

***Curriculum Vitae***  
**ANTONIO C. LA PASTINA**  
Texas A&M University  
Department of Communication

102 Bolton Hall  
4234-TAMU  
College Station, TX 77843-4234

Email: [alapastina@tamu.edu](mailto:alapastina@tamu.edu)

**EDUCATION**

**University of Texas at Austin**

Department of Radio-Television-Film

Ph.D., August 1999

Dissertation: *The telenovela way of knowledge:*

*An ethnographic reception study among rural viewers in Brazil*

**University of Illinois at Chicago**

Department of Communication and Theater

M.A., May 1993

**Instituto Metodista de Ensino Superior, São Paulo, Brazil**

School of Social Communication, Journalism

B.A., December 1988

**EMPLOYMENT**

**Associate Professor, Texas A&M at Qatar, Doha** – January to June 2015

**Associate Dean for Diversity, College of Liberal Arts, Texas A&M University** – September 2011-July 2014

**Guest Professor, College of Humanities and Journalism, Ocean University of China, Qingdao, China** - July 2010 to July 2013

**Visiting Professor, Journalism and Communication School, Peking University, Beijing, China** – February to June 2008

**Visiting Professor, Department of Mass Communication. Hallym University, Chuncheon, South Korea** - March to July 2008

**Associate Professor, Department of Communication, Texas A&M University** - September 2006 to present

**Assistant Professor, Department of Communication, Texas A&M University** - September 2000 to 2006

**Visiting Assistant Professor, English, Philosophy, Classics and Communication, University of Texas at San Antonio** - Fall 1999 to Spring 2000

**Associated Researcher, Population Research Center, University of Texas at Austin** - June 1997 to August 1999

**Associated Researcher, *Cebrap*  
Brazilian Institute for Analysis and Planning, São Paulo**  
March 1996 to May 1997

**Translator and writer, Communications Department, Rotary International, Evanston, Illinois**  
January 1992 to June 1993

**Reporter and writer, Business/Economics, Folha de São Paulo, Brazil**  
March to December 1988

**Reporter, Local News, Folha do ABC, São Paulo, Brazil**  
October 1985 to October 1987

## PUBLICATIONS

### Refereed Journals

Angel, A., Wolfe, A. W., & La Pastina, A. (2024). Perspectivas y Agencia en la Comunicación para el Desarrollo y el Cambio Social en las Américas. *Revista De Comunicación*, 23(1), 53–74.  
<https://doi.org/10.26441/RC23.1-2024-3449>

La Pastina, A., Straubhaar J., & Sifuentes, L. (2014). Why do I feel I don't belong to the Brazil on TV? *Popular Communication*. 12, 104-116

Campbell, H. & La Pastina, A. (2010). How the iPhone Became Divine: New Media, Religion and the Intertextual Circulation of Meaning. *New Media and Society*.

La Pastina, A. (2006). The implications of an ethnographer's sexuality. *Qualitative Inquiry*, 12, 4, 724-735.

La Pastina, A. (2005), Up the Amazon without a paddle: developing nations and globalization. *Global Media and Communication*, 1, 36-41.

La Pastina, A. & Straubhaar, J. (2005). Multiple proximities between genres and audiences: The schism between telenovelas' global distribution and local consumption. *Gazette*, 67, 271-288.

La Pastina, A. (2004). "Telenovela reception in rural Brazil: gendered readings and sexual mores." *Critical Studies in Media Communication*. 21, 162-181.

- Also published in (2006) in *Television: The Critical View*. H. Newcomb (ed.), Seventh edition. Oxford University Press.

La Pastina, A. (2004). Selling political integrity: Telenovelas, intertextuality and local elections in Brazil. *Journal of Broadcasting and Electronic Media*, 48, 302-325.

La Pastina, A. Rego, C. & Straubhaar, J. (2003). The centrality of telenovela in Latin American's everyday life: Past tendencies, current knowledge and future research. *Global Media Journal*. <http://lass.calumet.purdue.edu/cca/qmj/contents.htm>.

- Also published in Spanish (2004). La centralidad de las telenovelas en la vida cotidiana de América Latina: tendencias pasadas, conocimiento actual e investigación por venire. *Global Media Journal en Español*. <http://gmje.mtv.itesm.mx/LaPastina.html>

La Pastina, A. (2002). The sexual other in Brazilian television: Public and institutional reception of sexual difference. *International Journal of Cultural Studies*, 5, 83-99

La Pastina, A. (2001). Product placement in Brazilian prime-time television: The case of a telenovela reception. *Journal of Broadcasting & Electronic Media*, 45, 541-557.

La Pastina, A. (1998). Crossing cultural barriers with children's television programming: The case of Xuxa. *Children's Literature Association Quarterly*, 23, 160-166.

La Pastina, A., & Adler, I. (1995) Normas culturais como fator mediador na recepção televisiva: Anglos e Hispanos nos EUA interpretam *True Colors*. *Comunicação e Sociedade*, 22: 9-30.

McAnany, E. & La Pastina, A., (1994). Telenovela audiences: A review and methodological critique of Latin American research. *Communication Research*, 21, 828-849.

- Also published in Portuguese (1995). "As audiências das telenovelas: Uma revisão da literatura e crítica metodológica das pesquisas na América Latina. *Intercom*, 17, 17-37.

### Book Chapters

La Pastina, A. & Silva, L. (2022). Para Além da Comunicação: influencias nos estudos de recepção no Brasil (Beyond communication: influences in the reception studies in Brazil). In Piedras E. R., Jacks, N., Wottrich, L. & Sifuentes, L. (eds.) *Meios e Audiências marco zero: 50 anos de estudos e outras jornadas da recepção*. Pimenta Cultural Editora

Joyce, S. & La Pastina, A. (2019). Subjective Camera, Direct Address, and Audience Participation. Velho Chico and a New Telenovela Aesthetics. In Sigismondi, P. (Ed.). *World Entertainment Media: Global, Regional and Local Perspectives*. Routledge

La Pastina, A. (2018). Reproducing Colonial Fantasies: The Indigenous Other in Brazilian

Telenovelas. In Pace, R. (Ed.) *From Filmmaker Warriors to Flash Drive Shamans: Indigenous Media Production and Engagement in Latin America*. Nashville, TN Vanderbilt University Press.

Joyce, S. & La Pastina, A. (2017). Women and criminality in Brazilian telenovelas: *Salve Jorge* and Human Trafficking. In Buonanno, M. (Ed.) *Television Antiheroines: Women Behaving Badly in Prison and Crime Drama*. Chicago, US: Intellect.

La Pastina, A. (2015). Mapping Macambira's media environment and how it changed over time. In D. Moreira (ed). *Interfaces Sociais e Textualidades Midiáticas [Social interfaces and mediatic textualities]*. Federal University of Mato Grosso Press.

La Pastina, A. (2013). Watching Telenovelas in Brazil: Mediating the Everyday. In A. N. Valdivia (Gen. Ed.) & R. Parameswaran (Ed.), *The international encyclopedia of media studies. Vol. 3: Audience and interpretation in media studies* (21 pages). Oxford, UK: Wiley-Blackwell.

Lentz, B., Straubhaar, J., Dixon, L., Graber, D. Spence, J, Letalien, B. & La Pastina, A. (2012). The Role of Austin Public Access center in Digital Inclusion. In J. Straubhaar, J. Spence, Z. Tufekci & B. Lentz (Eds.), *Inequality in the Technopolis: Race, Class, Gender, and the Digital Divide in Austin*. Austin: University of Texas Press.

Straubhaar, J. & La Pastina, A. (2007). The Multiple Proximities between Television Genres and Audiences: Choosing between National, Transnational, and Global television. Chapter 8 In J. Straubhaar, *World Television: global to local*. Thousand Oaks, CA: Sage.

Straubhaar, J., La Pastina, A., Rojas, V., Fuentes, M & Piñon, J. (2007). Making Sense of World Television: Hybridization or multi-layered cultural identities? Chapter 9 In J. Straubhaar, *World Television: global to local*. Thousand Oaks, CA: Sage.

Rego, C. & La Pastina, A. (2007). The Brazilian telenovela abroad: genre norms and market strategies. In D. Thussu (Ed.) *Global Media Bazaar: Contra-Flow in Cultural Products*. (pp. 99-115). London: Routledge.

La Pastina, A. (2005). Audience ethnographies-media engagement: a model for studying audiences. In Rothenbuhler, E. & Coman, M. (Eds.) *Media Anthropology* (pp. 139-148). Thousand Oaks, CA: Sage.

- Also published in (2005) as Audience ethnographies: a media engagement approach. *Global Media Journal*, 4 (6).  
<http://lass.calumet.purdue.edu/cca/gmj/SubmittedDocuments/Spring2005/contentsSp05.htm>
- Translated into Portuguese (2006) as Etnografia de audiência: uma estratégia de envolvimento. In N. Jacks et al. (eds.). *O que sabemos sobre audiências? Estudos Latino-Americanos*. Porto Alegre: Armazén Digital.

Lentz, R., Letalien, B., Straubhaar, J., Spence, J. & La Pastina, A. (2004). Structuring Access: the Role of Austin Public Access Centers in Digital Inclusion. In J. Othon et al. (eds) – *Políticas de informação e comunicação, jornalismo e inclusão digital: O local e o global em Austin e Salvador*. Salvador, BA: Editora da Universidade Federal da Bahia.

La Pastina, A. (2004). Recepção de telenovelas e os cisma entre produção nacional, distribuição global e consumo local. [Telenovela reception and the schism between national production, global distribution, and local consumption]. In M. I. Vassalo de Lopes (ed.). *Telenovela internacionalização e interculturalidade [Telenovelas internationalization and interculturality]* (pp. 361-382). São Paulo: Editora Loyola.

La Pastina, A. (2004). The self-absorbed bully: a Brazilian view of the United States at war. In Y. Kamalipour & N. Snow (eds.) *War, Media, and Propaganda: A Global Perspective* (pp. 199-206). Rowman & Littlefield Publishing.

La Pastina, A, Patel, D & Schiavo, M. (2004). Brazilian telenovelas: The social merchandising approach. In M. Cody, M. Sabido, A. Singhal, & E. Rogers (Eds.), *Entertainment-education and social change: History, research, and practice* (pp . 261-279). Mahwah, NJ: Lawrence Erlbaum.

La Pastina, A. (2003). “Now that you are going home are you going to write about the natives you studied?” Telenovela reception, adultery, and the dilemmas of ethnographic practice. In Murphy, P. and Krady, M. (Eds.), *Global media studies* (pp. 186-220). London: Routledge.

Straubhaar, J & La Pastina, A. (2003). Television and hegemony in Brazil. In L. Artz & Y. Kamalipour (Eds.), *Globalization of corporate media hegemony* (pp.151-168). Albany, NY, SUNY Press.

### Invited journal articles

La Pastina, A. & Sifuentes, L. (2014) Ethnography as an approach to investigating media practices – From Macambira to Texas. *Matrizes*, 8: 121-137. <http://www.revistas.usp.br/matrizes/article/view/82934>

Joyce, S. & La Pastina, A. (2014). Producing Brazilianess for Global Audiences: The case of Sex and the City. *Ação Midiática: Estudos em Comunicação, Sociedade e Cultura*. Journal of the Graduate Program of the Federal University of Paraná, Brazil.

La Pastina, A. & Joyce, S. (2014). Changing LGBT representations: The sexual other in Brazilian telenovelas. *Lumina*, 8:2, (27 pages) Journal of the Graduate Program of the Federal University of Juiz de Fora, Brazil. <http://lumina.uff.emnuvens.com.br/lumina/article/view/410>

### Other publications

La Pastina, A. and Yadlin-Segal, A. (2016). Ethnography. *International Encyclopedia of Communication Theory and Philosophy* (pp. 638-643). Wiley Blackwell-ICA.

In Newcomb, H., (ed.) (1997). *The Encyclopedia of Television*. London: Fitzroy Dearborn: "Batman," "Bonanza," and "Telenovelas"

Cuningham, G. & La Pastina, A. (October, 2013). We've come far, have far to go still. Opinion Page. *The Eagle*

A Food Connection: Interview with Wura Natasha-Ogunji by Antonio C. La Pastina. *Vandal Journal Issue 3.1 Food and Migration June 2013* (available at Asterix: [sterixjournal.com/a-food-connection-interview-with-wuru-natasha-ogunji-by-antonio-c-la-pastina/](http://sterixjournal.com/a-food-connection-interview-with-wuru-natasha-ogunji-by-antonio-c-la-pastina/)).

Shaped by the Hands of Someone: An Interview with Paolo Piscitelli by Antonio C. La Pastina *Vandal Journal Issue 2, 2012* (available at Asterix: <http://asterixjournal.com/?s=la+pastina&x=0&y=0>).

### **Edited Journal**

*Global Media Journal* (Spring 2003) eds. Antonio La Pastina and Joseph Straubhaar. Special issue on Telenovelas.

### **CONFERENCE PRESENTATIONS**

La Pastina, A. Para Além da Comunicação: Influências de outras disciplinas, V Jornada Gaúcha de Pesquisadores da Recepção. November 26, 2021. (Online)

La Pastina, A. Subverting the north-south flow of TV productions: The case of Brazil's Cable TV. Global Fusion Conference, Austin, Texas, October 25 -27, 2019

La Pastina, A. Increasing populism and the fear of migration: social media and the rise of nationalism in Brazil. Global Fusion Conference, Austin Texas, October 25-27, 2019 (plenary)

La Pastina, A. Subverting the North-South flow of TV productions: The case of Brazil's cable TV. The Liberal Arts International Conference, Doha, Qatar, February 1-3, 2015.

La Pastina, A. Entering and Leaving the Site: Ritual Practices and Ethnographic Lore. Global Fusion, Austin, TX, October, 24-26, 2014.

La Pastina, A. telenovela no interior do Nordeste: transformação e continuidade em quinze anos de prática etnográfica. [The telenovela in rural northeast: transformations and continuities

in fifteen years of ethnographic practice.] Intercom, Foz do Iguaçu, Brazil, September 2-5, 2014. (Invited keynote)

La Pastina, A. Understanding transformations in rural Brazil: the benefits of longitudinal ethnography. International Communication Association Conference, Seattle, May 22-26, 2014.

La Pastina, A. The Internet in Rural Brazil: Accessing the Global, Living the Local. The Liberal Arts International Conference, Doha, Qatar, January 26-28, 2014

La Pastina, A. Mediating belong: Internet in Rural Brazil. Orders and Borders: Communication and Power in the Global Era, Symposium, Annenberg School of Communication, University of Pennsylvania, Philadelphia, December 3, 2010

La Pastina, A. & Straubhaar, J. Viewing Brazil: Local Audiences and the Interpretation of the Nation. International Communication Association Conference, Singapore, June 22 - 26, 2010.

Straubhaar, J., Dixon, L., Graber, D., Lentz, R., Spence, J. & La Pastina, A. Structuring Access: A 10-Year Review of the role of Austin Public Libraries and Community Technology Centers in Digital Inclusion. International Communication Association Conference, Singapore, June 22 - 26, 2010.

La Pastina, A. (2010). Building Cool: How Brazil Became Modern. Latin American Studies Association Congress, Toronto, October 6-9, 2010

La Pastina, A. Teaching Communication in the Age of Obama, Global Fusion Conference, Austin, Texas. October 15-18, 2009.

La Pastina, A. The Sexual Other in Brazilian Television: Social and Institutional Constraints on Representations. National Communication Association Conference, San Antonio, November 16 - 19, 2006.

La Pastina, A & Rego, C. Brazil and the Globalization of Telenovelas. Global Fusion Conference, Chicago, Illinois, September 29-October 1, 2006.

La Pastina, A. How religion is negotiating the Airwaves in Brazil. Global Fusion Conference, Chicago, Illinois, September 29-October 1, 2006.

La Pastina, A. Product Placement in Brazilian Telenovelas: Selling Soaps and Social Causes. Association for Consumer Research Conference, San Antonio, September 29-October 2, 2005

La Pastina, A. Creating a nation: Representations of Brazil in the US culture [O Brasil que os "gringos" vêem: Representações do Brasil na cultura dos Estados Unidos]. 2<sup>nd</sup> Colloquium

Brazil-United States, Universidade Estadual do Rio de Janeiro, Rio de Janeiro, September 5-6, 2005.

La Pastina, A. Audience Ethnographies: A call for a Grounded Methodological Approach. Presented at the 55th Annual Conference of the *International Communication Association*, New York, May, 27-31, 2005.

La Pastina, A. Audience ethnographies: A media engagement approach. *Global Fusion*, October 29-31, 2004, Saint Louis, Missouri.

La Pastina, A. Audience ethnography: a methodological proposal. 7mo Congresso Latinoamericano de Investigadores de la Comunaicaion. La Plata, Argentina, October 11-16, 2004.

La Pastina, A. Bichas, sapatões and enrustidos: Queering the Brazilian television landscape. Brazilian Studies Association Conference, Rio de Janeiro, Brazil, June 9-13, 2004

Quick, B. & La Pastina, A. An Exploration of Internet and Traditional Media Uses in the Rio Grande Valley. Presented at the 54th Annual Conference of the *International Communication Association*, New Orleans, May, 27-31, 2004.

La Pastina, A. Sexual identity and ethnographic practices in traditional societies. Submitted to the 54th Annual Conference of the *International Communication Association*, New Orleans, May, 27-31, 2004.

La Pastina, A. "Now that you are going home, are you going to write about the natives you studied?" at the 89<sup>th</sup> annual meeting of the *National Communication Association*. Miami, Florida, November 20-23, 2003

La Pastina, A. Viewing Brazil: Local Audiences and the interpretation of the nation. *Citizenship Unbound*, November 14, 2003, College Station, Texas.

La Pastina, A. Sexual identity and ethnographic practices in traditional societies. *Global Fusion*, October 24-26, 2003, Austin, Texas.

La Pastina, A. Viewing Brazil: Local Audiences and the interpretation of the nation. *Global Fusion*, October 24-26, 2003, Austin, Texas.

La Pastina, A. Does national programming promote national identity? A case study of rural Brazil. *Media in Transition - 3 conference*, Massachusetts Institute of Technology, May 2-4, 2003.

La Pastina, A. Brazil in the U.S. Imaginary: A critical viewing of U.S. network news on Brazil – 1969-2000. *Brazil week 2003*, The Brazil Center at the Tereza Lozano Long Institute of Latin American Studies. March 31-April 1, 2003, Austin, Texas.

La Pastina, A & M. May. Integrating research and pedagogy: Technology and border communities.



*Transparencies: Technology, Culture, Communication Conference*, November 1-2, 2002, Austin, Texas.

La Pastina, A., Information technology in rural Brazil: Access, knowledge, and perception. *Digital Divide Conference*, November 17-19, 2001, Austin, Texas.

La Pastina, A., Brazil in the US imaginary: The case of network news coverage. *Global Fusion Conference*, October 13-15, 2001, St. Louis, Missouri.

La Pastina, A., When am I an insider? Negotiating subjectivities in a increasingly diasporic and globalized world, at the 51st Annual Conference of the *International Communication Association*, Washington, DC., May 24-28, 2001

La Pastina, A., Censoring sexualities: Controlling representations of sexual minorities in Brazilian telenovelas at the 51st Annual Conference of the *International Communication Association*, Washington, DC., May 24-28, 2001

La Pastina, A. "The pragmatics of audience ethnography - a grounded discussion of a case study." *Global Fusion 2000 Pre-conference*, October 12, 2000, St. Louis, Missouri.

La Pastina, A. "The sexual other in Brazilian television: Public and institutional reception of sexual difference." *Global Fusion 2000 Conference*, October 13-15, 2000, St. Louis, Missouri.

La Pastina, A., Straubhaar, J. "Toward a comparative history of telenovelas in Latin America." The Latin America Serialized Television Genre Pre-Conference at the 50th Annual Conference of the *International Communication Association*, Acapulco, Mexico, June 1-5, 2000.

La Pastina, A. "Ethnographic practice and rural audiences: Thickening the analysis of everyday life." 50th Annual Conference of the *International Communication Association*, Acapulco, Mexico, June 1-5, 2000.

Straubhaar, J., La Pastina, A., & Rego, C. "TV genres: Global flows, local adaptations and hybridization." 50th Annual Conference of the *International Communication Association*, Acapulco, Mexico, June 1-5, 2000.

Lentz, B., La Pastina, A., Straubhaar, J., Main, S. & Taylor, J. "Structuring access: A exploratory case study of institutional factors contributing to the "Digital Divide." 50<sup>th</sup> Conference of the *International Communication Association*, Acapulco, Mexico, June 1-5, 2000.

La Pastina, A. "Product placement in Brazilian telenovelas: a historical overview." 2000 Conference of the *Society of Cinema Studies*, Chicago, March 9-12.

Almeida, H., Hamburger, E. & La Pastina, A. "The reception of imported telenovelas in three Brazilian communities". *II Colloquium on Communications and the Cultural Industries in NAFTA and Mercosur*, June 1-2, 1999 - University of Texas at Austin.

- La Pastina, A., Straubhaar, J., & Almeida, H. "Producers, audiences and the limits of social marketing on television: The case of *O Rei do Gado*, a telenovela about land reform in Brazil." 49<sup>th</sup> Conference, *International Communication Association*, San Francisco, May 27-31, 1999.
- La Pastina, A. "Decoding strategies and gender roles in telenovela readings: The case of Macambira." In a panel organized by Emile G. McAnany. 49<sup>th</sup> Conference of the *International Communication Association*, San Francisco, May 27-31, 1999.
- La Pastina, A. "Gender roles, sexuality and telenovelas in rural Brazil." 21<sup>st</sup> International Congress of the *Latin American Studies Association*, Chicago, Sep 24-28, 1998.
- La Pastina, A. "Gender and telenovelas in rural Brazil: The case of Macambira"; The Social impact of television on reproductive behavior in Brazil, Tiradentes, Minas Gerais, Brazil, July 23-25, 1998.
- La Pastina, A. "Xuxa: Crossing cultural barriers." 47<sup>th</sup> Conference of the International Communication Association, Montreal, Canada, May 26-30, 1997.
- Adler, I. & La Pastina, A. "Hispanic and Anglo interpretations of True Colors: The influence of cultural norms." 12<sup>th</sup> Annual Intercultural and International Communication Conference, February 2-4, 1995, Miami.
- McAnany, E. and La Pastina, A. "Pesquisa sobre audiência de telenovelas na América Latina: Revisão teórica e metodológica." Intercom, Brazilian Conference of Communication Researchers, September 2-6, 1994, Piracicaba, São Paulo, Brazil.
- McAnany, E. and La Pastina, A. "Telenovela audiences: A review and methodological critique of Latin American research." 13<sup>th</sup> International Congress of the Latin American Studies Association, March 8-12, 1994.

## TEACHING EXPERIENCE

### Texas A&M University

#### 2000

##### Fall

|              |                                  |
|--------------|----------------------------------|
| SCOM 335-500 | Intercultural Communication, 117 |
| SCOM 460     | Gender, Race, Pop. Culture, 32   |

#### 2001

##### Spring

|              |                                  |
|--------------|----------------------------------|
| SCOM 335-500 | Intercultural Communication, 117 |
| JOUR 406     | International Communication, 52  |

**Summer**

SCOM 460 Health Comm. among Hispanics (McAllen/Texas), 6

**Fall**

SCOM 335-500 Intercultural Communication, 140

SCOM 689 Intercultural Communication, 10

LBAR 181 Body as a Cultural Text, 14

**2002****Spring**

SCOM 335-550 Intercultural Communication (Santa Chiara/Italy), 22

SCOM 489/JOUR 406 International Communication (Santa Chiara/Italy), 24

**Fall**

SCOM 335-500 Intercultural Communication, 124

SCOM 435 Rhetoric of TV & Film, 35

**2003****Spring**

SCOM 460 The Internet and the Digital Divide, 35

SCOM 615 Interpretive methods, 12

**Summer**

SCOM 460/215 Internet and the Digital Divide in the Borderlands (Mercedes/Texas), 10  
– theory and history

SCOM 485/289 Internet and the Digital Divide in the Borderlands (Mercedes/Texas), 10  
- methodology

**Fall**

SCOM 335-200 Intercultural Communication – Honors, 23

SCOM 335-500 Intercultural Communication, 118

**2004****Summer**

BUSH 689 Public Policy in a Multicultural Environment, 6

**Fall**

COMM 335-500 Intercultural Communication, 111

COMM 335-200 Intercultural Communication - Honors, 22

**2005****Spring**

COMM 335-550 Intercultural Communication (Santa Chiara/Italy), 12

COMM 460-550 Italian Popular Culture (Santa Chiara/Italy), 12

BUSH 689 International Studies Seminar (May 15-30 – Quito/Ecuador), 12

**Summer**

COMM 615 Interpretive Methods, 14

**Fall**

COMM 689 Communication & Culture, 13

COMM 681 Professional Seminar – Pedagogy, 11

**2006****Summer**

COMM 420 Gender Communication, 22

**Fall**

COMM 689 Media, Race and Gender, 9

COMM 681 Professional Seminar – Pedagogy, 20

COMM 460 Media, Race and Gender, 24

**2007****Spring**

Comm 615 Interpretive methods, 12

Comm 375 Audiences, 90

LBAR181 Media and Art, 11

**Summer**

Comm 689 Ethnography, 12

**Fall**

Comm 407 Women, Minorities and the Media, 23

Comm 340 Communication and Popular Culture, 90

LBAR 203 Media, Race and Gender, 20

**2008****Spring**

**Visiting Professor – Peking University, China** - Graduate Seminar in Interpretive methods, 12

**Visiting Professor – Hallym U., Chuncheon, South Korea**

Undergraduate Seminar in International communication, 22

**Summer (Taught in Qingdao, China)**

Comm 335 Intercultural Communication, 22

Comm 489 China Media and Global Affairs, 9

Comm 484 Internship

**Fall**

Comm 658 Communication & Culture, 10

Comm 365 International Communication, 120

AMST 320 Versions of the American Dream, 15

**2009****Spring**

Comm 335 H Intercultural Communication, 20

Comm 289 Special topic – Race, Class and Media in Brazil (included Spring break field trip to Brazil)

**Summer (Taught in Qingdao, China)**

Comm 335 Intercultural Communication, 22

Comm 460 China Media and Global Affairs, 9

Comm 484 Internship

**Fall**

Comm 365 International Communication, 70

Comm 365 H International Communication, 9

Comm 658 Communication and Culture, 9

**2010**

**Summer (Taught in Qingdao, China)**

Comm 335 Intercultural Communication,

Comm 489 China Media and Global Affairs,

Comm 484 Internship

**Fall**

Comm 350 Media Theories, 89

Comm 663 Communication and Culture, 7

**2011**

**Spring**

Comm 350 Media Theories, 68

Comm 458 Global Media, 24

**Summer (Taught in Qingdao, China)**

Comm 335 Intercultural Communication,

Comm 489 China Media and Global Affairs,

Comm 484 Internship

**Fall**

Comm 350 Media Theory, 48

Comm 458 Global Media, 25

LBAR 289 Regent Scholars, 22

**2012**

**Spring**

Comm 615 Interpretive Methods, 12

**Fall**

LBAR181 Regent Scholars, 181

**2013**

**Spring**

Comm 335 (Italy) Intercultural Communication, 13

Comm 681 Pedagogy, 9

**Fall**

Comm 335 Intercultural Communication, 183

**2014****Spring**

Comm 615  
Abroad

Interpretive Methods, 9  
Ethnography, (15 contact hours/3 days), students from Federal University and Catholic University, both in Porto Alegre, Rio Grande do Sul, Brazil (62 students)

**2015****Spring**

Doha  
Comm 335  
Comm 365

Intercultural Communication, 13  
International Communication, 19

**Fall**

Comm 335  
Comm 658

Intercultural Communication, 244  
Communication and Culture, 8

**2016****Spring**

Comm 335H  
Comm 458

Intercultural Communication, 13  
Global Media, 25

**Fall**

Comm 458  
Comm 615

Global Media, 18  
Interpretive Methods, 14

**2018****Fall**

Comm 365  
Comm 458

*International Communication, 18*  
Global Media, 12

**2019****Spring**

Comm 365  
Comm 458

*International Communication, 40*  
Global Media, 23

**Fall**

Comm 365  
Comm 458

International Communication, 39  
Global Media, 21

**2020****Spring**

Comm 365/Jour 365  
Comm 658

International Communication, 69  
Seminar in Comm and Culture, 11

**Fall**

Comm 365/Jour 365 International Communication, 55  
 Comm 458/Jour 458 Global Media, 22

**2021****Spring**

Comm 365/Jour 365 International Communication, 99  
 Comm 615 Interpretive Research Methods, 12

**Fall**

Comm 335 Intercultural Communication, 100  
 Comm 460 Comm and Contemporary Issues, 25

**2022****Spring**

Comm 615 Interpretive Research Methods, 9  
 Comm 460 Comm and Contemporary Issues: Transnational Global Flows, 26

**Fall**

Comm 335 Intercultural Communication, 100  
 Comm 460 Comm and Contemporary Issues: Transnational Global Flows, 24

**2023****Spring**

Comm 615-600 Interpretive Research Methods, 12  
 Comm 615-601 Interpretive Research Methods, 9

**Fall**

Comm 658 Media Audiences, 14  
 Comm 460 Comm and Contemporary Issues: Transnational Global Flows, 25

**2024****Spring**

Comm 615-600 Interpretive Research Methods, 9  
 Comm 460 Comm and Contemporary Issues: Transnational Global Flows, 25

**University of Texas at San Antonio**

Conduct of Communication Inquiry  
 Language and Communication Theory  
 Relational Communication  
 Persuasion and Mass Media

**AWARDS AND GRANTS**

2014, fall – Faculty Development Leave, Texas A&M University

2010 – Diversity Service Team Awarded to the Department of Communication Diversity Committee, Texas A&M University

2008 Confucius Institute-Glasscock Center for Humanities Research Fellowship, Texas A&M University – \$1,500

2007 - Association of Former Students Distinguished Teaching Award at the College Level.

2005 Texas A&M University Glasscock Center for Humanities Research Internal Faculty Release Fellowship – Release on spring 2006

2004 Prosser-Sitaram Award– Global Fusion Consortium – Granted to a scholar for contribution to global theory and research.

2004 Diversity Award – Office of the Executive Vice President and Provost

2004 Enhancing Diversity Award – Special Faculty Recognition

2003 Montague Scholar – Center for Teaching Excellence

2002 Texas A&M College of Liberal Arts International Research Grant/International Conference attendance – October 2002 - \$1,350

2001 Center for Humanities Research Fellowship, Texas A&M University – Fall and Spring 2002 - \$1,000

2001 Women’s Studies Faculty Fellowship Award, Texas A&M University - Information Technology in Rural Brazil: women’s knowledge, perception and access, - \$1,800;

2001 International Research Travel Assistance Grant, International Center, Texas A&M - Information Technology in Rural Brazil: women’s knowledge, perception and access, - \$1,000;

1998 Mellon Foundation Program in Brazilian demography, Population Research Center, University of Texas at Austin – Graduate student support – dissertation writing - fall 1998 - \$4,500

1997 Shell Grant, School of Communication, University of Texas at Austin, to subsidize conference presentation, 1997 - \$300.00

Hewlett Foundation - Dissertation Research Grant – 1996 to 1998 - \$72,000

Mellon Foundation Program in Brazilian Demography, Population Research Center, University of Texas at Austin: Summer Apprenticeship - Brazil, 1995 - \$3,000



Mellon Foundation Program in Brazilian Demography, Population Research Center, University of Texas at Austin: Summer Apprenticeship - Brazil, 1994 - \$3,000

Kyoon Hur Fellowship, Radio-TV-Film Department, University of Texas at Austin – Fall 1993 - \$250.00

### **INVITED LECTURER, PRESENTATIONS, SHORT COURSES**

“Doing longitudinal media ethnography” Universidade de Sorocaba, São Paulo, Brazil, June 17, 2015

Challenges of conducting rural media ethnography” Roskilde University, Denmark, March 8, 2015

“A prática da etnografia de media” – Universidade Federal de Mato Grosso, Cuiába, Mato Grosso, Brazil, September 15 – 20, 2014 (a four-day seminar on ethnographic methods)

“A prática da etnografia de media” – Universidade Federal do Rio Grande do Sul and Pontificia Universidade Católica de Porto Alegre, Rio Grande do Sul, Brazil, June 9 – 13, 2014 (a four-day seminar on ethnographic methods)

“Watching Telenovelas in Brazil: What do we know so far,” Latin American Studies Program and Department of Languages, Philosophy and Speech Communication, Utah State University, September 17, 2010.

“Social Merchandising in Brazilian Telenovelas,” Department of Communication, Dalian University of Technology, June 9, 2009

Selling Soaps and Social Causes: Merchandising in Brazilian Telenovelas,” College of Liberal Arts, Ocean University of China, June 9, 2009

“Brazilian Culture and Media,” Portuguese and Spanish Department, Peking University, Beijing, China, March 27, 2008

“Viewing Brazil: Local audiences and the interpretation of the nation” Latin American & Caribbean Area Studies Program, Binghamton University, April 6, 2006

“The sexual other in Brazilian television: Social and institutional constraints” LACAS, Latin American & Caribbean Area Studies Program, Binghamton University, April 7, 2006

Scholar in Residence at the CINCO (Centro de Investigación de la comunicación y información), Monterrey Instituto Tecnológico. Monterrey, Mexico. January 30- February 3, 2006. Presented one public lecture on “Theorizing Media Engagement”, taught two graduate classes, advised Master students and critiqued research projects sponsored by the Center.

"Teaching Nation-State and Transnationalism in the Age of Terror" at University of Texas Graduate Students Symposium: Rethinking Nation-State and Transnationalism in the Age of Terror (Professor Panel). University of Texas at Austin, September 16 and 17, 2005

"Selling soaps and social causes: merchandising in Brazilian telenovelas." Department of Economics. University of Pisa, Italy. April 13, 2005.

"Communicating across differences in a globalized world." Polo delle Scienze Sociali, Università degli studi di Firenze, Florence, Italy. March 17, 2005

"Representations of Brazil over the 20<sup>th</sup> Century: A Study in international cultural exoticization" Global Media Research center, College of Mass Communication and Media Arts, Southern Illinois University, November 2, 2004.

"Etnografia e a relação entre mídia e audiência" [Ethnography and the relationship between the media and the audience]. Pontificia Universidade Católica, Porto Alegre, June 18, 2004.

"Assistindo ao Brasil: Audiências rurais e a interpretação da nação" [Watching Brazil: Rural audiences and the interpretation of the nation]. Universidade Federal do Rio Grande do Sul, June 19, 2004.

La Pastina, A. Reception of telenovelas internationally. (One of the nine invited international speakers). *Seminário internacional sobre a internacionalização da telenovela*. Escola de Comunicações e Artes da Universidade de São Paulo, October 24-25, 2002, São Paulo, Brazil.

"The Brazil in the American Mind." Universidade Mackenzie., São Paulo, Brazil, October 18, 2002

"The telenovela way of life: serialized fiction and everyday life in Latin America." Hispanic Studies Forum, Texas A&M, March 27, 2001

"Creating Brazil in the US imaginary: The geography of difference." Center For Humanities Research Colloquium, Texas A&M, September 26, 2001

"Media, cultural identity and race relations." Graduate Program at the Communication School of the Instituto Metodista de Ensino Superior, August 17, 1994, São Bernardo, São Paulo, Brazil.

"Images of Race and Politics in Brazilian Television," Department of African and Afro-American studies and the Luso-Brazilian Center. Brandeis University, March 18, 1993.

#### **PANEL CHAIR, PARTICIPANT, RESPONDENT, CONFERENCE ORGANIZATION, ETC.**

Conference Organizer (jointly with Patrick Burkart and Cara Wallis). Global Fusion, October 29-31, 2021, College Station, Texas, (Online)

Panelist on round table on pedagogy and Global Studies. Global Fusion, October 29-31, 2021, College Station, Texas, (Online)

Panelist, Gay, Lesbian, Bisexual, Transgender (GLBT) Panel, Department of Humanities in Medicine, College of Medicine, Texas A&M University, March 25, 2010.

Panelist, Gender Regimes around the World: The social cost of alternative sexuality and gender, L. T. Jordan Institute, Texas A&M University, March 2, 2010

Moderator, Racial Politics, Media, Migration and Globalization, Global Fusion, October 16-18, 2009.

Panelist, Olympic Roundtable, Domestic and foreign Coverage of the Beijing Olympics, Melbern G. Glasscock Center, September 29, 2008.

Panel chair – Regional Studies, Digital Divide Conference, Austin, November 17-19, 2001

Panel chair – Illegals, Invaders, wetbacks, and nannies: imagining the immigrant in U.S. public discourse. National Communication Association, Atlanta, November 2, 2001

Panel discussant – Transforming Television: Strategic Responses to Market Forces at Global Fusion, Saint Louis October 13, 2001.

Roundtable discussant – Terrorism and the media, Global Fusion, Saint Louis, October 12, 2001

Participant – Future of Citizen and Government Interaction in the Information Age, October 7-9, 2001 at Texas A&M University.

Panel Organizer and Chair – Insider/Outsider: Ethnography in media Studies, International Communication Association, Washington D.C., May 24-28

Pre-conference Organizer (with Dr. Joseph Straubhaar) – The transnational flow of serialized fiction: Global contexts/local cultures, International Communication Association, Washington D.C., May 24, 2001

Participant – Wakonse-South Conference on College Teaching, Hill Country, TX, April 6-8, 2001

Break-out session leader – Ethnography, College of Education Interdisciplinary Faculty for Qualitative Approaches to Research Colloquium, Texas A&M, March 1-2, 2001

Telenovelas at the Crossroads: Production vs. Reception, Local vs. Global. Roundtable at the 21<sup>st</sup> International Congress of the Latin American Studies Association, Chicago, September 24-26, 1998.

Planning and organization with Joseph Straubhaar of the pre-conference "The Latin America

Serialized Television Genre" at the 50<sup>th</sup> International Communication Association Conference, Acapulco, May 31, 2000.

Planning and organization of the II Colloquium on Communications and the Cultural Industries in NAFTA and Mercosur, June 1-2, 1999 - University of Texas at Austin.

Search Committee for a Tenured Full Professor of International Communication. Department of Radio-TV-Film, University of Texas at Austin, 1997-1998.

Planning and organization of a Brazilian Film and Video Festival at the University of Texas at Austin, Spring 1994.

## **SERVICE**

### ***Profession***

#### Division Chair

- Global Communication and Social Change Division ICA 2009-2013

#### Editorial Board

- Communication Yearbook 2012-2015
- Comunicación y Sociedad, 2014-2021
- Departures In Critical Qualitative Research 2014-present
- Emerald Studies in Media and Communication, 2015-present
- Global Media journal Mexico, 2015-2018
- Global Media Journal, 2010-2016
- International and Intercultural Communication Annual, Volumes 28-30
- Qualitative Communication Research 2011-2014
- Special issue of the *Southern Communication Journal* on "Qualitative Research in Communication

#### Guest editor

- Global Media Journal – Spring 2003

#### Journal Reviewer

- American Ethnologist
- Asian Journal of Communication
- Communication Theory
- Communication Yearbook
- Communication, Culture and Critique
- Critical Studies in Television
- Departures In Critical Qualitative Research
- Diálogos
- Emerald Studies in Media and Communication
- Global Media and Communication

- Global Media Journal
- International and Intercultural Communication Annual
- International Journal of Communication
- Journal of Communication
- Journal of Homosexuality
- Journalism: Theory, Practice & Criticism
- Matrices
- New Media and Society
- Popular Communication
- Qualitative Communication Research
- Southern Communication Journal
- Television and New Media

#### Book reviewer

- Lexington Press
- University of Texas Press
- Polity Books

#### Proposal Reviews

- American Council of Learned Societies – Dissertation Awards
- Prince Claus Fund for Culture and Development, Amsterdam, The Netherlands
- National Institute of Health

#### *Conference reviewer:*

- ICA - Mass Communication; International & Intercultural, GLBT, Global Communication and Social Change
- Global Fusion

#### *Textbook reviewer:*

- Martin, J., T. Nakayama & L. Flores, *Readings in Intercultural Communication*
- Samovar, L. & Potter, R. *Communication Between Cultures*, Fourth Edition

#### *Tenure review*

*Department of Communication - Ben-Gurion University of the Negev*  
*Journalism and Mass Communication - Florida International University*  
*School of Journalism – University of Arizona*  
*Department of Journalism – University of Texas at El Paso*

#### ***University Level***

- Athletic Council – Fall 2022-ongoing
- Task Force for the Arts – 2009-2010

- Senator – 2005-2007
- Diversity
- Center for Teaching Excellence (CTE) Faculty and Student Advisory Board (FSAB), 2012-2014
- Search Committee for an Assistant Provost of Graduate Studies, 2012
- Peer Calibrator, Intercultural Competence Assessment Project, Office of Institutional Assessment

### ***College Level***

- Associate Dean for Diversity, September 2011-July 2014
- Film Studies Committee – Fall 2002 to Spring 2006
- Dean's Program Review Committee for the Film Studies Minor (2002-2003)
- Women Studies Program Review Committee – Fall 2002 to present
- Advisory Council – Melbern G. Glasscock Center for Humanities Research – Fall 2001 to 2005
- Africana Studies development committee
- College of Liberal Arts Diversity Committee (2002-2003; xxx)

### ***Department Level***

- Chair, Climate & Inclusion Committee, 2022-present
- Advisory Committee, 2019-2021
- Assistant Graduate Director, 2019-2020
- Graduate Studies Committee, 2000-2004; 2009-2011, 2019-present
- Telecommunications and Media Studies Committee, 2001-2003
- Search Committee, 2001, 2002, 2008, 2019-2020, 2022
- Diversity Committee, 2018-2019
- Tenure & Promotion Review Committee
- Internationalization Committee
- Undergraduate Studies Committee

### ***Advisees (\* implies active committees)***

#### **Ph.D.**

\*Richard Pulos

\*Maria Martha Bueno de Arruda (Ph.D./MA?)

Anthony Ramirez (December 2022). *Historias de la Frontera: Using Critical Latinx Border Cultural Studies Theory to Explore the Latinx Identity of the U.S.-Mexico Border in Comic Books*. Co-Direct with Srivi Ramasubramanian.

Aya Yadlin-Segal (December 2016). Online Homelands: Israeli-Persian Identity between the online and the offline.

French, Nina Casetra (December 2015). Contemporary representations of race: Mediating the new(s) politics of blackness in the Obama moment.

Doshi, Marissa Joanna (Fall 2014). The promises and pitfalls of modernity: an ethnography of young catholic women's media practices for claiming cultural citizenship in urban India. Co-direct with Cara Wallis.

Cui, Xi (Summer 2011). Shanzhai Online Videos in China: Governance and Resistance through the Media. Co-direct with Cara Wallis.

Shoemaker, Martha (August 2009). Managing tensions in a globalizing environment.

Jia Lu (Summer 2009). Software Copyright and Piracy in China

Iman, Zeba (2009). "Our Women": Construction of Hindu and Muslim Women's identities by the Religious Nationalist Discourse in India.

Wilson, Misty M (2007)

#### **M.A.**

Zeba Iman  
Elizabeth Cantu  
Andrea S-Robinson  
Cymone Davis

M.A. Non-thesis

Giselle Sterwart  
Autumn Caviness

#### ***Committee Member***

Ph.D.

\*Angie Galal  
\*Mthokozisi Ndhlovu  
\*Azile Hotz  
\*Macy Dunklin  
\*Karen Zerda  
\*Shelby Landmark

\*Jed Chalupa  
\*Paige Bukowski Gloeckner  
\*Valentina Aduen  
\*Sarah Ottinger  
\*Tongtong Hou  
Caitlin Williams  
Tamanda Chabvuta  
Paige Jennings

Ariadne Gonzales  
 Blair Browning  
 Boris Brummans  
 Christopher Westgate  
 Donathan Brown  
 Gregory Ormes  
 Huiyan Zhang  
 Jane Stuart Baker  
 Jenifer Consodine  
 Joelle Cruz  
 Leandra Hernandez  
 Lucy Miller  
 Marleah D. Kruzel  
 Masa Sukovic  
 Misti Hill Carter  
 Ngoma Moghalu  
 Patty Ann Bogue  
 Ravi Mallipeddi  
 Susan Dummer  
 Vandhana Ramadurai  
 Zach Schaefer

Lirian Sifuentes (PUC, RGS, Brazil)  
 Valquiria Michela John (Federal University,  
 RGS, Brazil)

M.A.

\*Aleecia Campos  
 \*Nate Carr  
 Alyssa Hooks  
 April Cares  
 Patricia Calderon  
 J'Qualin Williams  
 Rebecca Thornton  
 Aubrey Horrocks  
 Erin Porter  
 Emily Caufield  
 Ircka Birch  
 Tomeka Robinson

M.A. external

Ph.D. external

\*Michelle Yeoman (ANTH)  
 \*Petronella Ahenda (SPH)  
 Amelia Uribe-Guajardo (HISP)  
 Adriana Mendez-Jimenez (Wild Life and  
 Fisheries)  
 Arlett Lomeli (SOCl)  
 Diego Garcia (EDAD)  
 Diego J. Garcia (EDAD)  
 Elizabeth 'Boots' McCann (AGED)  
 J'Qualin Williams (EDAD)  
 Reynaldo Valdez (ENGL)  
 Sin-Ning Liu (PSYC)  
 Sina Harris (HISP)  
 Yoon Jung Lee (RPTS)

Jing Zhang  
 Elizabeth Melton (PERF)  
 Amanda M. Sudduth (ALEC)  
 Michelle Scarpino (RPTS)  
 Jocelyn Lewis (SOCl)  
 Lindsay Anderson (SOCl)  
 Lauren Rouse (ALEC)  
 Daniel Valdez (HEED)

Ph.D. International

**Selected media coverage of research projects/writings**

Luiz, Thiago. revista FAPEMAT CIÊNCIA. Professor brasileiro com trajetória acadêmica nos EUA vem a Cuiabá. September 23, 2014.



<http://www.revistafapematciencia.org/noticias/noticia.asp?id=568>

Partlow, Joshua. *Washington Post* Brazil's Novelas May Affect Viewers'

Lifestyle Choices Shows Started Fads in the Past -- Now They're Linked to Lower Fertility and Higher Divorce Rates. Monday, June 8, 2009

[http://www.washingtonpost.com/wp-dyn/content/article/2009/06/07/AR2009060702401\\_2.html?sub=AR](http://www.washingtonpost.com/wp-dyn/content/article/2009/06/07/AR2009060702401_2.html?sub=AR)

Zelevnik, Jennine. *The Monitor* Study examines digital divide in local *colonias* - Mercedes students team up with A&M to survey technological deficiencies Thursday, July 3, 2003 8:27 pm

<http://www.themonitor.com/NewsPub/News/Stories/2003/07/03/105728563829.shtml>

Martinez, Armando. MHS students learn how to meet challenges of daily *colonia* life, Mercedes Weekly, Texas, Wednesday, June 25, 2003

Guest speaker at National Public Radio *The Connection* – special on telenovelas entitled Latin American Soap Bubbles aired on June 18, 2003

[http://www.theconnection.org/shows/2003/06/20030618\\_b\\_main.asp](http://www.theconnection.org/shows/2003/06/20030618_b_main.asp)

Ferrari, Márcio. O Brasil dos Americanos (The Brazil of the Americans) *Senac. SP*, January to March 2003.