreal, Canada. October 2016.

Paul, Christopher A. "Playing Better: Theorycraft, The Meta, Analytics, and the Optimization of Play." Keynote at the Future and Realities of Gaming Conference. Vienna, Austria. September 2016.

Paul, Christopher A. "Teaching Game Studies." Workshop run with Mia Consalvo at the Digital Games Research Association Conference. Dundee, Scotland. August 2016.

Paul, Christopher A. "Communicating with Alumni." Presentation and panel selected for presentation. AJCU Communication Conference. New Orleans, Louisiana. July 2016.

Paul, Christopher A. "Performing Masculinity: Free-to-Play and Money." Tampere Workshop on Money and Games. Tampere, Finland. April 2016.

Consalvo, Mia and Christopher A. Paul. "Value Crafting: Indie Game Developers and Risk Management." Tampere Workshop on Money and Games. Tampere, Finland. April 2016.

Sotamaa, Olli and Christopher A. Paul. "The Real Fantasy Football: Fantasy Premier League, Skill, Sports, and Games." PCA/ACA National Conference. Seattle, Washington. March 2016.

Paul, Christopher A. "Performing Masculinity: Free-to-Play and 'Proper' Games." ReFiG Workshop. Toronto, Canada. November 2015.

Consalvo, Mia and Christopher A. Paul. "Teaching Game Studies: Course Post-Mortems and Syllabus Design." This was a 4 hour workshop on pedagogy. Digital Games Research Association Conference. Lüneburg, Germany. May 2015.

Consalvo, Mia and Christopher A. Paul. "A Saga about flapping: Real games, developer pedigrees, race, class, and capital." Competitively selected paper. Meaningful Play. Lansing, Michigan. October 2014. I was unable to attend, so Dr. Consalvo presented the paper for us both.

Paul, Christopher A. "Real Deviance: Let's Talk Pay to Win." Member on a competitively selected panel

Paul, Christopher A. and Jeffrey Philpott. "Identification and the Pentad: Video Games Meet Burke." Invited presentation for the Rhetoric as Equipment for Living Conference, Ghent, Belgium, May 2013.

Consalvo, Mia and Christopher A. Paul. "Welcome to the discourse of the real: Constituting the boundaries of games and players." FDG'13, Crete, May 2013.

Paul, Christopher A. "Do You Belong Here?: Revisiting How EVE Online Welcomes New Players." FDG'13, Crete, May 2013.

Paul, Christopher A. "'Balance' and Gaming Capital: Meritocratic Myths in Video Games." Position paper competitively selected for the Flow Conference, Austin, October 2012.

Paul, Christopher A. "It's In the Game?: Shifting Scene with Online Play." Paper part of the "Out of Bounds: Exploring the Boundaries of Sports and Games" panel at the Association of Internet Researchers C.

Paul, Christopher A. "Participating in Sustainable Acts?: The Rhetorical Force of Balance in MMOGs." Competitively selected for presentation at the Association of Internet Researchers Conference, Gothenburg, Sweden, October 2010.

Paul, Christopher A. Invited participant for the National Science Foundation workshop on the future of Computer Games and Virtual Worlds research. University of California-Irvine, September 2010.

Paul, Christopher A. "We Study Games…Professionally: Academic Research and Game Studies." Competitively selected for Presentation at the Penny Arcade Expo, September 2010. I also prepared, organized and chaired the panel.

Paul, Christopher A. "Theorycraft: A Critical Discourse Beyond the Game." Competitively selected for presentation in the Gaming track at the Association of Internet Researchers Conference, Milwaukee, October 2009.

Paul, Christopher A. and Jeffrey Philpott. "The Rise and Fall of CTS: Kenneth Burke Identifying with the World of Warcraft." Competitively selected for presentation at the Digital Games Research Association Conference, London, September 2009.

Paul, Christopher A. "Welfare Epics?: The Rhetoric of Rewards in World of Warcraft." Competitively selected for presentation in the Gaming track at the Association of Internet Researchers Conference, Copenhagen, October 2008.

Paul, Christopher A. "Creating and Foreclosing Sites: Hub and Terminal Design on the Web." Paper competitively selected by the Human Communication and Technology Division of the National Communication Association; National Communication Association Conference, San Antonio, November 2006.

Paul, Christopher A. "Rethinking Textuality on the Web: Meaning Through Citation." Paper competitively selected by the Human Communication and Technology Division of the National Communication Association; National Communication Association Conference, Boston, November 2005.

Paul, Christopher A. "Taking it to the People: MoveOn.org, the Internet, and Politics." Paper on a panel competitively selected by the Political Communication Division of the National Communication Association; National Communication Association Conference, Boston, November 2005.

Paul, Christopher A. Respondent. "Health of Developing Communication Technologies: Graduate Student Research on Emerging Issues in Human Communication Technologies. Panel competitively selected by the Human Communication and Technology Division of the National Communication Association; National Communication Association Conference, Boston, November 2005.

Paul, Christopher A. "Virtual Hubs: Textuality on the Web." Paper competitively selected for presentation at the Association for Internet Researchers Conference, Chicago, October 2005.

Paul, Christopher A. "Re-Imagining Web Analysis: It's Circ.1 (i) -0.1(n) -0ioIma -0.1 (l) (to) -0. "-0.1 (a)top1 (n

Conference, Chicago, November 2004.

Paul, Christopher A. "A Rhetorical Web: Understanding How Rhetoric Engages the WWW." Paper competitively selected for presentation at the "Merging Methodologies: Broadening Horizons in Communications Research" conference hosted by the University of Michigan, Ann Arbor, February 2004.

Paul, Christopher A. "Rhetorical Webs: Looking Back at Rhetorical at Rhetorical Theory to Generate 'Texts' on the World Wide Web." Paper competitively selected by the National Communication Association; National Communication Association Conference, Miami, November 2003.

Paul, Christopher A. "Moving Online: Addressing Feminism Online Through Two Journals." Paper on a panel competitively selected by the National Communication Association; National Communication Association Conference, Miami, November 2003.

Paul, Christopher A. "What Makes Web Pages Different? Re-emphasizing the Role of Hypertext on the World Wide Web." Paper competitively selected for presentation at the "Criticism and Social Action: Rhetorical Dimensions of Electronic Texts" conference hosted by the University of Washington, Seattle, April 2003.

Paul, Christopher A. "Back to British Roots: How The American Suffragette Tells a Different Story of Suffrage Origins." Paper competitively selected by the National Communication Association; National Communication Association Conference, New Orleans, November 2002.

Paul, Christopher A. "Traversing Virtual Screens: The Creation and Consumption of Ideology Online." Paper on a panel competitively selected by the National Communication Association; National Communication Association Conference, New Orleans, November 2002. I also organized the construction and submission of this panel.

Paul, Christopher A. "Redescribing the Radical Turn: The American Suffragette and Rhetoric of the U.S. Suffrage Militancy." Paper competitively selected by the Rhetorical Society of America; Rhetorical Society of America Conference, Las Vegas, May 2002.

Paul, Christopher A. "Marketing Hip-hop to Everyone: Eminem, Hip-hoppers, Limp Bizkit, and Backstreet Boys Fans." Paper on a panel competitively selected by the National Communication Association; National Communication Association Conference, Atlanta, November 2001. I also organized the construction and submission of this panel.

Paul, Christopher A. "Hyperfeminism: Feminism and Intimacy on the World Wide Web." Paper competitively selected by NCA/AFA Conference on Argumentation; Alta Conference on Argumentation, Alta, Utah, August 2001.

Research Interests
My research focuses on using a methodological core based in rhetorical studies and argumentation to analyze media texts. My work draws strong influences from game studies, internet/new media studies, media criticism, and feminist studies. The texts I chose to analyze are currently found in various games. I am interested in the discourse of and surrounding video games, especially how discourse structures the

terms of game play.

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creating all lectures, in-class exercises, assignments, evaluation, and syllabus. Taught five times.

Business and Professional Communication (UAH: CM 313)
This course is designed to help students recognize how the theories and practices of communication shape and are shaped by business and organizational contexts. Focus is placed on professional speaking and listening skills, awareness of communication models, organizational contexts and their impacts on communication, knowledge of interviewing formats, and standards and practices of ethical communication in organizations. Taught once.

Analysis of Argument (U of MN: COMM 1313)
A writing intensive course designed to improve student's writing skills and teach them the basics of argumentation theory. Students learn to be critical analysts of many different forms of argument, including those found in mass media texts.   Responsible for creating all lectures, in-class exercises, assignments, evaluation, and syllabus. Taught 11 times.

Argumentation (Macalester College: Communication Studies 3xx)
I was invited to teach this class as a visiting professor, while at the University of Minnesota. This class addressed argumentation and rhetorical theory at an intermediate level, pushing students in a variety of argumentative formats, including conducting their own textual criticism and engaging in debates in order to utilize a variety of argumentative strategies. Responsible for creating all lectures, in-class exercises, assignments, evaluation, and syllabus. Taught once.

Introduction to U.S. Electronic Media (U of MN: COMM 3211)
The course covers the history of media production and distribution in the United States. Focused on electronic media, the course addresses concepts including: the history of media in the U.S., how media regulation shapes what is produced, how media impact and are impacted by audience, and how technological developments are changing electronic media. TA'd once. Responsible for partial test construction, lecture preparation, and solo lecture.

Introduction to Public Speaking (U of MN: COMM 1101)
Course covers the fundamentals of effective public speaking. Students learn to construct, deliver, and critically evaluate informative, expository, and persuasive speeches. Responsible for creating all lectures, in-class exercises, assignments, evaluation, and syllabus. Taught three times.

Student Responses to Core Items in the Student Evaluation System
Seattle University (mean scores on a five point scale)
1. How good was this course as a whole?
2. To what extent were you challenged by this course?
3. How effective was the instructor in class?
4. How available and helpful was the instructor?

Item	1	2	3	4

Course				
CMME 4020 Spring 2021	4.70	4.33	4.89	5.00
CMME 4010 Winter 2021	4.25	4.83	4.75	4.83
CMME 4020 Winter 2021	4.67	4.56	4.63	5.00
CMME 4020 Fall 2020	4.63	3.88	5.00	4.75
CMME 4020 Spring 2020	5.00	4.40	5.00	5.00
CMME 4020 Winter 2020	4.75	4.63	4.75	5.00
UCOR 3400 Win 2020 VGCC	4.62	4.00	4.92	4.85
CMME 4020 Fall 2019	4.75	4.31	4.69	5.00
CMME 4010 Fall 2019	4.16	4.65	4.75	4.85
CMME 4000 Spring 2019	4.63	4.19	4.63	5.00
CMME 3180 Fall 2018	4.73	4.09	4.91	4.82
CMME 4020 Spring 2018	4.54	4.31	4.77	5.00
CMJR 3430 Winter 2017	4.55	4.55	4.73	4.73
CMJR 3410 Fall 2016	4.56	4.62	4.62	4.85
CMJR 3910 Winter 2016 Gender and Film	4.67	4.50	4.83	4.67

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Course				
CMJR 343 Winter 2014	4.61	4.53	4.65	4.88
CMJR 341 Fall 2013	4.62	4.54	4.92	4.85
CMJR 481 Spring 2013 Discourse of Video Games	4.80	4.67	5.00	4.92
CMJR 205 Spring 2013	4.56	4.35	4.71	4.59
CMJR 480 Winter 2013 Gender and Film	4.84	4.80	5.00	4.90
CMJR 343 Winter 2013	4.66	4.77	4.83	4.83
CMJR 341 Fall 2012	4.68	4.71	4.82	4.82
CMJR 205 Fall 2012	4.72	4.74	4.89	4.84
CMJR 480 Summer 2012 Video Games, Communication and Culture	4.75	4.25	5.00	5.00
CMJR 343 Spring 2012	4.59	4.57	4.64	4.93
CMJR 205 Spring 2012	4.74	4.42	4.95	5.00

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CMJR 343 Winter 2010	4.70	4.70	4.90	4.90
CMJR 205 Winter 2010	4.68	4.40	4.95	4.85
CMJR 480 Fall 2009	4.64	4.36	4.77	4.86
Gender and Film				
CMJR 341 Fall 2009	4.37	4.86	4.57	4.71
CMJR 482 Summer 2009	4.63	4.46	4.77	4.85
Video Games Communication and Culture				
CMJR 483 Spring 2009	4.83	4.00	4.71	4.93
Video Games, Communication and Culture				
CMJR 205 Spring 2009	4.47	4.26	4.47	4.68
CMJR 491 Winter 2009	4.71	4.43	5.00	5.00
CMJR 480 Winter 2009	4.36	4.05	4.48	4.52
Gender and Film				
CMJR 480 Fall 2008	4.29	4.26	4.37	4.37
Video Games, Communication and Culture				
CMJR 392 Fall 2008	4.25	4.50	4.25	4.42

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CM 100 Fall 2005	4.80	4.80	4.71
CM 113 Fall 2005	5.00	5.00	4.88
CM 401 Fall 2005	5.00	4.83	4.73

University and Professional Service
College of Arts and Sciences Rank and Tenure Committee, 2022-current
Seattle University Academic Affairs and Portfolio Review Committees, 2020-2021
Seattle University Academic Assembly, 2019-2021
Communication Department Chair, 2013-2019
College of Arts and Sciences Faculty Staff Senate President, 2015-2021
DiGRA Vice President, 2015-2018
Faculty Technology Committee Member, 2008-2018
Center of Digital Learning Faculty Interest Group, 2016-current

Presented at UAH Teaching Matters: "Gathering Sources in the age of Wikipedia and the Internet," 9 Feb 2007
Faculty Adviser for UAH New Media Consortium (NMC), 2005-2006
Participation in the UAH College of Liberal Arts Food for Thought Program 2004
Served on the U of M departmental advisory committee, 2002-2003

<u>Membership in Professional Organizations</u>
Association of Internet Researchers
Digital Games Research Association
National Communication Association
Rhetorical Society of America