

2700 Bay Area Blvd.
Box #73
Houston, TX 77058

281-283-3482
kice@UHCL.edu

Brent Kice

Education

Ph.D., Communication Studies

Louisiana State University

Dissertation: "From the Mountains to the Podium:
The Rhetoric of Fidel Castro"

Research Interests: Rhetorical Criticism, Public Address,
Social Media, Game Studies, Pedagogy

Baton Rouge, LA

Adviser: Andy King

M.A., Organizational Communication

Southeastern Louisiana University

Hammond, LA

B.A., Communications

Loyola University New Orleans

New Orleans, LA

Academic Positions

Professor

University of Houston-Clear Lake

Sep 2025 – present

Houston, TX

Associate Professor

Tenured

University of Houston-Clear Lake

Sep 2020 – Aug 2025

Sep 2020

Houston, TX

Assistant Professor

University of Houston-Clear Lake

Aug 2015 – Aug 2020

Houston, TX

Associate Professor

Department Chair

Tenured

Frostburg State University

Aug 2014 – Jul 2015

Summer 2015

Aug 2014

Frostburg, MD

Assistant Professor

Department Chair

Frostburg State University

Aug 2008 – Jul 2014

Summer 2013

Frostburg, MD

Journal Articles

Kice, Brent. "Consubstantial Versus Incongruous Mindbombs: The Case of Environmental Activists Defacing Priceless Works of Art." *Poroi: An Interdisciplinary Journal of Rhetorical Analysis & Invention*. 18.1 (2024). doi: 10.17077/2151-2957.33758

Kice, Brent. "Will Smith's Oscars Slap: Apologia and the Use of Time." *Utah Journal of Communication* 1.2 (2023). 54-58. *Featured Article*.
<https://doi.org/10.5281/zenodo.10055915>

Kice, Brent, and Anna Klyueva. "Asking for Trouble with Pure Accommodation: Paracrisis as Rhetorical Situations." *Public Relations Review* 48.4 (2022). doi: 10.1016/j.pubrev.2022.102210

- Kice, Brent. "Differentiating between Irony and Sarcasm: An Illustration of Sarcasm's Negative Impact on Audiences." *Discourse* 7.1 (2022): Article 5.
- Kice, Brent. "Obama's Attempted Reconstitution of the Cuban People." *Western Journal of Communication* 84.5 (2020). 660-673. doi: 10.1080/10570314.2020.1775285
- Kice, Brent. "'There's a Soldier in all of Us': An Inclusive Fantasy of the *Call of Duty* Franchise." *Relevant Rhetoric* 10 (2019). 1-13.
- Kice, Brent. "The Social False Dilemma: Perpetuating Conflicts between Liberals and Conservatives." *Res Rhetorica* 6.1 (2019). 51-65.
- Kice, Brent. "The Basic Communication Course and a University-wide Critical Thinking Pedagogy Program." *Basic Communication Course Annual* 31 (2019). 181-185.
- Kice, Brent. "The Impact of Class Size on the Speech/Time Ratio in the Public Speaking Course." *Basic Communication Course Annual* 30 (2018). 217-221.
- Kice, Brent. "Developing a Supportive Communication Climate in Virtual Task Groups." *Discourse* 3 (2016): 103-109.
- Kice, Brent. "Fidel Castro's 'Battle of Ideas': The Rhetorical Vision of the Special Relationship Between Cuba and Venezuela." *Texas Speech Communication Journal* 39.1 (2015): 29-39.
- Hall, Z., Brent Kice, and Jinbong Choi. "Damage Control: Rhetoric and New Media Technologies in the Aftermath of the BP Oil Spill." *Poroi: An Interdisciplinary Journal of Rhetorical Analysis & Invention* 8.1 (2012).
- Kice, Brent. "The Religious Rhetoric of Scapegoat Reliance." Rhetoric and Religion Special Issue of the *Memphis Theological Seminary Journal* 50 (2012).
- Kice, Brent. "Identifying Rhetorical Visions and Group Roles Through Role-Play." *Communication and Theatre Association of Minnesota Journal* 38 (2011): 78-82.
- Kice, Brent. "Humorous Commercials, Millennial Students, and the Classroom." *Texas Speech Communication Journal Online* (2010).
- Kice, Brent. "Nostalgic Enactment: The Genre of Home Arcade Cabinets." *New Formations of Game Genre*. Eds. Gerald Voorhees, Josh Call, Betsy Brey, and Matthew Wysocki. Bloomsbury, 2026.
- Kice, Brent. "Identification, Division, and Consubstantiality in *Cobra Kai*." *Communication Theory and Gen Z Popular Culture: Essays and Applications*. Eds. Jonathan Nichols-Pethick and Kathleen Glenister Roberts. Peter Lang, 2025.
- Kice, Brent. "The Crisis of Technological Reliance and The Spectacle of Authority: *Avenue 5's* Ironic Depiction of Technology." *Television Comedy and Cultural Crisis*. Eds. Holly Holladay and Chandler Classen. Routledge, 2024.
- Kice, Brent. "Online Speaking: Adapting to the Virtual Environment." *The Routledge Handbook of Public Speaking Research and Theory*. Eds. Stevie Munz, Tim McKenna-Buchanan, and Anna Wright. Routledge, 2024.

Book Chapters

- Kice, Brent. "Expanding the Frontier through War: *Skyrim*'s Ludic Contribution to the Frontier Myth." *Being Dragonborn: Critical Essays on The Elder Scrolls V: Skyrim*. Eds. Mike Piero and Marc Ouellette. McFarland, 2021.
- Kice, Brent. "Prestige: A Cyclical Act for Consumer Control." *The Evolution and Social Impact of Video Game Economics*. Ed. Casey Hart. Lanham, MD: Lexington, 2017.
- Kice, Brent. "Sonic the Hedgehog." *100 Greatest Video Game Franchises*. Eds. Robert Mejia, Jaime Banks, and Aubrie Adams. Lanham, MD: Rowman and Littlefield Education, 2017.
- Kice, Brent. "Participation Fetishism in the Digital Age." *Debates for a Digital Age: The Good, the Bad, and the Ugly of Our Online World*, Vol. 2, edited by Danielle Sarver Coombs and Simon Collister. Santa Barbara, CA: Praeger, 2016. 173-187.
- Kice, Brent. "Assessing Player-Connected Versus Player-Disconnected Sex Acts in Video Games." *Rated M for Mature: Sex and Sexuality in Video Games*, edited by Matthew Wysocki and Evan W. Lauteria. New York: Bloomsbury, 2015. 253-264.
- Kice, Brent. "Perceptions of Control: Open World Formats v. Online Multiplayer First Person Shooters." *Ctrl-Alt-Play: Essays on Control in Video Gaming*. Ed. Matthew Wysocki. Jefferson, NC: McFarland, 2013. 146-157.

Awards

Faculty Achievement Award in Teaching **May 2015**

Awarded by university to one faculty member a year for meritorious achievement in teaching. Faculty Achievement Awards are presented to individual faculty in each of three categories: teaching, academic accomplishment, and university/community service
Frostburg State University

Dean's Merit: Professional Achievement **May 2011, 2013, 2014** Frostburg State University

Dean's Merit: Teaching **May 2012** Frostburg State University

Competitive Presentations

- "Storytelling Necessity: The Ineffectiveness of Smearing Priceless Art as Mindbomb in Environmental Activism." The Association for the Rhetoric of Science, Technology, and Medicine Preconference of the National Communication Association. National Harbor, MD. November 2023.
- "At the Crossroads: The Paracrises, Expectation Gaps, and Concerned Influencers." National Communication Association. Virtual Event. November 2020. Co-authored with Anna Klyueva.
- "Con Artists and the Ethics of Out-of-Game Gameplay." Game Studies Preconference of the National Communication Association. Salt Lake City, UT. November 2018.
- "Obama's Failed Reconstitution of the Cuban People." National Communication Association. Dallas, TX. November 2017. *Top Competitive Papers Panel in the Public Address division.*

- “Enhancing Attention to Toulmin’s Warrants in the Basic Course.” National Communication Association. Dallas, TX. November 2017.
- “Constituting Division: The Unethical Consequences of Casting ‘Other’ Identities on Game Players.” National Communication Association. Philadelphia, PA. November 2016.
- “Sarcasm and Its Path to Division: The Downside of the ‘Think Again, Turn Away’ Campaign.” Southern States Communication Association. Austin, TX. April 2016.
- “The Confinement of the Numbing Cycle.” Game Studies Preconference of the National Communication Association. Las Vegas, NV. November 2015.
- “Directorial Portrayals of the ‘Scapegoat Devices of the Ignorant:’ Connections in the Selection of Means in *Darkon*” Eastern Communication Association. Providence, RI. April 2014. Co-authored with David Stern. *Top competitive papers panel in the Kenneth Burke division.*
- “LARPing and Scapegoat Devices: Burkean Selection of Means in *Darkon*.” Popular Culture Association/American Culture Association. Chicago, IL. March 2014. Co-authored with David Stern.
- “‘There’s a Soldier in All of Us’: An Inclusive Fantasy.” Popular Culture Association/American Culture Association. Washington D.C. March 2013.
- “The Opportunity for the Transition: A Grant Opportunity from the University System of Maryland and National Center for Academic Transformation.” Eastern Communication Association. Cambridge, MA. April 2012.
- “BP’s Communication Reversal: Kiddies to Catastrophe.” Association for the Rhetoric of Science and Technology Preconference of the National Communication Association. New Orleans, LA. November 2011.
- “Under Armour’s New Prototype: A Burke Perspective.” Eastern Communication Association. Arlington, VA. April 2011.
- “Fidel Castro’s ‘Battle of Ideas’: Transitioning to an Abstract Plane.” Southern States Communication Association. Memphis, TN. April 2010.
- “The Religious Structure and Priestly Quality of Fidel Castro’s Rhetoric.” Eastern Communication Association. Philadelphia, PA. April 2009.
- “Fidel Castro’s god-term: Socialism as a Guiding Force.” Southern States Communication Association. Savannah, GA. April 2008.
- “Updating Vico’s Religion: Individual Empowerment Through the Global Network.” Southern States Communication Association. Savannah, GA. April 2008.
- “Spartan Cubans? . . . Castro’s Recreated Cuban Identity.” Southern States Communication Association. Louisville, KY. March 2007.
- “Expanding Generic Criticism: Establishing the Genre of Special Relationship Discourse.” Southern States Communication Association. Dallas, TX. April 2006.

	<p>“Fidel Castro: Adapting Agent to Scene in Burke’s Dramatism.” Southern States Communication Association. Dallas, TX. April 2006.</p>	
Invited Presentations	<p>“Copyright.” NASA’s Flight Operations Directorate. Houston, TX. November 28, 2018.</p> <p>“CMST 102 Introduction to Human Communication Course Redesign Results.” University System of Maryland Redesign Final Report Workshop. Baltimore, MD. October 9, 2012.</p>	
Campus Presentations	<p>“Text Ain’t the Only Thing Worth Reading: Nonverbal Communication and Positive Tutoring Experiences.” Frostburg Tutoring Center. Frostburg, MD. March 15, 2013; April 1, 2011; April 2, 2010.</p> <p>“Writing Rewarding Resumes.” Student Communication Studies Association. Frostburg, MD. April 18, 2012; October 25, 2011; November 2010; October 28, 2009; October 15, 2008.</p> <p>Special Guest for “Morality” Episode on <i>Down to Earth with Dr. G. Television Show</i>. FSU-TV3, Frostburg, MD. March 2011.</p>	
Grants Awarded	<p>“Teaching Effectiveness Summer Conference” Opportunity Grant <i>The FSU Foundation</i></p> <p>“Course Redesign for Introduction to Human Communication” USM Carnegie Course Redesign Initiative <i>National Center for Academic Transformation and University System of Maryland</i></p> <p>“Journalistic Perspectives: Covering Pop Culture” Presidential Experiential Learning Enhancement Fund <i>Frostburg State University</i></p> <p>“Enhancing Small Group Skills Through Audio Tour Development” Faculty Development Project Grant <i>Frostburg State University</i></p> <p>“Initiating a Graduate Student Library” Teaching Enhancement Grant <i>Southeastern Louisiana University</i></p>	<p>Jun 2012 \$2000</p> <p>Apr 2011 \$40,000</p> <p>Mar 2011 \$200</p> <p>Oct 2009 \$619</p> <p>Oct 2003 \$1500</p>
Grants Applied For	<p>“Course Redesign Lab Space” Opportunity Grant <i>The FSU Foundation</i></p> <p>“Free Speech on Wheels” Student Achievement Grant <i>NEA Foundation</i></p> <p>“Propaganda and the Citizen” Archives Grants for Teachers <i>C-SPAN</i></p>	<p>Jun 2012 \$6800</p> <p>Oct 2009 \$5000</p> <p>Oct 2009 \$180</p>

	<p>“Campaign Experience in the Classroom” Innovation Grant <i>NEA Foundation for the Improvement of Teaching</i></p>	<p>Mar 2004 \$4356</p>
	<p>“Protecting Southeastern’s Investment: Proximity Card Locks for Student Equipment” Student Technology Fee: Large Project Grants <i>Southeastern Louisiana University</i></p>	<p>Oct 2003 \$7889</p>
Courses Taught	<p>Argumentation and Advocacy</p> <p>Communicating with Video Games</p> <p>Communication Ethics</p> <p>Communication for Business and Professionals</p> <p>Communication Theory</p> <p>Digital Media Law and Ethics</p> <p>Environmental Communication</p> <p>First Amendment Law and Ethics</p> <p>Internship</p> <p>Interpersonal Communication</p> <p>Introduction to Human Communication</p> <p>Media Law</p> <p>Public Speaking</p> <p>Rhetorical Criticism</p> <p>Small Group Communication</p> <p>Social Media Analytics</p>	
Dissertation/Thesis Committees	<p>Committee Member, Ph.D. Dissertation: Clint Henry, “The Smartphone Distraction Proneness Scale.” Defended July 10, 2021. Bellevue University.</p> <p>Committee Member, M.A. Thesis: Haley Booth, “Inflaming Popular Passions: Stylization and Framing in President Donald Trump’s Tweets.” Defended April 22, 2021. University of Houston-Clear Lake.</p>	
Service to Department	<p>Program Director <i>Communication, B.A.</i> University of Houston-Clear Lake</p>	<p>Sep 2017 – present</p>

Program Director <i>Digital Media Studies, M.A.</i> University of Houston-Clear Lake	Sep 2024 – present
Chair <i>Communication Visiting Faculty Search Committee</i> University of Houston-Clear Lake	May 2024 – Aug 2024
Chair <i>Communication Faculty Search Committee</i> University of Houston-Clear Lake	Aug 2021 – April 2022
Chair <i>Communication Faculty Search Committee</i> University of Houston-Clear Lake	Aug 2020
Member <i>High School Recruitment Committee</i> University of Houston-Clear Lake	Apr 2016 – present
Member <i>Department P&T Criteria Task Force</i> University of Houston-Clear Lake	Apr 2019 – Dec 2019
Member <i>Communication Faculty Search Committee</i> University of Houston-Clear Lake	May 2018 – Aug 2018
Chair <i>DMST Employer Survey Committee</i> University of Houston-Clear Lake	Oct 2016 – May 2017
Member <i>Communication & DMST Scholarly Activities Policy Review Committee</i> University of Houston-Clear Lake	Jun 2016 – Aug 2016
Basic Course Director <i>Department of Communication Studies</i> Frostburg State University	May 2011 – Jun 2015
Chair <i>Adjunct Faculty Search Committee, Com. Studies</i> Frostburg State University	Nov 2010 – Jun 2015
Member <i>Curriculum Development Committee, Com. Studies</i> Frostburg State University	Aug 2010 – Jun 2015
Member <i>Admin. Asst. Search Committee, Com. Studies</i> Frostburg State University	Aug 2012
Chair <i>Basic Course Committee, Communication Studies</i> Frostburg State University	Aug 2010 – May 2011

	Member <i>Faculty Search Committee, Communication Studies</i> Frostburg State University	Sep 2013 – May 2014 Aug 2010
	Web Manager <i>Department of Communication Studies</i> Frostburg State University	Nov 2008 – Jun 2015
	Department Representative <i>Career Expo</i> Frostburg State University	Sep 2008 – Jun 2015
	Department Representative <i>Library Acquisitions</i> Frostburg State University	Sep 2008 – Jun 2015
	Webmaster <i>HopKin's Black Box Theatre</i> Louisiana State University	May 2005 – May 2008 www.lsu.edu/hbb
Service to College	Member <i>Committee on Educational Policy</i> University of Houston-Clear Lake	Sep 2017 – present
	Member <i>Faculty Development Leave Committee</i> University of Houston-Clear Lake	Sep 2025 – present
	Secretary <i>Committee on Educational Policy</i> University of Houston-Clear Lake	Sep 2025 – present Jan 2022 – May 2024
	Member <i>CEP Subcommittee on Annual Review</i> University of Houston-Clear Lake	Feb 2024 – Apr 2024
	Chair <i>Curriculum Committee</i> University of Houston-Clear Lake	Sep 2021 – May 2024
	Member <i>Curriculum Committee</i> University of Houston-Clear Lake	Jan 2017 – May 2024
	Member <i>Faculty Development Leave Committee</i> University of Houston-Clear Lake	Sep 2021 – May 2023
	Member <i>Scholarship Committee</i> University of Houston-Clear Lake	Aug 2016 – Aug 2018
	Member <i>College of Liberal Arts and Sciences Curriculum Committee</i> Frostburg State University	Sep 2012 – Jun 2015

	Member <i>Undergraduate Research Steering Committee</i> Frostburg State University	Oct 2013 – Jun 2015
	Member <i>Undergraduate Research Working Group</i> Frostburg State University	Oct 2011 – Jun 2015
	Web Manager <i>Leadership Studies Minor</i> Frostburg State University	Aug 2009 – Jun 2015
	Member <i>College of Graduate School Committee</i> Southeastern Louisiana University	Aug 2003 – May 2004
Service to University	Member <i>Communication Foundational Component Area Work Group</i> University of Houston-Clear Lake	Jan 2019 – present
	Member <i>Foundations of Excellence Improvement Committee</i> University of Houston-Clear Lake	Oct 2015 – May 2016
	Senator <i>Faculty Senate</i> Frostburg State University	Sep 2012 – Jun 2015
	Member <i>Faculty Concerns Committee</i> Frostburg State University	May 2012 – Jun 2015
	Faculty Adviser <i>Society for Collegiate Journalists</i> Frostburg State University	Jan 2011 – Jun 2015
	Member <i>Oral Communication Work Group</i> Frostburg State University	Oct 2013 – May 2014
	Chair <i>Faculty Development and Sabbatical/Professional Leave Senate Subcommittee</i> Frostburg State University	Sep 2012 – May 2014
	Member <i>President's Advisory Council on Institutional Effectiveness</i> Frostburg State University	Jan 2014 – May 2014
	Member <i>Mission Statement Work Group</i> Frostburg State University	Jan 2014 – May 2014

	Treasurer <i>Faculty Development and Sabbatical/Professional Leave Senate Subcommittee</i> Frostburg State University	Sep 2011 – Jul 2012
	Member <i>Center for Teaching Excellence Advisory Group</i> Frostburg State University	Nov 2011 – Jun 2012
	Faculty Adviser <i>Yearbook (The Nemacolin)</i> Frostburg State University	Sep 2008 – Oct 2011
	Member <i>Staff Awards for Excellence Committee</i> Frostburg State University	Sep 2008 – Sep 2011
	Web Manager <i>Yearbook (The Nemacolin)</i> Frostburg State University	Oct 2008 – Oct 2011
	Website Analysis <i>Learning Green, Living Green (LGLG) Committee</i> Frostburg State University	Nov 2010 – Jan 2011
Service to Discipline	Editorial Review Board <i>Discourse</i>	Aug 2018 – present
	Editorial Review Board <i>Texas Speech Communication Journal</i>	Feb 2018 – present
	Article Reviewer <i>Environmental Communication</i>	Aug 2025
	Article Reviewer <i>Electronic Journal of Communication</i>	Jan 2025
	Article Reviewer <i>Western Journal of Communication</i>	Sep 2019
	Competitive Paper Reviewer <i>Game Studies Division</i> National Communication Association	Apr 2016 – present
	Competitive Paper Reviewer <i>Public Address Division</i> National Communication Association	Apr 2016 – present
	Proposal Reviewer <i>Preconference Planning</i> National Communication Association	Apr 2019
	Textbook Reviewer <i>Exploring Communication Ethics: A Socratic Approach</i> by Randy Bobbitt Routledge	Nov 2018

	Competitive Paper Reviewer <i>Rhetorical and Communication Theory Division</i> National Communication Association	Apr 2016
	Textbook Reviewer <i>Let's Communicate</i> by Douglas Fraleigh, Joseph Tuman and Peter Arkle Bedford/St. Martin's	May 2015
	Competitive Paper Reviewer <i>Kenneth Burke Division</i> Eastern Communication Association	Oct 2014
	Reviewer <i>Iowa Communication Journal</i>	Mar 2013
	Competitive Paper Reviewer <i>Public Address Division</i> National Communication Association	Feb 2011 – Feb 2013
	Webmaster <i>Maryland Communication Association</i>	Dec 2009 – Nov 2013 www.marylandcomm.org
	Textbook Reviewer <i>The Evolving Art of Human Communication</i> by Stephanie J. Coopman and Ted M. Coopman Cengage	Nov 2013
	Textbook Reviewer <i>Introduction to Human Communication: Meaning Making and Identity</i> by Susan R. Beauchamp and Stanley J. Baran Cengage	Sep 2013
	Textbook Reviewer <i>Communication Matters</i> 2 nd edition by Kory Floyd McGraw-Hill	Jan 2012
	Textbook Reviewer <i>Invitation to Human Communication</i> 1 st edition by Cindy Griffin and Jennifer Bone Wadsworth	Sep 2011
	Competitive Paper Reviewer <i>Political Communication Division</i> Eastern Communication Association	Oct 2009 – Oct 2010
Service to Community	Copyright Lecture <i>NASA, Johnson Space Center</i>	Nov 2018 Houston, TX
	Communication Consultant <i>St. Bernadette Church</i>	Aug 2016 Houston, TX
	Communication Consultant <i>Savage River Watershed Association</i>	Oct 2013 – Oct 2014 Frostburg, MD

**Professional
Memberships**

Judge

Allegany County 4-H Annual Public Speaking Contest

**Apr 2010 – Mar 2013
Cumberland, MD**

Web Consultant

Allegany County Conflict Resolution Center

**Apr 2010 – Sep 2010
Cumberland, MD**

Web Design

Southside Junior High

**Aug 2007
Denham Springs, LA**

Web Design

Students In Free Enterprise, Delgado Community College

**Dec 2003
New Orleans, LA**

Member

National Communication Association

Member

Association for the Rhetoric of Science, Technology, and Medicine