

Dr. Tania S. Smith—SHORT CV

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Current position: Associate Professor and Director of Undergraduate programs, Department of Communication, Film and Media
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This short CV highlights my emerging research and service in the field of health and science communication (highlighted in blue text), while also providing a selection of my more recent accomplishments in other fields of communications studies.

Current employment

2002 to present: Full-time research professor of communications studies, University of Calgary, Calgary, Alberta, Canada. Instructor of Undergraduate, Master's and PhD students. Developer and former director of an undergraduate curricular peer mentoring program crossing four faculties (Arts, Science, Nursing, Medicine). Profile: <https://profiles.ucalgary.ca/tania-smith>

Current community leadership

2020 to present: Founder and President, Thyroid Patients Canada, registered nonprofit corporation, Corporations Canada. The patient-led organization provides 1) a science-based thyroid patient peer support group, 2) science-based public advocacy for improvements in diagnosis and treatment, and 3) public reviews of topics in thyroid science, thyroid disorders, and thyroid treatment. Website: <https://Thyroidpatients.ca> – See a selection of article titles below.

Formal Education

2002 – Ph.D. in English (Rhetoric & Composition). The Ohio State University, Columbus, OH.
1997-1998 – Ph.D. course work. Department of English, University of Alberta, Edmonton, AB.
1995 – M.A. English, University of Alberta, Edmonton, AB. Thesis: *Beyond Conduct: Three 18th Century Women Moralists*.
1994 – B.A. English with Honors, University of Alberta, Edmonton, AB. Focus: 18th century persuasive and instructive prose about writing, ethics, piety, and women's status and identity.

Fields of research

Emerging research:

Health and Science Communication – Public discourse about health, rhetoric and history of thyroid science, thyroid healthcare policy, and thyroid patient experience.

Past research areas:

Rhetorical Communication Studies - Rhetorical theory, criticism and pedagogy; Ethos and ethics; argumentation; Rhetorical history, focusing on British rhetoric 1650-1800.

Online public & professional communication – Online discussion forums; Website design & content

Higher education teaching and learning – Peer mentoring; Writing studies; Communication pedagogy

Scholarly Books

In progress: Scholarly book “*The Rhetoric of Thyroid Science and Thyroid Therapy: Paradigm shifts in hypothyroidism since 1952.*”

This will be a work of scientific history, rhetorical history, and rhetorical analysis. It wields theories and methods from the interdisciplinary field of “The Rhetoric of Science and Medicine” to analyze the arguments of a vast body of scientific and medical literature over seven decades. Its historical time frame begins in 1952, the year that T3 hormone was discovered by scientists Rosalind Pitt-Rivers (UK) and Jack Gross (Canada).

The work will focus on the science behind persuasive and instructive guidelines for the diagnosis and treatment of hypothyroidism. It will not only examine the representation of scientific literature in publications of guidelines and recommendations, but will also provide a decade-by-decade overview of the most important advancements in thyroid science that provided insight into hypothyroidism, whether or not these were acknowledged in guidelines.

Questions include the following: When promoting or denigrating certain signs, symptoms, tests, diagnostic algorithms, and treatment protocols, why were certain scientific discoveries highlighted and others ignored? What kinds of presumptions were made, and what forms of logic or logical fallacies were employed? How were certain recommendations or claims supported, weakly or powerfully, by the prior science available at the time? How were medical and scientific attitudes toward hypothyroidism influenced, or not, by historical discoveries were made in various fields, such as a) the basic science on TSH, T3, and T4 hormone behavior; b) clinical studies and early clinical trials of hypothyroid treatment; and c) epidemiological studies associating TSH, FT3, FT4 and FT3/FT4 with health risk within and outside of treatment?

Published: Smith, T. S. (2021). *Classical Rhetoric in English, 1650-1800: A Critical Anthology*. In *Classical Rhetoric in English, 1650-1800*. Brill. <https://brill.com/view/title/59104>

Length: 698 pages. This work contains the equivalent of three books in one volume: 1) a critical history, 2) a critical anthology, and 3) a Glossary (dictionary) of rhetorical terms.

Abstract: *Classical Rhetoric in English, 1650 - 1800* features English translations of the era’s most cherished Greek and Roman orators, rhetorical philosophers, and rhetorical critics. The publication history reveals how a distinctive British canon emerged from selected works by Plato, Isocrates, Demosthenes, Aristotle, Theophrastus, Cicero, Seneca, Quintilian, Tacitus and Longinus. Works by these ten authors, especially Cicero and Longinus, were widely disseminated, becoming key texts in the formation of British rhetorical culture. At the core of

the volume, annotated selections offer the twenty-first century reader a sampling of these classical rhetorical works in translation. The glossary of rhetorical criticism elucidates the now archaic meanings of words that enabled citizens to communicate their moral and rhetorical taste.

Published: Smith, T. S., Ed. (2013) *Undergraduate Curricular Peer Mentoring Programs: Perspectives on Innovation by Faculty, Staff and Students*. Lanham, MD: Lexington Books. 295pp.
<https://rowman.com/ISBN/9780739179338>

Abstract: This scholarly edited book explains movements in higher education encouraging the growth of undergraduate peer mentoring programs, provides an overview of relevant educational theories and philosophies, includes a variety of program descriptions from Canada, the U. S., and India, and offers administrative advice.

Textbooks, selected

In progress: *"Talking about health in public discourse: Using rhetorical analysis to evaluate and improve health-talk."*

Abstract: In today's public online environment, we see the proliferation of unethical and fact-distorting rhetorical practices when people talk about health. Even arguments that seem to promote public health may unwittingly harm a subgroup, and arguments that advocate for subgroups may mount one-sided attacks on policies that defend public health. What can truth-loving, ethical citizens, leaders, physicians, scientists, and teachers do to improve the quality of our public discourse on health? This textbook will reveal the utility of rhetorical analysis when discerning bad from good "health talk." It outlines the tools and theories of rhetoric using public contemporary examples and describes an everyday method of analysis that does not skirt the difficult issues of ethics and truth.

Published:

Smith, T. S. (2019). *Professional & technical communication: Analyzing website rhetoric and usability*. 2nd ed. Dubuque, IA: Kendall Hunt. (303pp.)

Smith, T. S., Rabbitte, C., & Robinson, S. (2009). *Curricular Peer Mentoring: A Handbook for Undergraduate Peer Mentors Serving and Learning in Courses*. Trafford, 2009. (141pp.)

Peer-Reviewed Journal Articles, selected

In progress: A science-based and ethical refutation of the Use of T3 consensus statement by the British Thyroid Association and the Society for Endocrinology. Publication venue: A social/humanities health journal.

In progress: Review of *Rethinking Hypothyroidism: Why treatment must change and what patients can do*, by Dr. Antonio C. Bianco, M.D., University of Chicago Press, 2022

In progress: The rhetoric of Anthony Toft's *Understanding Thyroid Disorders*, a medical book for the public. Venue: A health/medicine journal in the humanities.

In progress: The visual rhetoric of a 1951 daily newspaper comic strip series on the thyroid gland. Publication venue: Rhetoric of medicine journal.

Published:

Smith, T. S. (2020). Miller, C. R. & Kelly, A. R. (Ed.). (2017). Emerging genres in new media environments. Palgrave Macmillan/ Springer. *Discourse and Writing/Rédactologie*, 30, 323–327.
<https://doi.org/10.31468/dw/r.863>

Smith, T. S. (2015). The rhetoric of website design professionals' online portfolios. In *Proceedings of the Annual Conference of the Canadian Association for the Study of Discourse and Writing*, pp. 39–62. Retrieved from <https://casdwacr.files.wordpress.com/2015/06/casdw-proceedings-2014.pdf>

Smith, T. S. (2010). Rhetorical strategies of the postsecondary community service-learning movement in Canada. *Partnerships: A Journal of Service-Learning & Civic Engagement*, 1(2), 1-18.

Smith, T. S. (2009). Rhetorical criticism, history and theory and the institutionalization of community service learning in higher education. *Rhetor: Journal of the Canadian Society for the Study of Rhetoric*, 3, 1-36.

Smith, T. S. (2008). Elizabeth Montagu's study of Cicero's life: the formation of an eighteenth-century woman's rhetorical identity. *Rhetorica*, 26(2), 165–187.

Smith, T. S. (2004). The Lady's Rhetorick (1707): The tip of the iceberg of women's rhetorical education in Enlightenment France and Britain. *Rhetorica*, 22(4), 349-373.

Grey literature: Thyroid Patients Canada articles

Since its inception in July 2018 to the current date of August 27 2023, I have been the sole author of material on the Thyroid Patients Canada website. It has had 158,870 views to date. It currently has approximately 15,000 views per month, 3700 views per week, and 450 views per day.

Between July 2021 and June 2023, here is a selection of the more research-based articles with extensive scientific reference lists. They analyze scientific literature to engage in public education and advocacy on various topics in thyroid therapy and thyroid science:

Date	Title	#Words ¹	#views ²
2022/08/11	Four types of unstable thyroid function in the elderly. (Link) 5	6093	964
2022/08/04	Age, sex and TSH-FT4-FT3 relationships: Advanced lessons. (Link)	7822	1246
2022/07/27	Pediatric and teenage TSH, FT4, and FT3 levels (Link)	4128	7803
2022/07/22	Age bias may hide hypothyroidism under a normal TSH (Link)	4275	1200
2022/7/17	Can a normal TSH rule out thyroid disease? (Link)	8404	1346
2022/06/26	What’s wrong with calling TSH, FT3 and FT4 “thyroid function tests”? (Link)	4087	940
2022/06/24	Are normal thyroid reference ranges risk-free zones? (Link)	4670	917
2022/06/23	Cognitive barriers to analyzing “normal” thyroid lab results (Link)	2350	478
2022/03/10	Thyroid disease in Ukrainians’ lives [A historical review] (Link)	2105	689
2022/03/04	Potassium iodide (KI) dosing in a nuclear emergency (Link)	4008	7269
2022/01/16	Milk thistle alters thyroid hormone transport (Link)	7824	16332
2021/12/28	TBAbs hypothyroidism diagnosed in a mother and baby (Link)	5040	830
2021/07/16	A complete pathway map of T4 and T3 metabolism and clearance (Link)	9032	3017
2021/08/05	The leaky buckets analogy of thyroid hormone metabolism (Link)	3433	1436
2021/07/10	The myths that idolize TSH and denigrate FT3 (Link)	6594	2398
	Totals	79865	46865

Peer-Reviewed Conference Presentations, selected

Smith, Tania (2023, May 30). “The Shifting Rhetoric of Thyroid Treatment: Patient Symptoms and Lab Values.” Conference presentation. RhetCanada: Canadian Society for the Study of Rhetoric. 2023 Congress of the Social Sciences and Humanities, York University, Toronto, Ontario.

¹ Word count generated by an app. It may include headers and footers.

² Views since its publication, WordPress stats as of August 25, 2023

Smith, T. (2021, June 2) The Rhetorical Canon of English Translations of Classical texts, 1650-1800. RhetCanada 2021 Conference. The 2021 Congress of the Social Sciences and Humanities.

Smith, T. S. (2019, June) The T3 hormone in hypothyroid therapy, 2012-2018. Presented at the conference of the Canadian Society for the Study of Rhetoric. University of British Columbia, Vancouver, BC.

Smith, T. S. (2017, May 27). Rhetorical theory and usability theory in the analysis of websites. Presented at the conference of the Canadian Association for the Study of Discourse and Writing. Ryerson University, Toronto, ON.

Smith, T. S. (2014, May 28). Rhetorics of science, critique, and community-building on the Mark's Daily Apple Blog. Presented at the conference of the Canadian Society for the Study of Rhetoric. Brock University. St. Catharines, ON.

Past Academic and Community Service

- Canadian Thyroid Patients' Campaign (2018-2019): Petitioner, researcher and writer, blogger, media designer. Launch of Thyroidpatients.ca website (Prior to registering Thyroid Patients Canada as nonprofit in 2020)
- Past President, Webmaster, Committee member, 2019-2021. *RhetCanada, Canadian Society for the Study of Rhetoric (CSSR)*
- President, 2016-2020 *RhetCanada, Canadian Society for the Study of Rhetoric (CSSR)*
- Executive committee member, 2012-2016, *RhetCanada, Canadian Society for the Study of Rhetoric (CSSR)*
- Website designer and Webmaster (2014-2017). *Greens Eggs and Ham* [Organic Farm located in Leduc, Alberta].