Mason Pellegrini

+1 (253) 307-0785 • 2500 Broadway W, Lubbock, TX. 79409
[Google Scholar](#) • [www.masonpellegrini.com](#) • [mason.pellegrini@ttu.edu](#)

Education

PhD, Rhetoric and Composition, Purdue University   **2023**
Dissertation: *Writing, Activity, and Genre Research in Entrepreneurial Ecosystems*
Committee: Richard Johnson-Sheehan, Clay Spinuzzi, Jennifer Bay, Bradley Dilger

MA, Rhetoric and Writing, University of New Mexico   **2018**

BA, Writing Studies, University of Washington, Tacoma   **2016**

Academic Positions

Assistant Professor   **2023 – present**
Department of English, Texas Tech University.

Graduate Instructor   **2018 – 2023**
Department of English, Purdue University.

Graduate Instructor   **2016 – 2018**
Department of English, The University of New Mexico.

Publications

Peer Reviewed Articles

Pellegrini, M. & Hunter, P. (2024) Constructing entrepreneurial opportunities: The argumentative structure of early-stage business pitch problem statements at an international business accelerator. *IEEE Transactions on Professional Communication,* 67(2), 156-172.

Pellegrini, M. (2023) 'F--- Shark Tank:' Rethinking the centrality of the business pitch in microenterprise entrepreneurship. *Technical Communication Quarterly,* 33(4), 379-394.

Pellegrini, M. (2022). Composing like an entrepreneur: The pedagogical implications of design thinking in the workplace. *Journal of Technical Writing and Communication*, *52*(3), 316-333.

Pellegrini, M., & Johnson-Sheehan, R. (2021). The evolution of university business incubators: Transnational hubs for entrepreneurship. *Journal of Business and Technical Communication*, *35*(2), 185-218.

Peer Reviewed Conference Proceedings

Pellegrini, M., & Spinuzzi, C. (2025). The business model canvas in entrepreneurial communication: A genre-based integrative review. In *Proceedings of the IEEE International Professional Communication Conference (ProComm)*

Hunter, P. T., & Pellegrini, M. (2024). The Rhetorical Structure of the Entrepreneurial Pitch Problem Statement: Findings from an International Business Accelerator. *2024 IEEE International Professional Communication Conference (ProComm)*, 36–40. https://doi.org/10.1109/ProComm61427.2024.00013

Pellegrini, M., Hayhoe, G., Karreman, J., Strantz, A., Walwema, J., & Wang, X. B. (2024). Workshop: Building Bridges toward Publication in the Transactions. *2024 IEEE International Professional Communication Conference (ProComm)*, 212–213. https://doi.org/10.1109/ProComm61427.2024.00048

Pellegrini, M. (2023). The Role of The Pitch: Gatekeeping and Pitch Development in a High Technology Business Accelerator. *2023 IEEE International Professional Communication Conference (ProComm)*, 80–81. https://doi.org/10.1109/ProComm57838.2023.00025

Pellegrini, M. (2021). The Business Canvas: An Emerging Visual Genre of Professional Communication. *The 39th ACM International Conference on Design of Communication*, 224–230. https://doi.org/10.1145/3472714.3473645

Pellegrini, M. (2020). The Intersection of Design Thinking and Website Creation. *Proceedings of the 38th ACM International Conference on Design of Communication*, 1-2.

Book Reviews

Pellegrini, M. (2022). Review of Design Thinking in Technical Communication: Solving Problems through Making and Collaboration by Jason C. K. Tham *Communication Design Quarterly.*

Accepted and In-Press

Pellegrini, M. & Tham, J. (2025). Design Thinking as an Avenue for Social Change in Technical and Professional Communication. In N. Jones, L. Gonzales, A. Haas, & M. Williams (Eds.) *Routledge Handbook on Technical and Professional Communication.*

Bay, J. & Pellegrini, M. (2025). Cultivating soft skills through design thinking: A case study in entrepreneurial communication. In T. Bridgeford (Ed.), *Wicked Problems, Design Thinking, and Technical Communication: Contemporary Approaches to Pedagogy.* University Press of Colorado/Utah State University Press.

Presentations

Conference Presentations

"The Business Model Canvas in Entrepreneurial Communication: A Genre-Based Integrative Review" (Forthcoming, 2025) with Clay Spinuzzi. The International Professional Communication Conference. Sonderborg, Denmark.

"Expert Audiences' Ability to Differentiate Between Authentic and Synthetic Literacy Narratives: A Progress Report on a Mixed-Methods Research Project" (Forthcoming, 2025) with Adriana Deptula, Paul Hunter, and David Rowe. Conference on College Composition and Communication. Baltimore, MD

"An Evolving Methodology: Design Thinking as an Avenue for Social Change in Technical Communication and Design" (2024) with Jason Tham. Special Interest Group on Design of Communication Conference. Arlington, VA.

"Articulating Entrepreneurial Opportunities: The Rhetorical Features of the Pitch Problem Statement" (2024). The International Professional Communication Conference. Pittsburgh, PA

"Building Bridges Towards Publication in the Transactions" (2024). The International Professional Communication Conference. Pittsburgh, PA

"The Role of Empathy in Entrepreneurial Product Development: The Case of Start-Up Chile" (2024). Rhetoric Society of America Conference. Denver, CO

"'F--- Shark Tank'" Rethinking the Centrality of the Business Pitch in Microenterprise Entrepreneurship" (2023). The ACM Special Interest Group on Design of Communication. Orlando, FL

"The Role of the Pitch: Gatekeeping and Pitch Development in a High Technology Business Accelerator" (2023). The International Professional Communication Conference. Ithaca, NY

"Reevaluating the Centrality of the Business Pitch: The Genre Ecology of Microenterprise Entrepreneurship" (2022) The ACM Special Interest Group on Design of Communication. Boston, MA

"The Real Price of That Shrimp Cocktail: Why Academic Textbooks Cost So Much and Ways Forward with Open Access" (2022) Conference on College Composition and Communication. Virtual conference

"The Real Cost of That Shrimp Cocktail: How the Textbook Industry Hurts Students and Paths Forward with Open Access" (2022) Rhetoric Society of America. Hybrid conference, presented online

"The Entrepreneurial Business Pitch: Content, Structure, Slide Design, and Speaking Strategies" (2021) Association for Business Communication Conference. Virtual conference

"The Business Model Canvas: An Emerging Visual Genre of Professional Communication" (2021) The ACM Special Interest Group on Design of Communication. Virtual conference. Hybrid conference, presented online

"Who's Really Paying for That Shrimp Cocktail? The Price of Academic Textbooks and OER Alternatives" (2021) The Council for Programs in Technical and Scientific Communication. Virtual conference

"Pitching Like a World Class South American Entrepreneur: Lessons from Start-Up Chile" (2020) Association for Business Communication Conference. Virtual conference

"The Intersection of Design Thinking and Website Creation: Findings from Two Case Studies" (2020) The ACM Special Interest Group on Design of Communication. Virtual conference

"The Real Cost of That Shrimp Cocktail: How the Textbook Industry Hurts Students and Paths Forward with Open Access" (2020) Rhetoric Society of America (canceled due to COVID-19)

"The Case of the Purdue OWL: Accessibility and Online Content Development" (2020) Computers and Writing (canceled due to COVID-19)

"Who's Really Paying for That Shrimp Cocktail: Academic Textbook Publishing and OA Alternatives" (2020) Conference on College Composition and Communication (canceled due to COVID-19)

"A Culture of Pitching: Entrepreneurial Pitch Techniques and Their Acquisition" (2019) Association for Business Communication Conference. Detroit, MI

"Presenting Like an Entrepreneur: Entrepreneur Experience Level and Slide Deck Strategies" (2019) Association of Teachers of Technical Writing Conference. Pittsburg, PA

"Illuminating Genre Conventions: Analysis of the CARS Model Across Skill Levels" (2019) Conference on College Composition and Communication. Pittsburg, PA

"Negotiating Instructor Identity in the University Writing Classroom through Reflective Teaching" (2018) Conference on College Composition and Communication. Kansas City, MO

"The Ethics and Effectiveness of Rhetorical Strategies Employed by Environmental Groups and the Palm Oil Crisis" (2016) Global Honors Colloquium. Tacoma, WA

"Environmental Activism Strategies and the Palm Oil Crisis" (2016) Western Regional Honors Council Conference. Riverside, CA

Invited Presentations

"Gen-AI and the Skills-Based Economy" (2024) for the Gen-AI Summit at Texas Tech
Innovation Hub

"Teaching in the AI-Age" (2024) for the Texas Tech Graduate School

"Articulating Entrepreneurial Opportunities: The Rhetorical Structure of Problem
Statements in Pitches for an International Business Accelerator" (2024) for the
Technical Communication and Rhetoric Parlor at Texas Tech University

"Entrepreneurship and Literacy" (2022) for Stephie Kang's undergraduate course
"Writing as Inquiry" at Michigan State University

"Business Writing for Entrepreneurs" and "Adding Punch to your Pitch" (2022) for Start-
Up Chile. Santiago, Chile

"Resumes" (2022) for Purdue's Professional Writing Association. West Lafayette, IN

"Pitching Fundamentals" and "Slide Design" (2021) for Purdue's Krannert School of
Management. West Lafayette, IN

"Using InDesign in PW Courses" (2021) for Purdue's Professional Writing Program.
West Lafayette, IN

"Pitching Fundamentals" (2021) for Purdue graduate course "Life of a Faculty
Entrepreneur." West Lafayette, IN

"Strategies for Getting Students to Attend and Participate on Zoom" (2020) for Purdue's
Professional Writing Program. West Lafayette, IN

University Teaching

Texas Tech University (August 2023 – Present)

ENGL 5391	Grants and Proposals for Non-Profits
ENGL 5393	Grants and Proposals for Industry and Academia
ENGL 5377	The Rhetoric of Entrepreneurship and Innovation
ENGL 4380	Professional Issues in Technical Communication
ENGL 3365	Professional Report Writing (2 sections)
ENGL 3366	Style in Technical Writing (2 sections)
ENGL 2312	Writing with Generative AI

Purdue University (2018-2023)

ENGL 505	Professional Writing Practicum (2 sections)
ENGL 421	Technical Writing (2 sections)
ENGL 420E	Business Writing for Entrepreneurs (3 sections)
ENGL 420	Business Writing (2 sections)
ENGL 106	Introductory Composition (2 sections)

The University of New Mexico (2016-2018)
ENGL 219   Technical Communication (1 section)
ENGL 111 & 112   Basic Writing 1 & 2 (2 sections)
ENGL 110 & 120   Accelerated Composition 1 & 2 (5 sections)

Service

Editorial

Academic

- Editorial board – IEEE Transactions on Professional Communication (2023-present)
- Manuscript reviewer – IEEE Transactions on Professional Communication (2025)
- Manuscript reviewer – IEEE Transactions on Professional Communication (2024)
- Reviewer – Student Research Competition @ SIGDOC (2024)
- Mentor – Texas Tech Innovation Hub (2024)
- Book reviewer – MIT Press (2024)
- Manuscript reviewer – Journal of Business and Technical Communication (2024)
- Manuscript reviewer – Programmatic Perspectives (2023)
- Book proposal reviewer – MIT Press (2023)
- Proposal reviewer – SIGDOC Conference (2023)
- Proposal reviewer – IEEE ProComm Conference (2023)
- Manuscript reviewer – IEEE Transactions on Professional Communication (2022)
- Manuscript reviewer – Journal of Business and Technical Communication (2022)
- Conference judge - "Purdue Spring Undergraduate Research Conference" (2022)
- Manuscript reviewer – IEEE Transactions on Professional Communication (2021)

Community

- Volunteer, Grace Manor (addiction and mental health facility), Lubbock, TX (2023-2025)
- Volunteer, Sycamore Springs (addiction and mental health facility), Lafayette, IN (2021-2022)
- Officer, Association for Hip Hop Practitioners and Scholars (breakdancing club at Purdue; 2020-2022)
- Volunteer and student leader, Purdue Collegiate Recovery Community (2018-2020)
- Volunteer, Camino Nuevo Juvenile Detention Center, Albuquerque, NM (2017-2018)

Grants and Awards

Research

- Fulbright Development Seed Grant, Texas Tech, $3420 (2025)
- Career Advancement Research Grant, SIGDOC, $1200 (2024)
- Open Access Publication Initiative Grant, Texas Tech, $1000 (2024)
- Fulbright Open Study/Research Award, Fulbright Commission $14,330 (2022)
- PROMISE Award, Purdue University $750 (2022)

- ICaP-GradSEA Travel Grant, Purdue University $200 (2020)
- PROMISE Award, Purdue University $750 (2020)
- Graduate Student Travel Grant, ABC $400 (2019)
- PROMISE Award, Purdue University $750 (2019)
- Rider Grant, Purdue University $250 (2019)
- Research Methods Workshop Scholarship, ATTW $200 (2019)
- Travel Grant, University of New Mexico $750 (2018)
- Global Honors Travel Grant, University of Washington $500 (2016)
- Poster Competition 3rd Prize, Western Regional Honors Research $100 (2016)
- Bamford Research Fellowship, University of Washington $2000 (2015)

Teaching
- Scholarship of Teaching and Learning Mini-Grant, Texas Tech, $2000 (2024)
- Excellence in Teaching Award, Purdue University (2021)
- Best ENGL 110-113 Assignment Award, University of New Mexico $200 (2018)
- Outstanding New Writing Instructor Award, University of New Mexico $250 (2017)

Scholarships
- The Husky Promise Financial Need Grant, University of Washington $10,509 (2015)
- Academic Merit Transfer Scholarship, University of Washington $3000 (2014)
- Walter H. Meyer – Garry L. White Scholarship, Seattle Foundation $5000 (2014)
- Global Scholar Award, University of Washington $500 (2014)
- Building Our Future Student Scholarship, $1200 (2014)
- The Husky Promise Financial Need Grant, University of Washington $5179 (2014)

Professional Affiliations

ACM Special Interest Group for Design of Communication (SIGDOC)
Association of Teachers of Technical Writing (ATTW)
Association for Business Communication (ABC)
Conference on College Composition and Communication (CCCC)
Council for Programs in Technical and Scientific Communication (CPTSC)

References

Dr. Richard Johnson-Sheehan
Professor of English
Purdue University
rjohnso@purdue.edu

Dr. Clay Spinuzzi
Professor of Rhetoric and Writing, Associate Chair of Rhetoric and Writing
The University of Texas at Austin
clay.spinuzzi@utexas.edu

Dr. Jennifer Bay
Professor of English, Director of Professional Writing
Purdue University
jbay@purdue.edu

Dr. Bradley Dilger
Professor of English, Director of Introductory Composition
Purdue University
dilger@purdue.edu