

ELIZABETH (BETSY) BRUNNER

elizabeth.brunner@usu.edu

Education

PhD, Communication, University of Utah, 2016

Dissertation: China, Social Media, and Environmental Activism: Civic Engagement on Networks of Screens and Streets

Areas of Concentration: Digital Rhetoric, Social Movements, Visual Rhetoric, and Environmental Communication

Advisor: Dr. Kevin M. DeLuca

MA, Communication, University of Colorado Denver, 2011

Areas of Concentration: Gender and Media Studies

Dual MFA, Painting & Art History, Ohio University, 2002 (*magna cum laude*)

BA, English Literature, Ohio University, 1999 (*magna cum laude*)

Academic & Professional Positions

Net-Zero Business Manager & Financial Strategist,

Idaho National Laboratory (Department of Energy) (2023-present)

Adjunct Professor, Utah State University

Communication Studies & Philosophy (2022-present)

Communications Liaison

Idaho National Laboratory (Department of Energy) (2022-2023)

Visiting Assistant Professor, Utah State University

Communication Studies & Philosophy (2022-present)

Director of Communications & Engagement

South Yuba River Citizens League (2021-2022)

Assistant Professor, Idaho State University

Department of Communication, Media, & Persuasion (2016-2020)

Publications

Books

Brunner, E. (2019) *Environmental Activism, Social Media, and Protest in China: Becoming Activists over Wild Public Networks*, Lexington Books.

Journal Articles & Book Chapters

Brunner, E. (forthcoming). "Tracing the Rhetorical Force of Rumors Across Wild Public Networks," *Intersectional Changemakers* (edited collection)

Brunner, E. (2025) "Possessiveness," Joshua Trey Barnett, Ed. *Ecological Feelings*, Michigan State University Press

Kandasamy, J. & **Brunner, E.** (2023). "Idaho National Laboratory to demonstrate collaboration first versus competition to accelerate achieving a secure clean energy future by 2031," *Nuclear Engineering & Technology*.

Brunner, E. & Partlow-Lefevre, S. (2020). “#MeToo as Networked Collective: Examining Consciousness-Raising on Wild Public Networks,” *Communication and Critical/Cultural Studies*.

DeLuca, K. M. & **Brunner, E. (2020).** “Thinking Activism in a Digital Age: Affective Winds, De-Centered Knots of World-Making, and Force in Chinese Protests,” Nathan Crick, Ed. *The Rhetoric of Social Movements: Networks, Power, and New Media*.

Brunner, E. (2020). “The Disappointment in Dalian,” Jingfang Liu and Phaedra C. Pezzullo, Eds. *Green Communication in China: On Crisis, Care, & Futurity*, Michigan State University Press.

Brunner, E. (2020). “Environmental Crises and Hydrosocial Networks: Using Online Discontent to Promote Water Justice in Shanghai,” Casey Schmitt, Theresa Castor, and Christopher Thomas, Eds. *Water, Rhetoric, and Social Justice: A Critical Confluence*, Lexington Books.

Dawson, V. & **Brunner, E. (2019).** “Corporate Social Responsibility on Wild Public Networks: Patagonia’s ‘The President Stole Your Land’ Initiative,” *Management Communication Quarterly*.

Brunner, E. & DeLuca, K. M. (2019). “Creative Confrontations: Exploring Activism, Surveillance, and Censorship in China and the United States,” *IAFOR Journal of Psychology & the Behavioral Sciences*, (5) pp. 75-88.

Brunner, E. (2019). “Chinese Urban Elites Return to Nature: Translating and Commodifying Rural Voices, Places, and Practices,” *China Media Research* (15)2, pp. 29-38.

Brunner, E. (2019). “Masked Demonstrations: Deploying Creative Tactics to Protest Air Pollution,” Vanessa Frangville & Gwennaël Gaffric, Eds. *China’s Youth Cultures and Collective Spaces: Creativity, Sociality, Identity and Resistance*, Routledge.

Shapiro, M., **Brunner, E., & Li, Hui. (2018).** “Strength in Numbers and Voice,” *Journal of Contemporary Eastern Asia*.

Brunner, E. & Li, H. (2018). “Fragmented Arguments and *Forces Majeure*: The 2007 Protests in Xiamen, China,” *Argumentation and Advocacy*, (54)4, pp. 304-321.

Brunner, E. (2017). “Wild Public Networks and Affective Movements in China: Environmental Activism, Social Media, and Protest in Maoming,” *Journal of Communication*, (67)5, pp. 665-677.

Brunner, E., and Dawson, V. (2017). "Marketing the Recreational Sublime: *Jumbo Wild* and the Rhetorics of Humans in Nature," *Critical Studies in Media Communication* (34)4, pp. 386-399.

Brunner, E. (2017). "Imagining China through the Culture Industries: 798 Art Zone and the New China," S. Hartnett, L. Keranen, and D. Conley, Eds. *Imagining China: Rhetorics of Nationalism in the Age of Globalization*. Lansing, MI: Michigan State University Press.

Brunner, E. (2017). "Contemporary Environmental Art in China: Portraying Progress, Politics, and Ecosystems," *Environmental Communication* (12)3, pp. 402-413.

DeLuca, K. & **Brunner, E.** (2017). "Activism in the Wake of the Event of China: Abandoning the Domesticated Rituals of Democracy to Explore the Dangers of Wild Public Screens," C. Foust, A. Pason, & K. Zittlow Rogness, Eds. *What Democracy Looks Like: The Rhetoric of Social Movements and Counterpublics*. Tuscaloosa, AL: University of Alabama Press.

Brunner, E. & DeLuca, K. (2016). "The Force of Image Networks: Greenpeace's Panmediated Global Detox Campaign," *Argumentation and Advocacy* (52)4, pp. 281-299

DeLuca, K., **Brunner, E.,** & Sun Y. (2016). "Weibo, WeChat, and the Transformative Events of Environmental Activism in China," *International Journal of Communication*, 10, pp. 321-329.

Brunner, E. (2015). "Asking (New) Media Questions: Thinking Beyond the Twitter Revolution," *Explorations in Media Ecology*, 13(3), pp. 269-283.

Brunner, E. (2013). "Impotence, Nostalgia, and Objectification: Patriarchal Visual Rhetoric to Contain Women," *Visual Culture and Gender* (8), pp. 29-35.

Conference Proceedings **Brunner, E.** (2019). "Following Affective Winds Over Panmediated Networks: Image-Drive Activism in Chengdu, China," In Carol Winkler (ed.) *Networking Argument*. New York: Routledge, 2019.

DeLuca, K. & **Brunner, E.** (2013). "Social media and environmental activism in China: Enacting social change on wild public screens." Proceedings of the International Environmental Communication Association, *Participation Revisited: Openings and Closures for Deliberations on the Commons*.

Review Articles **Brunner, E.** (2019). "Image Politics: A Call to Struggle, Play, and Hope," *Communication and Critical Cultural Studies*.

Manuscripts Under
Review and In Process

DeLuca, K.M. & **Brunner, E.** (in process). *Activism on the Wild Public Screens of China.*

Brunner, E. & DeLuca, K. (under review). "Engaging the Toxic Beautiful: Huang Xu's Fragments."

Brunner, E. (under review). "Confronting Environmental Challenges: Strategic Juxtaposition in the work of Yang Yongliang."

Dawson, V. & **Brunner, E.** (in process), "Harnessing Wild Public Networks in the Age of Communicative Capitalism: The Case of Patagonia and 'Earth is Now Our Only Shareholder.'"

Professional Outlets
& Interviews

Brunner, E. & Ryder, S. (2023). "Utahns Strongly Support Renewable Energy Sources Such as Solar and Wind," *Utah People and the Environment Poll 2023.*

Schad, J. & **Brunner, E.** (2023). Executive Summary, *Utah People and the Environment Poll*, Utah State University.

Brunner, E. (2019). "Creative Confrontations: Protesting Under Surveillance," *The Technoskeptic.*

Guest, (2019). "Don't Trust that Meme! Media Literacy." *Connections.* KGNU, Boulder, CO. Available at <https://www.kgnu.org/connections>

Brunner, E. & Gershberg, Z. (2019). "Disrupting Democracy on the Wild Public Networks of Social Media," *The Technoskeptic.*

Guest, (2018). "Circumventing Censorship," *The Technoskeptic.* [Radio Show]. Available at <https://thetechnoskeptic.com/podcast-21-betsy-brunner/>

DeLuca, K. M. & **Brunner, E.** (2017). "China's Wild Public Screens: Weibo, WeChat, and Creative Activism," *China Policy Institute.* Available at: <https://cpianalysis.org/2017/03/16/chinas-wild-public-screens-weibo-wechat-and-creative-activism/>

Guest, (2016). "The Greening of China?" *Origins: Current Events in Historical Perspective.* [Radio Show]. Available at: <http://origins.osu.edu/historytalk/greening-china>

Brunner, E. & Och, M. (2017-2020). *Know Your Media.* [Radio Show]. Available at: <https://www.prx.org/series/37620-know-your-media-audio-archive>

Brunner, E. & DeLuca, K. M. (2016). "Taking a Networked Approach to Understanding Environmental Activism in China: Looking Under the Dome," *International Ecology and Safety*.

Brunner, E., Shen, Y., & DeLuca, K.M. (2016). "Connecting Across Oceans Over Air," *Civic Media Project*. Available at: <https://medium.com/civic-media-project/connecting-across-oceans-over-air-d870f917d09c>

Teaching Experience
Instructor of Record

Organizations & Social Change - F 2022, F 2023, SP2024, F 2024
Communication Criticism - F 2022, SP 2023, SP2025
Environmental Communication - SP 2023
Science Communication (graduate class) – F 2023
Social Movements & Social Media (graduate class) – SP 2018, SP 2020
Activism and Social Change – SP 2019, SP 2020
Gender and Masculinity – SP 2020
Media Literacy – F 2017, SP 2018, F 2018, SP 2020 (hybrid)
Visual Rhetoric – SP 2017, F 2017 (online), SP 2018, F 2019, SP2019 (online),
F 2019 (online), F 2022, SP 2023, F 2023
Gender and Communication – SU 2013 (online), F 2016, F 2018
Communication Criticism (online) - SP 2015
Analysis of Argument (online) - SP 2015, SU 2015, SU 2016
Elements of Speech Communication – SP 2012, SU 2012
Public Speaking – F 2011, F 2016, SP 2017, F 2017
Presentational Speaking – SP 2011, SU 2011
Drawing II – SP 2000
Painting II – FA 2000

Research Grants & Fellowships

2023 – Institute for Land, Water, & Air Grant (\$19,350), "Assessing Bear Lake Environmental Concerns of Scientists, Residents, and Community Organizations"

Fall 2019 - National Communication Association, *Visiting Fellows Program*
Fellow at the Communication University of China

2018-2019 – Idaho State University Seed Grant (\$13,864) for book project, *Ziran: China's Changing Concept of Nature and Its Environmental Impacts*

2018 – Idaho Humanities Council Grant (\$3,500), Research funding to travel to China for book project, *Ziran: China's Changing Concept of Nature and Its Environmental Impacts*

2016, 2017, 2018, 2019 - Faculty Travel Grant (\$1,000 each), College of Arts and Letters, Idaho State University

2015-2016 - Mariner S. Eccles Research Fellowship (\$17,000 award plus tuition), University of Utah

Fall 2014 – Confucius Institute Fellowship (Stipend and tuition to study at Nankai University in Tianjin, China)

2014 - NCA Caucus Student Travel Grant (\$250)

Summer 2014—Foreign Language and Area Studies Fellowship (\$2,500 stipend, travel funds, and paid tuition)

2013-2014 —Foreign Language and Area Studies (\$15,000 award plus tuition)

2013-2014—Waterhouse Family Institute Grant (WFI) awarded for “Imaging New Alternatives: Risky Social Change and Wild New Public Spheres in China” (\$10,000, co-PI, Dr. Kevin DeLuca)

2014—Sustainable Campus Initiative Fund (SCIF) grant awarded for “Imaging the Effects of Air Pollution: A Collaborative Project Between Salt Lake City and Beijing” (\$10,415 plus \$5,000 in matching funds) <http://beijing-slc.web.utah.edu/>

Summer 2013 —Foreign Language and Area Studies Fellowship (\$2,500 stipend, travel funds, and paid tuition)

2011, 2012, 2013, 2014 - Graduate School Travel Assistance Award, University of Utah

2011-15—Graduate Teaching Fellowship, University of Utah

Other Grants

2022-2024 - Yuba Water Agency (\$403,951) Community Impact Grant for Salmon Expeditions

2022 - National Environmental Education Foundation (NEEF) (\$7,900) for “Creating River Stewards: Monitoring Water Quality on Public Lands”

2021 – Yuba Water Agency (\$52,170) Community Impact Grant for Salmon Expeditions

2021 – National Environmental Education Foundation (\$7,500) Bilingual River Captains

2021 – “Expanding River Ambassadors”: Nevada County Office of Emergency Services (\$15,000)

2021 – “Salmon Expeditions for Underprivileged Students”: Yuba Water Agency (\$52,000)

2021 – “River Ambassadors: Bilingual Outreach for Increased Access at the South Yuba River”: National Environmental Education Foundation Restoration and Resilience Fund (\$2,376)

2019 – “Speak Out: Community Empowerment Against Sexual Violence”: Allstate Grants (\$1500), Gender & Sexuality Studies (\$4000); ISU Credit Union (\$400), Cultural Events Committee Grant (\$500)

2018 – Intermountain Gender & Sexuality Conference: Cultural Events Committee grant (\$500); ISU Credit Union Cultural Grant (\$500)

2017 – “Surviving Voices: Stories of Violence Against Women and the Persistence of Hope”: Idaho Humanities Council Grant (\$2,000); Cultural Events Committee (\$5,000); Gender Resource Center (\$2,000); Idaho State University Credit Union (\$1,000); Private donors (\$7,000); Pocatello Arts Council (\$550); Puffin West Foundation Grant (\$250)

Select Conference Presentations

“Understanding Community Environmental Concerns about Bear Lake: An Opportunity for Community-Engaged Teaching & Scholarship,” Community Engaged Learning Conference, Moab, UT, 2024 (with co-authors Stacia Ryder and Jessica Schad)

Top Paper, “Harnessing Wild Public Networks in the Age of Communicative Capitalism: The Case of Patagonia and ‘Earth is Now Our Only Shareholder,’” International Communication Association, Australia, 2024 (with co-author, Veronica Dawson)

“The Toxic Beautiful,” Western States Communication Association, Reno, NV, 2024.

“Ecological Infrastructures: Rediscovering Rhythms,” Media and/as Infrastructural Rhythm, University of Nevada Las Vegas, 2023.

“Possessiveness,” Western States Communication Association, Phoenix, AZ, 2023.

“Networked Insularity: Using WeChat to Foster Activist Enclaves” National Communication Association, Baltimore, MD, 2019.

“China’s Green Movement and Ecotourism: Can Promoting Nature Help Save It?” Association for Asian Studies, Denver, CO, 2019.

“#MeToo as Networked Collective: Examining Consciousness-Raising on Wild Public Networks.” Western States Communication Association, Seattle, WA, 2019 (co-author, Sarah Partlow-Lefevre).

Top Paper, “Corporate Social Responsibility on Wild Public Networks: Patagonia’s ‘The President Stole Your Land’ Initiative.” National

Communication Association, Salt Lake City, UT, 2018 (co-author, Veronica Dawson).

“Creative Confrontations: Exploring Activism, Surveillance, and Censorship in China and the US.” Western States Communication Association, Santa Clara, CA, 2018 (co-author, Kevin DeLuca).

“The Rhetoric of Nationalism in Crisis and the Future of Climate Change Activism.” National Communication Association, Dallas, TX, 2017.

“Using ANT to Examine Social Movement: Chengdu’s Fight for Clean Air.” National Communication Association, Dallas, TX, 2017.

“Making Silenced Memories Heard: Art and New Media in Contemporary China,” Association for Asian Studies Conference, Seoul, Korea, 2017.

“Creative Cultural Studies: Saving Elephants Amidst the China-Africa Assemblage,” International Communication Association, San Diego, CA, 2017 (co-author, Kevin DeLuca).

Top Paper, “Marketing the Sublime: Jumbo Wild and the Rhetorics of Humans in Nature,” Western States Communication Association, Salt Lake City, UT, 2017. (co-author, Veronica Dawson).

“Wild Public Networks: Sorting Chaos Outside Binaries.” National Communication Association, Philadelphia, PA, 2016.

“The Affective Winds of Environmental Activism in China.” Bodies, Lived Space, and Mobile Media, Beijing, China, 2016. (co-author, Kevin DeLuca).

Top Paper, “Under the Dome: Affective Winds Over Panmediated Networks.” Western States Communication Association, San Diego, CA, 2016. (co-author: Kevin DeLuca).

“The Tales and Trails of Xiamen: Exchanging Meaning for Movement.” National Communication Association, Las Vegas, NV, 2015.

“Creating China’s Uncivil Society via Bodies and Social Media From Environmental Justice to Social Justice.” (co-author: Kevin DeLuca). Chinese Internet Research Conference, Edmonton, Canada, 2015.

“Contaminated Environments and Toxic Bodies: The Breastfeeding Crisis in China.” Conference on Communication and Environment, Boulder, CO, 2015.

“Social Media Networks and Environmental Activism: Rhizomatic Resistance in Qidong, China” (co-author: Kevin DeLuca). Conference on Communication and Environment, Boulder, CO, 2015.

“Asking (New) Media Questions: Thinking Beyond the Twitter Revolution.” National Communication Association, Chicago, IL, 2014.

“Environmental Activists: A New Cartography for China,” (co-author: Kevin DeLuca). Asian Humanities and Sustainability Conference on the Arts, Hiroshima, Japan, 2014.

“The Business of the Culture Industries: 798 and the New China.” Western States Communication Association, Anaheim, California, 2014.

“China and Social Media: Deploying Decentered Knots of World-Making to Challenge the Global Corporatocracy” (co-author: Kevin DeLuca). NCA Pre-Conference Session, Washington, DC, 2013.

“Uprisings, Pepper Spray Assaults, and Image Events: Creating New Worlds” (co-authors: Kevin DeLuca and Joy Pierce). National Communication Association, Washington, DC, 2013.

“The Architecture of Oppression: Using Place to Crush Free Speech.” Alta Conference on Argumentation (co-authors: Kevin DeLuca, Natasha Seegert, and Elinor Christopher Light). Alta, Utah, 2013.

Honors, Scholarships, and Awards

2020 - Graduate School's 2020 Outstanding Graduate Faculty of the Year Award Nominee

2019 – Woman of Influence in Media & Communications Award

2019 – Outstanding Researcher Award, Idaho State University

2018 - IMC Award, Data Innovation, Social Network, and Convergence (DISC) Conference, Sungkyunkwan University, Seoul, Korea

2014—Student Service Award, University of Utah, Department of Communication

2013—Floyd A. O’Neil Scholarship in Western American Studies awarded to fund research for the paper titled, “*Over the River Under Examination*” (co-author: Maria Blevins)

Talks

Speaker and Moderator, “Accelerating the Energy Workforce Development Workshop,” POWERGEN International, 2024.

Plenary Speaker, “Reaching Your Audience,” American Fisheries Society, Utah Chapter Annual Meeting, St. George, UT, 2023.

Invited Speaker, “The Misinformation Age,” Teton County Library, Jackson, WY, 2020

Invited Speaker, "The End of Democracy," Frank Church Symposium, Pocatello, ID, 2020

Invited Speaker, "Research and Trends in Environmental Communication," Shanghai International Studies University, 2019

Invited Speaker, "Environmental Communication and China," Communication University of China, 2019

Invited Speaker, "Environmental Mapping," North Carolina State University, 2019

Invited Speaker, "The Best and Worst of Us: Confronting Injustices in the World," Frank Church Symposium, Pocatello, ID, 2019

Invited Speaker, "Masked Demonstrations: Deploying Creative Tactics to Protest Air Pollution," China's Youth Cultures and Collective Spaces: Creativity, Sociality, Identity and Resistance Conference, Brussels, Belgium, 2018.

Invited Speaker, "China & the Rise of Eco-Tourism," Idaho State University's Student Global Leadership Program, Pocatello, ID, 2018

Invited Speaker, "Becoming Activists: Studying Social Movement," Rocky Mountain Rhetoric Symposium, Salt Lake City, 2016

Invited Speaker, "Change," Creative Mornings, Salt Lake City, 2016.

Invited Speaker, "Nietzsche's *On the Genealogy of Morals*," Columbia University Symposium, Beijing, China, 2014.

Invited Speaker, "Gender Across Cultures," China Agricultural University, Beijing, China, 2014.

Service

2023 – present – Fellow, Community and Natural Resources Institute, College of Humanities & Social Science (USU)

Communication Studies & Philosophy Symposium co-organizer and reviewer, 2023, 2024.

NEH Fellowships Reviewer, 2020

TEDx ISU Judge and Coach, 2019, Idaho State University

Co-Organizer for "Speak Out: Community Empowerment Against Sexual Violence," 2019, Idaho State University

Chair, Environmental Communication Interest Group, Western States Communication Association, 2019

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| | <p>Subcommittee Member, Visual Rhetoric Division Book Awards, National Communication Association, 2019</p> <p>Board Member, Technoskeptic, 2018-present Chair, Environmental Communication Interest Group, Western States Communication Association, 2018-2019; Vice Chair, 2017-2018</p> <p>Planning Committee Member, Intermountain Gender & Sexuality Conference, 2018</p> <p>Secretary, Visual Communication Division, National Communication Association, 2016-2018</p> |
| <p>Journal Reviewer <i>Ad-hoc</i></p> | <p><i>New Media and Society</i>, 2020 – present <i>Communication and Critical/Cultural Studies</i>, 2020 – present <i>Departures in Critical Qualitative Research</i>, 2019 – present <i>Information, Communication, & Society</i>, 2018 – present <i>Social Media + Society</i>, 2018 – present <i>Journal of Environmental Planning & Management</i>, 2018 – present <i>International Journal of Communication</i>, 2018 – present <i>Frontiers in Communication</i>, 2018 – present <i>Journal of Communication</i>, 2017 – present <i>Communication and Critical/Cultural Studies</i>, 2013 – present <i>Environmental Communication</i>, 2017 – present <i>Visual Communication Quarterly</i>, 2013</p> |
| <p>Conference Reviewer</p> | <p>National Communication Association, 2012-2018 Western States Communication Association, 2012-2019 International Communication Association, 2012</p> |
| <p>Languages</p> | <p>Chinese, Advanced Intermediate Level</p> |
| <p>International Universities Attended</p> | <p>Tsinghua University, Beijing, China Nankai University, Tianjin, China</p> |
| <p>MA Theses</p> | <p>Cassi Craig, “Birds, bees, and the babies: Study of the influence self-Efficacy on parent-child sex communication” (Committee Member, USU) Alana Halpert (Committee Member, USU) Nicholas Tarbet, “Getting Past the Binaries: Hashtag Activism and Fourth-Wave Feminism,” SP 2019 (Advisor, Idaho State University) Samantha Chaffin, “Entanglement of Media Ecology and Political Ecology: Social Media, Discourse, and Democracy in the post-Trump Era,” SP 2019 (Advisor, Idaho State University) Rudo Chigweshe, “Feminist Activism in Zimbabwe: Militant Motherhood on Social Media,” anticipated graduation date: SP 2020 (Advisor, Idaho State University)</p> |

**Professional
Memberships**

International Communication Association (2012—present)
National Communication Association (2009—present)
International Environmental Communication Association (2014—present)
Association for Asian Studies (2017—2020)
Western States Communication Association (2009—present)