

Research in Action Podcast Instructor Guide

Use the following episode description, learning objectives, guiding questions and activity suggestions to more easily include “Research in Action” podcast episodes as a supplemental resource for your course.

Dr. Sean Zdenek on Rhetorical Analysis [28:40]

Research in Action - Episode 30

Podcast and Episode Information

“Research in Action” is a weekly podcast about topics and issues related to research in higher education featuring experts across a range of disciplines.

On this episode of the podcast, the guest Dr. Sean Zdenek, an associate professor of technical communication and rhetoric at Texas Tech University in Lubbock, Texas. He holds a PhD from Carnegie Mellon University, a Master’s degree from California State University at Stanislaus, and a Bachelor’s degree from University of California at Berkeley. At Texas Tech, he teaches undergraduate and graduate courses in web accessibility and disability studies, sound studies, report writing, style, document design, writing for publication, developing instructional materials, and others. Sean is also the author of *Reading Sounds: Closed-Captioned Media and Popular Culture* from University of Chicago Press. He’s been keenly interested in closed captioning for over a decade and writing about it since 2009.

Segment One [00:00-10:49] - In this segment, Sean describes some of the research on closed captions in his book *Reading Sounds*.

Segment Two [10:50- 21:27] - In this segment, Sean shares about the 500+ example clips he curated as supplemental resources for his book.

Segment Three [21:28-28:40] - In this segment, Sean discusses his current research area of animated captions and talks about his future research plans.

Bonus Clip #1 [00:00-3:00]: Relationship Between Caption Transformation and Animated Captions

Bonus Clip #2 [00:00-01:43]: Captioning within Context

Show notes and a transcript for this episode can be found at:

<http://ecampus.oregonstate.edu/research/podcast/e30/>

Learning Outcomes

By listening to this episode, students will be able to:

- Discuss purposes of closed captioning and Dr. Zdenek’s research in this field
- Define NSI and provide an example of it
- Describe rhetorical analysis as it applies to closed captioning research
- Identify an example of a leitmotif in closed captioning
- Describe animated captioning
- Explain the difference between closed captions and subtitles
- Discuss potential impacts of closed captions on both hearing and non-hearing individuals

Guiding Questions for Listening

- How did Dr. Sean Zdenek begin researching closed captioning?
- According to Dr. Zdenek, what is “humanistic rationale” as it relates to the study of closed captioning?
- What are non-speech captions/NSI and what is an example of it?
- How does Dr. Zdenek apply rhetorical analysis to his research on closed captions?
- What is synchresis?
- What appear to be some potential challenges in creating context for closed captions?
- According Dr. Zdenek, how can captions provide a “slightly different experience of the text”?
- What is an example of a leitmotif in closed captioning?
- What is an example of animated captioning?
- What are the differences between closed captions and subtitles?
- According to Dr. Zdenek, how might closed captions impact hearing individuals?
- What appear to be some of the challenges with the “idea that captions equalize sound”? (See also, Bonus Clip #1)

Possible Activities

- Have students watch a course video with closed captions turned on. What do they notice about what information is included in the closed captions? What do they notice about what information is not included?
- Ask students to visit the show notes for this episode (<http://ecampus.oregonstate.edu/research/podcast/e30/>) and look at an additional resource that is linked in connection with this episode. Students can write a short review of that resource to share with their peers
- Ask students to visit the show notes for this episode (<http://ecampus.oregonstate.edu/research/podcast/e30/>) and post an additional resource connected to the content of the episode in the comments section.
- Have students share questions that are raised for them based on the content of this episode. What would they ask Dr. Sean Zdenek if they could?

Suggested Citation (APA, 6th edition)

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Notes

About the Research in Action Podcast

“Research in Action” (RIA) is a podcast about topics and issues related to research in higher education featuring experts across a range of disciplines. Episodes are posted weekly and include guest interviews and occasional solo episodes. Guests are from a range of higher education institutions and share their expertise on qualitative, quantitative and mixed methods as well as their personal experiences as researchers, research and writing practices, organizational and productivity strategies, and much more. Some weeks, bonus content will also be posted.

“Research in Action” is hosted by [Dr. Katie Linder](#), research director for Oregon State University Ecampus.

Visit the podcast website to view [show notes and transcripts for each episode](#), explore our [episode guide](#), learn more about how to [contact us](#), or [suggest a future guest or topic](#).

You may subscribe to the [“Research in Action” RSS feed](#) or access the podcast via [iTunes](#), [Soundcloud](#) or [Stitcher](#).

“Research in Action” is also listed on [MERLOT](#).

The “Research in Action” podcast is a resource funded by Oregon State University Ecampus – ranked top ten in the nation for online education two years running by U.S. News & World Report. OSU Ecampus has more than 45 degree programs and more than 1,000 classes online.

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