

Curriculum Vitae
ANTONIO CARMINO LA PASTINA
Texas A&M University
Department of Communication

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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, 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

- 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.
- 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/gmj/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 venir. *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

- Lentz, B., Straubhaar, J., & La Pastina, A. (in press). Public Libraries and Technology Access. In Lentz, B and J. Straubhaar (Eds.), *Beyond the Digital Divide: The persistence of inequality in the Technopolis*. Austin: University of Texas Press.
- Rupertus, J., Straubhaar, J., & La Pastina, A. (in press). Mismarketing the internet to minorities. In Lentz, B and J. Straubhaar (Eds.), *Beyond the Digital Divide: The persistence of Inequality in the Technopolis*. 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/gmi/SubmittedDocuments/Spring2005/contentsSp05.htm>
- 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 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.

Other publications

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

Subervi, F., Hernandez, O. and La Pastina, A., (in press). *The Latinos and the News Media Bibliographic Database*. Report published by the National Association of Hispanic Journalists and the National Council of La Raza.

CONFERENCE PRESENTATIONS

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]. 2nd 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 Congreso Latinoamericano de Investigadores de la Comunicación. 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 89th 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 promotes 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 and M. May. Integrating research and pedagogy: Technology and border communities. *Transparencias: Technology, Culture, Communication Conference*, November 1-2, 2002, Austin, Texas.

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.

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." 50th 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." 49th 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. 49th Conference of the *International Communication Association*, San Francisco, May 27-31, 1999.

La Pastina, A. "Gender roles, sexuality and telenovelas in rural Brazil." 21st 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." 47th Conference of the International Communication Association, Montreal, Canada, May 26-30, 1997.

Adler, I. and La Pastina, A. "Hispanic and Anglo interpretations of True Colors: The influence of cultural norms." 12th 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." 13th International Congress of the Latin American Studies Association, March 8-12, 1994.

TEACHING EXPERIENCE

Texas A&M University

2000

Fall

SCOM 335-500

Intercultural, 117

SCOM 460

Gender, Race, Pop. Culture, 32

2001

Spring

SCOM 335-500

Intercultural, 117

JOUR 406

International, 52

Summer

SCOM 460	Health Comm. among Hispanics (McAllen/Texas), 6
Fall	
SCOM 335-500	Intercultural, 140
SCOM 689	Intercultural, 10
LBAR 181	Body as a Cultural Text, 14
2002	
Spring	
SCOM 335-550	Intercultural (Santa Chiara/Italy), 22
SCOM 489/JOUR 406	International (Santa Chiara/Italy), 24
Fall	
SCOM 335-500	Intercultural, 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 – Honors, 23
SCOM 335-500	Intercultural, 118
2004	
Summer	
BUSH 689	Public Policy in a Multicultural Environment, 6
Fall	
COMM 335-500	Intercultural, 111
COMM 335-200	Intercultural Honors, 22
2005	
Spring	
COMM 335-550	Intercultural (Santa Chiara/Italy), 12
COMM 460-550	Italian Popular Culture (Santa Chiara/Italy), 12
BUSH 6XX	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

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

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

University of Texas at San Antonio

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

AWARDS AND RESEARCH GRANTS

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

2007 Fall, 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 to work on a research project

2004 Prosser-Sitaram Award– Global Fusion Consortium – Granted to a young 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

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

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

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

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

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

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

Hewlet 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

“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 Investigacion de la comunicacion y informacion), Monterrey Instituto Tecnologico. 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 20th 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 Catolica, Porto Alegre, June 18, 2004.

“Assistindo ao Brazil: 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.

“The Brazil in the American Mind.” Mackenzie U., 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, RESPONDENT, CONFERENCE ORGANIZATION, ETC.

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 21st 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 50th 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

Editorial Board

- International and Intercultural Communication Annual, Volumes 28-30
- Special issue of the *Southern Communication Journal* on "Qualitative Research in Communication"

Guest editor

- Global Media Journal – Spring 2003

Reviewer

- Journal of Communication
- Southern Communication Journal
- Communication Theory
- Global Media and Communication
- Popular Communication
- Communication Yearbook
- New Media and Society
- International and Intercultural Communication Annual
- Global Media Journal

Conference reviewer:

- ICA – Mass Communication; International & Intercultural, GLBT
- Global Fusion

Textbook reviewer:

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

College Level

- Film Studies Committee – Fall 2002 to Spring 2006
- Women Studies Program Review Committee – Fall 2002 to present
- Advisory Council – Melburn G. Glasscock Center for Humanities Research – Fall 2001 to 2005
- Africana Studies development committee – Spring 2001 to present
- Invited participant for meeting on diversity awareness for Search Committee Directors - Fall 2000

Department Level

- Graduate Studies Committee – 2000 – 2004 - 2009
- Telecommunications and Media Studies Committee – 2001-2003
- Search Committee – 2001, 2002, 2008

Selected media coverage of research projects/writings

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

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

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