

Samantha M. Guajardo

Assistant Professor of Communication
Department of Communication
The University of Texas Rio Grande Valley

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Education

University of Memphis

- PhD in Communication (August 2022 – August 2026)
- Specialization: Rhetoric and Media
- Dissertation: *Disrupting Crisis Narratives at the Border: Latina Rhetorical Agency in the Rio Grande Valley*
- Dissertation successfully defended May 15, 2026
- Degree conferral anticipated August 13, 2026

The University of Texas at Rio Grande Valley

- MA in Communication (July, 2020 – May, 2022)

St. Mary's University

- BA in Communication Studies (August, 2018 – May, 2020)
- Minor: English

South Texas College

- AA in English (August, 2014 – May, 2018)

Certifications

The University of Texas at Rio Grande Valley

- Training and Consulting Certification (2022)

Academic Work Experience

Assistant Professor of Communication

The University of Texas Rio Grande Valley | September, 2026 – Present

- Teach COMM 1315: Public Speaking and COMM 3335: Advanced Public Speaking.
- Conduct research in rhetoric, border studies, Latiné communication, public discourse, and rhetorical agency.
- Mentor and advise students through classroom instruction, office hours, and academic engagement.
- Participate in departmental, college, university, and professional service activities.

Assistant Basic Course Director, Oral Communication

University of Memphis | August, 2025 – June, 2026

- Mentored graduate teaching assistants (GAs) in the Oral Communication program, serving as a formal resource for teaching development.
- Held regular office hours to support peer instructors with pedagogy, classroom management, and course material guidance.
- Assisted with planning and occasionally lead GA meetings to foster collaboration and instructional support.
- Acted as a liaison between the Basic Course Director and graduate instructional team, facilitating communication and providing guidance.
- Promoted instructional consistency across course sections while contributing to a supportive teaching environment.

Instructor, Rhetoric and Civic Controversy

University of Memphis | January, 2026 – May, 2026

- Students examined community-based issues through rhetorical methods (e.g., *stasis*, *rhetorical appeals*, *apologia*) to understand how controversies shape civic decision-making.
- Designed and implemented scaffolded lesson plans that build critical reading, argument analysis, and public writing skills across contemporary case studies.
- Facilitated collaborative discussions, deliberation activities, and peer workshops to deepen engagement with rhetorical strategies and civic reasoning.

Instructor, Oral Communication

University of Memphis | August, 2022 – May, 2026

- Guided students in developing communication skills to critically engage with social issues.
- Updated syllabi to incorporate contemporary social, political, and academic trends.
- Employed a critical approach to teaching, encouraging students to examine and question societal narratives through communication practices.
- Integrated experiential learning activities and case studies, enabling students to apply communication theories to real-world scenarios.

Assistant Instructor, Rhetoric and Civic Controversy

University of Memphis | August, 2023 – December, 2023

- Collaborated with Dr. Antonio de Velasco to co-teach Rhetoric and Civic Controversy.
- Led students in exploring community-based issues through rhetorical methods, including stasis theory.
- Developed and implemented lesson plans that encouraged critical thinking and analysis of civic controversies.
- Facilitated collaborative group discussions and activities to enhance student engagement and understanding of rhetorical strategies.

Communication and Writing Consultant, Writing and Communication Services

University of Memphis | August, 2022 – August, 2025

- Provided individualized coaching to students to strengthen writing and communication skills.
- Worked with ESL and multilingual students to improve clarity, structural coherence, and rhetorical awareness in academic and professional contexts.
- Managed and expanded the Writing and Communication Services' (WCS, formerly CWC) TikTok presence.
- Represented WCS at university events to promote resources and services.

Desk Lead, Writing and Communication Services

University of Memphis | August, 2024 – May, 2025

- Designed ESL Canvas quizzes to provide multilingual students with targeted communication support.
- Developed *Praxis Tips for Working with ESL Students* to equip consultants with strategies for assisting ESL learners.
- Collaborated with the Crews Center for Entrepreneurship to design a specialized public speaking training program for business students.

Instructor, Introduction to Communication

The University of Texas Rio Grande Valley | August, 2021 – May, 2022

- Created and delivered weekly lectures, assignments, and classroom activities tailored to course objectives.
- Designed interactive activities to encourage student reflection on modern social issues and communication practices.
- Guided students in developing foundational skills in audience adaptation, critical thinking, and message delivery.
- Contributed to curriculum consistency across multiple course sections by aligning materials and assessments with program standards.

Assistant Instructor, Interpersonal Communication

The University of Texas Rio Grande Valley | May, 2022

- Collaborated with Dr. Wan-Lin Chang to co-teach Interpersonal Communication (COMM 1318).
- Assisted in developing lesson plans and supplemental learning materials to enhance student engagement.
- Lectured on topics such as conflict resolution, active listening, and relationship building.
- Contributed to online course design that prompted students to analyze how communication shapes relationships in digital and non-digital settings.

Public Speaking Coach

The University of Texas Rio Grande Valley | August, 2020 – May, 2021

- Strengthened students' oral communication skills through targeted coaching on delivery, organization, and audience adaptation.
- Designed promotional materials to increase awareness of the Hauser Speech Lab's services.
- Conducted research on the effectiveness of speech coaching interventions, contributing to program development.

Graduate Research Assistant

The University of Texas Rio Grande Valley | August, 2020 – May, 2021

- Contributed to research on communication competence at Hispanic-Serving Institutions (HSIs) by curating scholarly materials and preparing content for publication.
- Conducted statistical analyses of survey data from *Introduction to Communication* (COMM 1311), examining factors shaping communication competence in HSI contexts.
- Applied SPSS to run multivariate regression, bivariate correlations, and t-tests, generating findings that informed broader discussions of equity and student success in communication courses.

Research

Publications

- Guajardo, S. (2024). Prophetic Resistance at the US-Mexico Border: Sr. Norma Pimentel's Campaign Against Anti-Immigrant Media Narratives. *Journal of Communication & Religion*, 47(4).
- Guajardo, S. M., & Radtke, A. M. (2025). *Flexible agency: Advancing inclusive pedagogies through universal design for learning (UDL)*. *Communication Center Journal*, 11(1).
- Guajardo, S. (forthcoming). Surveilling borders: Rhetoric, fear, and immigrant criminalization amid the Trump administration. In *Interrogating fear: New perspectives on dread in the classroom and beyond* (Book chapter).
- Guajardo, S. (forthcoming). Cultivating solidarity through radical subjectivity: A review of Noor Ghazal Aswad's *Searching for Solidarity: Revolutionary Dreams and Radical Social Movements*. *constellations*.

Conference Presentations

- Guajardo, S. M., Alston, A., Tonciu, A., De Los Santos, A., Ayerty, T. (2026, April). Filtering Reality: Rhetorical Screens of Race, Gender, and Culture [Roundtable session]. Southern States Communication Association, Birmingham, AL.

- Guajardo, S. M. (2025, November). *Caras of Resistance: The Rhetorical Leadership and Legacy of Dolores Huerta* [Paper session]. National Communication Association, Denver, CO.
- Guajardo, S. M. (2025, November). *Iconographies of Liberation: Visual Rhetoric, Chicana Resistance, and Latiné Reclamation in the Chicano Movement* [Roundtable session]. National Communication Association, Denver, CO.
- Guajardo, S. M. (2025, November). *Stasis for Social Change: Teaching Stasis through Civic Controversy* [Paper session]. National Communication Association, Denver, CO.
- Guajardo, S. M. (2025, November). *Reflections on Communicative Strategies of Hope/Solidarity in a Time of Chaos* [Panel discussion]. National Communication Association, Denver, CO.
- Guajardo, S. M. (2025, April). *Surveilling Borders: Rhetoric, Fear, and Immigrant Criminalization during the Trump Administration* [Poster presentation]. University of Memphis English Graduate Student Conference 2025, Memphis, TN.
- Guajardo, S. M. (2025, April). *Is Rhetoric a Dying Discipline? Fear, Disciplinary Tensions, and the Future of Rhetorical Studies* [Roundtable]. University of Memphis English Graduate Student Conference 2025, Memphis, TN.
- Guajardo, S. M. (2025, April). *Toward a liberation-modeled pedagogy: Reimagining the oral communication classroom* [Paper presentation]. Southern States Communication Association Conference, Norfolk, VA.
- Guajardo, S. M. (2025, April). *Anchoring Burke in critical rhetoric: Identification and consubstantiality in the United We Dream social movement* [Paper presentation]. Southern States Communication Association Conference, Norfolk, VA.
- Guajardo, S. M. (2025, April). *Anchors aweigh: Rhetoric with(out) identification* [Panel presentation]. Southern States Communication Association Conference, Norfolk, VA.
- Guajardo, S. M. (2025, February). *SWCA boundaries & gaps: Identifying our leadership role within the landscape of the university* [Panel presentation]. Southwestern Writing Center Association Conference, Florence, AL.
- Guajardo, S. M. (2025, February). *Coalition rhetorics as a form of multilingual, praxis-oriented consulting* [Paper presentation]. Southwestern Writing Center Association Conference, Florence, AL.
- Guajardo, S. M. (2024, May). *Creating a just and equitable society through a praxis of reconstructionism: Dr. Juliet García's promotion of cultural citizenship and democracy within the classroom* [Paper presentation]. Rhetoric Society of America Conference, Denver, CO.

- Guajardo, S. M. (2024, May). *A nun honors the sacredness of life on the southern border: Sr. Norma Pimentel's campaign to destigmatize far-right media narratives against immigrants* [Paper presentation]. Rhetoric Society of America Conference, Denver, CO.
- Boulden, M., Guajardo, S. M., Panameño, C., & Radtke, A. (2024, April). *We matter too: Self-accommodations & recommendations for writing center consultants with disabilities* [Panel presentation]. Southern States Communication Association Conference, Frisco, TX.
- Goswami, S., & Guajardo, S. M. (2023, March). *Demystifying Brown Southern Counterpublics in the U.S.: Validating the Immigrant Experience* [Paper presentation]. Graduate Research Forum, University of Memphis, Memphis, TN.
- Fisher, E., Guajardo, S. M., & Miller, J. (2023, November). *God and guns* [Roundtable discussion]. Religious Communication Association Conference, Washington, DC.
- Guajardo, S. M. (2023, April). *Collective identity building on Reddit: Analyzing Latinx discourse under r/Conservative* [Paper presentation]. Popular Culture Association Conference, San Antonio, TX.
- Guajardo, S. M. (2023, February). *Establishing advocacy for writing and communication centers* [Paper presentation]. Southeastern Writing Center Association Conference, Memphis, TN.
- Goswami, S., & Guajardo, S. M. (2022, October). *The infographics of COVID-19: An analytical study of visual rhetoric in the Global South* [Paper presentation]. CCFA Research Forum, University of Memphis, Memphis, TN.
- Guajardo, S. M., & Chang, W. L. (2022, November). *Synchronous speech labs and their effects on university students' public speaking skills* [Paper presentation]. National Communication Association Conference, New Orleans, LA.
- Guajardo, S. M., & Chang, W. L. (2022, February). *Designing & maintaining a fruitful garden for students as GTAs* [Facilitator]. Western States Communication Association Conference, Portland, OR.
- Guajardo, S. M., & Chang, W. L. (2022, May). *Synchronous speech labs and their effects on university students' public speaking skills* [Poster presentation]. Excellence in Online Learning Conference, Brownsville, TX.
- Guajardo, S. M., & Chang, W. L. (2022, March). *The efficiency of online-based flipped classrooms during the COVID-19 pandemic* [Paper presentation]. Innovations in Teaching Conference, Edinburg, TX.

Academic Service Work

Vice Chair-Elect

Intercultural Communication Division, Southern States Communication Association (*April 2026 – Present*)

- Assist the Division Chair in advancing the goals and initiatives of the Intercultural Communication Division.
- Support the planning and coordination of division programming for the annual Southern States Communication Association convention.
- Collaborate with division leadership to promote scholarship and professional engagement in intercultural communication.
- Participate in executive discussions concerning division operations, membership engagement, and future programming.
- Prepare to assume the responsibilities of Division Chair in accordance with the division's leadership succession process.

Secretary

Kenneth Burke Society, *Southern States Communication Association (February, 2024 – Present)*

- Record and maintain meeting minutes, documenting key discussions and audience questions for archival purposes.
- Coordinate communication and logistical tasks to support events and meetings.
- Facilitate information sharing among members, ensuring smooth collaboration and continuity within the organization.

Advisory Board Member, Writing and Communication Services

University of Memphis (Spring, 2025 – Present)

- Provide feedback and guidance on current and future initiatives to support student writing and communication across the university.
- Participate in once-per-semester meetings to review and discuss the office's recent work, ongoing projects, and future goals.
- Offer insights based on experience as a long-term writing consultant and graduate instructor to enhance student support services and programming.
- Collaborate with fellow board members to ensure the office's mission aligns with the evolving needs of undergraduate and graduate student populations.

Tigers Talk Facilitator

University of Memphis (Spring, 2025)

- Guided ESL and multilingual students in developing public speaking skills tailored to their unique linguistic and cultural needs.
- Conducted workshops and one-on-one sessions focused on building confidence, improving speech clarity, and adapting messages for diverse audiences.

- Fostered an inclusive learning environment that encouraged ESL and multilingual students to apply communication strategies in academic and professional contexts.

Multilingual Communication Trainer

Crews Center for Entrepreneurship (Spring, 2025)

- Developed and facilitated workshops, including *Public Speaking for Business Owners*, as part of the Multicultural Business Accelerator program.
- Led interactive training sessions to strengthen pitching and presentation skills through applied practice and feedback.
- Equipped multilingual entrepreneurs to tailor business pitches for diverse audiences.

Business Communication Trainer

Crews Center for Entrepreneurship (Spring, 2025)

- Designed and facilitated three workshops that integrated public speaking pedagogy with entrepreneurial communication, focusing on elevator pitches and professional presentations.
- Delivered instruction on audience analysis, persuasion strategies, visual design, narrative construction, and delivery techniques, grounding content in communication theory and practice.
- Provided targeted feedback to support students' development of rhetorical adaptability, confidence, and professional ethos.

Panel Chair and Respondent

Southern States Communication Association (Spring, 2025)

- Chaired and responded to a panel featuring research on grassroots organizing and participatory communication strategies in global health and development contexts.
- Provided feedback on papers addressing community-based health interventions, environmental communication, and the role of local leadership in crisis response.
- Facilitated dialogue among panelists and audience members, fostering critical engagement with the intersections of rhetoric, health communication, and social justice.

Volunteer, Writing and Communication Services

Study Abroad Fair, University of Memphis (Spring, 2025)

- Promoted writing and communication resources to students preparing for international academic programs, emphasizing writing and communication support services.
- Distributed informational materials and guided students to relevant academic support services.
- Represented WCS at a campus event, contributing to the center's visibility and outreach efforts.

Quiz Modifications

Basic Course: Oral Communication, University of Memphis (Summer, 2024)

- Redesigned quizzes to align with textbook content and core learning outcomes, ensuring consistency across the Oral Communication curriculum.
- Developed assessment items that emphasized practical application of communication theory, encouraging students to connect course concepts to real-world speaking situations.
- Enhanced evaluation measures to more effectively assess critical thinking and oral communication proficiency.

Volunteer Presenter

A Seat at the Table and Hooks African American Male Initiative (Spring, 2024)

- Delivered presentations on the role of Writing and Communication Services (WCS) in advancing student academic success.
- Discussed strategies for developing communication skills as tools for achieving educational and professional goals.
- Engaged with participants in dialogue about the importance of effective communication in fostering equity and empowerment in higher education.

Panel Chair Volunteer

Religious Communication Association, Washington, D.C. (Fall, 2023)

- Chaired a panel on religion and rhetoric, facilitating discussion and encouraging active audience engagement.
- Offered constructive feedback to presenters to strengthen scholarly contributions and enhance argumentation.
- Fostered an inclusive space that promoted dialogue across diverse perspectives in rhetorical and religious studies.

Panel Chair Volunteer

Rhetoric and Religious Traditions Conference, University of Memphis (Fall, 2023)

- Chaired an academic panel on faith-based rhetoric and religious traditions, facilitating discussion and audience engagement.
- Provided feedback on both delivery and content, supporting graduate and faculty presenters in enhancing their scholarship.
- Fostered a collegial and inclusive space for critical dialogue across diverse rhetorical and religious perspectives.

Tigers Speak Facilitator

University of Memphis (Fall, 2022 – Spring, 2025)

- Guided students in strengthening public speaking skills through structured practice, individualized coaching, and constructive feedback.
- Facilitated sessions on speech organization, delivery techniques, and audience engagement to prepare students for academic, professional, and civic contexts.

- Fostered a supportive learning environment that encouraged critical reflection on communication practices.

Tigers Write Facilitator

University of Memphis (Fall, 2022 – Spring, 2025)

- Supported students in strengthening academic and professional writing through workshops and individualized consultations.
- Guided students in thesis development to enhance coherence in written work.
- Provided tailored feedback to help students articulate complex ideas effectively and meet disciplinary writing expectations.

Volunteer Presenter

CLAW Conference, University of Memphis (Fall, 2022)

- Presented on Writing and Communication Services (WCS) resources to undergraduate students, emphasizing strategies for improving academic writing and oral communication.
- Engaged with attendees to address questions and connect them with programs tailored to their academic needs.
- Promoted the role of communication support in advancing student success and retention.

Kendall Hunt Volunteer

National Communication Association (Fall, 2022)

- Supported community education initiatives by distributing donated school supplies to local K–12 schools.
- Assisted in facilitating donation events during the annual conference.
- Contributed to strengthening university–community partnerships through service-oriented outreach.

Fall Preview Day

University of Memphis (Fall, 2022)

- Introduced prospective students to Writing and Communication Services (WCS), emphasizing its role in supporting academic success and communication development.
- Shared examples of student success stories to illustrate Writing and Communication Services' (WCS) impact on academic achievement and personal growth.
- Represented Writing and Communication Services (WCS) at a major recruitment event, contributing to university efforts to attract and support incoming students.

Parent and Family Weekend

University of Memphis (Fall, 2022)

- Introduced Writing and Communication Services (WCS) to incoming students and their families, fostering connections to academic support resources.

- Shared student success stories to illustrate how Writing and Communication Services (WCS) programs contribute to academic achievement and confidence.
- Represented Writing and Communication Services (WCS) as part of institutional outreach efforts.

Book Club Host

Madison Elementary (Spring, 2019)

- Organized literacy-focused sessions and developed weekly activities to strengthen student comprehension and critical reading skills.
- Guided students in designing and presenting creative literary projects to staff, faculty, and parents.
- Fostered a supportive environment that encouraged confidence, collaboration, and a love of reading.

Editor

Pecan Grove Review, St. Mary's University (Fall, 2018)

- Provided detailed, constructive feedback on student submissions to support revision and skill development.
- Curated and managed the selection of literary works for the annual publication.
- Collaborated with fellow editors and faculty advisors to maintain editorial standards and oversee the publication process.

Awards, Recognitions, and Grants

- Selected Participant, National Communication Association Doctoral Honors Seminar (Summer, 2025).
- The Michael & Suzanne Osborn Fellowship, University of Memphis (Spring, 2025).
- John Angus Campbell Excellence in Graduate Teaching Award, University of Memphis (Spring, 2025).
- Graduate Student Association (GSA) Awards: Recognition of Student Success, University of Memphis (Spring, 2025).
- Graduate Student Association (GSA) Awards: GSA 20 Under 35 Award, University of Memphis (Spring, 2024).
- Graduate Student Association (GSA) Awards: Recognition of Student Success, University of Memphis (Spring, 2024).
- Department of Communication & Film Research/Creative Work Grant, University of Memphis (Spring, 2024).

Professional Memberships

National Communication Association

- Promote the development of inclusive practices that amplify underrepresented voices and dismantle systemic inequities within the field.

- Provide a platform to align personal research with broader academic discussions, focusing on amplifying Latiné perspectives and advancing equity in communication scholarship.

Rhetoric Society of America

- Support research on grassroots Latiné leadership and their rhetorical contributions to community mobilization and advocacy efforts.
- Contribute to scholarship that emphasizes rhetoric's capacity to critique and reframe societal narratives.

Southern States Communication Association

- Advance scholarship on Latinidad through collaborative and community-centered initiatives.
- Advocate for critical issues affecting Latiné communities, including agricultural labor rights, education access, and immigration reform.

Southeastern Writing Center Association

- Contribute to the development of scholarship and discussions focused on the praxis of writing and communication centers.
- Promote inclusive initiatives and practices that prioritize the voices and needs of underrepresented and marginalized students.