

# Naette Yoko Lee, Ph.D.

www.linkedin.com/in/naette | naettelee@gmail.com | 484-786-3278

## SUMMARY

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A multidisciplinary scholar and practitioner, I bring a unique amalgamation of academic research and applied experience to address complex societal challenges. My doctoral research delves into the evolving conceptions of race, particularly in the era of genomic testing. I explore how emerging biotechnologies not only reinforce but also challenge existing discursive norms about race, thereby presenting a complex palimpsest of human diversity. Utilizing Kenneth Burke's theoretical framework, I have examined case studies that scrutinize the operation of rhetorics of genetic certainty and heritability, offering a more nuanced understanding of how society integrates these new technologies into the racial discourse. This research holds significant implications for both policy and practice, aiming to provide more accurate discursive tools for grappling with systemic inequity. My dual expertise in theoretical research and practical application situates me ideally for roles that demand both intellectual rigor and actionable insights.

## EDUCATION

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<b>Ph.D.</b>	<b>University of Maryland - Rhetoric and Political Culture</b> <i>Dissertation:</i> "The Rhetorical Palimpsest: A Burkean Framework for Understanding Race in the United States" – an examination of the rhetorical life of commercial ancestry test results in the digital sphere.	December 2022
<b>M.A.</b>	<b>Villanova University - Strategic Communication</b> <i>Thesis:</i> Say It Ain't So: Reframing Colin Kaepernick's Biraciality as a White Supremacist Constitution."	June 2017
<b>Cert.</b>	<b>Villanova University</b> Critical/Cultural Studies	June 2016
<b>B.A.</b>	<b>University of the West Indies, St Augustine - History</b> <i>Thesis:</i> "Struggle for Cultural Hegemony in the Trinidad Carnival."	May 2003

## HONORS AND AWARDS

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<b>Wiley Dissertation Fellowship</b> - University of Maryland	2021
<b>Flagship Fellowship</b> - University of Maryland	2017
<b>Graduate Assistantship</b> - Villanova University	2015
<b>Eric Williams Prize for Excellence in <i>Capitalism and Slavery</i></b> - University of the West Indies	2003

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### COMMUNICATIONS EXPERIENCE

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<b>Communications Manager, Content and Storytelling</b> United Way Worldwide, Alexandria Virginia	2023 – present
<b>Interim Head of Communications</b> Ministry of Finance and the Economy, Trinidad and Tobago	2018
<b>Graduate Assistant for Diversity and Inclusion</b> Villanova University, Pennsylvania	2015-2017
<b>Senior Copywriter and Corporate Communication Strategist</b> Lonsdale Saatchi and Saatchi Advertising, Trinidad and Tobago	2014-2015
<b>Speechwriter to the Minister</b> Ministry of Energy, Trinidad and Tobago	2012-2014
<b>Communication Manager</b> Children’s Authority of Trinidad and Tobago	2011-2012
<b>Director, Information Resource Center</b> United States Embassy, Port of Spain	2009-2010
<b>Senior Journalist/ Anchor</b> Caribbean New Media Group	2006-2009

### TEACHING EXPERIENCE

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<b>University of Maryland</b> - College Park <b>Instructor</b> , Communication	2017 - 2022
- Principles of Oral Communication - Rhetoric of Black America - Introduction to Communication Inquiry	
<b>Villanova University</b> - Pennsylvania <b>Instructor</b> , Communication	2016
- Intergroup Relations – Race	
<b>College of Science, Technology and Applied Arts of Trinidad and Tobago</b> – Port of Spain <b>Adjunct Lecturer</b> , Communication	2004 - 2006
- Introduction to Communication - Introduction to Oral Communication	

### GUEST LECTURES

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<b>University of Maryland</b> - College Park <b>Instructor</b> , Communication	2019
- “Angry Black Women: Gendered Constitutions of Race in the United States” - Communication and Gender (COMM 324). - “The Rhetoric of P.R.” - Public Relations Techniques (COMM 324)	

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Howard University – Washington D.C.

- “Conceptualizing Race” - Contemporary Philosophy (PHL 1090)

2021-2022

### PUBLICATIONS

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**Report:** “Year of The Woman: 2018 Political Ads by Women Challengers.”

*The Political Advertising Resource Center, Rosenker Center for Political Communication & Civic Leadership* (2017)

Authors: Jenna Bachman, Darrian Carroll, Skye De Saint Felix, Aya Farhat, and Naette Lee

**Analysis:** “The Garrison Dam Agreement Signing”

*Recovering Democracy Archives* (2018)

Authors: Naette Lee and Lauren Hunter.

### PRESENTATIONS

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**“Empathy, Virtual Reality, and Digital Colonialism; or, Mr. Zuckerberg Goes to Puerto Rico.”** -

Co-presented with Damien Pfister

*National Communication Association Convention, 2020.*

- An analysis of Facebook’s Virtual reality platform as an instrument of neocolonialism. This paper reinterprets Mark Zuckerberg’s virtual visit to Puerto Rico following hurricane Maria through the lens of the Burkean pentad.

**“International Students and Racism.”** - Presenter

*University of Maryland Communication Department Colloquia and Conversation Series, 2020.*

- An exploration of race, racism, and the unique challenges faced by international students in the nested hierarchies of U.S higher education.

**“Embodying and Materializing Burkean Rhetoric.”** - Respondent

*National Communication Association Convention, 2019.*

- Panel enunciating the importance of theorizing the productive tension between the symbolicity and materiality that manifest across Kenneth Burke's corpus.

**“Metaphorically Human: Exploring the Representations of Autism Spectrum Disorder in a Mediated Environment.”** - Panelist

*National Communication Association Convention, 2017.*

- Presented "Brothers at Arms" which explores the parallel rhetorical constitutions of African American men and people with ASD during fatal interactions with law enforcement.

**“Revolutionary Burke.”** - Panelist

*National Communication Association Convention, 2017.*

- Discussion exploring new applications of Burkean theory to the contemporary social climate. My contribution addressed the role of rhetorical racial constructions in perpetuating white supremacy.

**“ACT(ing) Diversity, Calling Justice.”** - Respondent

*National Communication Association Convention, 2015.*

- Theatrically oriented exploration of the challenges of diversity and inclusion praxis in higher education.

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### COMMUNITY SERVICE/ MEMBERSHIP

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- Kenneth Burke Society Vice Chair/Program Planner for NCA (2021/2022)
- Latin American Studies Center Conference Steering Committee (2021)
- UMD Communication Anti-Racism Working Group (2020)
- University of Maryland Senate, Faculty Affairs Committee (2020)
- Latin American Studies Center, International Students Working Group (2020)
- KBS Triennial Conference Steering Committee (2020)
- American Society for the History of Rhetoric (2020)