



In her book, Prophets, Gurus, and Pundits: Rhetorical Styles and Public Engagement (Carbondale, Illinois: Southern Illinois University Press, 2014), Anna M. Young lauds UT's Intellectual Entrepreneurship (IE) initiative for its efforts to promote engaged scholarship.

From page 11:

“For most of Western history, in disciplines like rhetoric, political science, anthropology, and sociology, intellectuals have been ‘citizen-scholars’ (Hartelius & Cherwitz, 2010). Coming from the rhetorical tradition, Hartelius and Cherwitz remind, ‘From its inception rhetoric’s primary objective has been the integration, rather than segregation, of theory, practice and production. For the art of situated and practical reason, whose purpose is a fitting response to social exigencies and the engineering of human action, the significance and inevitability of engagement is evident’ (2010).

From pages 154-55:

“First, let us not throw up our hands and walk away. There are spaces where a kind of reimagining is occurring, where time spent engaging the public on scholarly issues in an accessible way is being reframed not only as useful but as revolutionary. One such program is Intellectual Entrepreneurship (IE) at the University of Texas at Austin. Pioneered by Richard A. Cherwitz, professor of communication and rhetoric and writing, IE exists in response to the question: ‘How can we best harness and integrate the enormous intellectual assets of the university as a lever for social good?’ (Cherwitz 2010)”

“The good news is, a number of prominent senior scholars are grappling with reframing what ‘counts’ in terms of how we spend our time as intellectuals. The less good news is that changing our conception of temporality really means changing our culture. As IE founder Cherwitz explains, part of this is reframing service as a legitimate third pillar of tenure and promotion: ‘As I see it, IE addresses this issue by making engagement a serious intellectual enterprise—by eliminating (not buying into) the traditional bifurcation of research and service—which by definition makes engagement less serious. IE, if you will, collapses the service/teaching/research model. Engagement becomes an inherent part of being a scholar. This is a rhetorical move.’ (Cherwitz 2010)”

From page 160:

“Finally, would-be public intellectuals must understand an employ tactics of public relations... The impetus in the academy is to let the work speak for itself, rather than speaking on behalf of the work. Yet, this tendency is part of what makes academic intellectuals appear profoundly isolated and less relevant to society. In publicizing the Intellectual Entrepreneurship program, Cherwitz started an op-ed series in the Austin American-Statesman, has a Facebook group, sends out dozens of e-mails for public comment and simultaneously publishes in prestigious journals like the Quarterly Journal of Speech... these effective public-relations strategies marry traditional and engaged scholarship and critique in order to bridge communities that do not see themselves as inherently connected. The work cannot just speak for itself—we must speak on behalf of the work.”