

Arcelia Gutiérrez

Curriculum Vitae

2000 Humanities Gateway
Irvine, CA 92697

EDUCATION

- 2019 Ph.D., Romance Languages & Literatures
University of Michigan, Ann Arbor
Latino/a Studies Graduate Certificate | Graduate Teacher Certificate
Dissertation: “Deploying Latinidad: Citizenship, Activism, and Media Advocacy from the 1980s to the Present”
- 2013 B.A., Literatures in Spanish; Latin American Studies, with Honors
Minor: Management Science, University of California, San Diego

ACADEMIC APPOINTMENTS

- 2021-Present Assistant Professor, Department of Film and Media Studies, University of California, Irvine
- 2019-2021 Assistant Professor, Department of Hispanic Studies, University of Kentucky

PUBLICATIONS

WORK IN PROGRESS

(Monograph) *Deploying Latinidad: The Politics of Contemporary Media Activism*

REFEREED JOURNAL ARTICLES

- “Situating Representation as a Form of Erasure: #OscarsSoWhite, Black Twitter, and Latinx Twitter,” *Television and New Media* 23, no. 1 (2022): 100-118.
(Published online first in 2020)
- “Pero Like and mitú: Latina Content Creators, Social Media Entertainment, and the Politics of Latinx Millenniality,” *Feminist Media Histories* 7, no. 4 (2021): 80-106.
- “No More Prostitutes, Pimps, & Pushers: Deploying Hispanic Panethnicity in Media Advocacy,” *Critical Studies in Media Communication* 36, no. 4 (2019): 309-322.

OTHER PUBLICATIONS

- “Latino/a Caucus Spotlight,” co-authored, *Journal of Cinema and Media Studies* 60, no. 3 (2021).
- “Assessing the State of Latinxs in Television and Film,” *Flow Journal*, Volume 25, (2018).

BOOK REVIEWS

Book review, “¡Sí, Ella Puede! The Rhetorical Legacy of Dolores Huerta and the United Farm Workers.” *Signs: A Journal of Women in Culture and Society* 46, no. (Winter 2021): 525-526.

GRANTS, FELLOWSHIPS, & HONORS

2022	Faculty Conference Travel Grant, Humanities Center, University of California, Irvine
2021	Research and Creative Activities Program Grant, Office of the Vice President, University of Kentucky
2019	Rackham Graduate Student Research Grant, University of Michigan
2018	Sweetland Dissertation Writing Institute, University of Michigan
2017	Rackham Summer Award, University of Michigan
2013	Rackham Merit Fellowship, University of Michigan

CONFERENCE ACTIVITY

PAPERS PRESENTED

2022	“Ethnorace, Beauty, and Language: Exploring Latinx Panethnicity and Generational Differences through Social Media Entertainment,” Console-ing Passions, June 23-25.
2022	“Historicizing Latinx Social Media Entertainment: The Case of Pero Like and mitú,” Society for Cinema & Media Studies Annual Conference, March 31-April 3.
2021	“The Latino Listener Fights Back: Xenophobia, Nativism, & English-language Talk Radio,” <i>A Century of Broadcasting: Preservation and Renewal</i> Conference, Radio Preservation Task Force of the Library of Congress. Conference canceled due to COVID-19.
2021	“Weaponizing the Latino Citizen Consumer: Media Activism in the Era of Deregulation,” Society for Cinema & Media Studies Annual Conference, March 17-21. Paper accepted for 2020 conference; canceled due to COVID-19. Resubmitted and accepted for 2021.
2020	“Competing Counterpublics: Latinx Twitter, Black Twitter, and Contemporary Media Activism,” Latina/o Studies Association Biennial Conference. Paper accepted; conference canceled due to COVID-19.
2019	“#OscarsSoBlind: Latino Digital Media Activism, Visibility, and Belonging,” Society for Cinema & Media Studies Annual Conference, March 13-17.

- 2018 “The Media Industries and the Systemic Exclusion of Latinxs,” Latinx Representation in Hollywood Roundtable, Flow Biennial Conference, September 27-29.
- 2018 “The Decade of the Hispanic: Media Advocacy, Panethnicity, Hispanidad, and Respectability Politics,” Latina/o Studies Association Biennial Conference, July 11-15.
- 2018 “Fighting the Invisibility of Latinxs: The National Hispanic Media Coalition’s Advocacy Campaigns,” Society for Cinema & Media Studies Annual Conference, March 14-18.

PANELS ORGANIZED

- 2022 “From Facebook to TikTok: Latinx Community Building, Entertainment, and Industry,” Society for Cinema & Media Studies Annual Conference, March 31-April 3.
- 2021 “New Latinx Mediascapes: Blurring Borders through Racialized Counterpublics,” Society for Cinema & Media Studies Annual Conference, March 17-21. Panel accepted for 2020 conference; canceled due to COVID-19. Resubmitted and accepted for 2021.
- 2020 “Latinx Cultural Advocacy: Between Cultural Citizenship and Citizen Consumerism,” Latina/o Studies Association Biennial Conference. Panel accepted; conference canceled due to COVID-19.
- 2018 “Resisting, Navigating, & Shaping the U.S. Media Industry: Latinx Media Activism, Advocacy, and Policy,” Latina/o Studies Association Biennial Conference, July 11-15.

INVITED TALKS

- 2023 Panelist, Reflections on Broadcasting History Conference, Library of Congress, April 27-29.
- 2022 Panelist, “Latinx Media Studies Roundtable,” Georgia State University, March 23.
- 2021 “Understanding Latinx Twitter and Media Activism,” Latinx Media Working Group, Levan Institute for the Humanities, University of Southern California, March 19.
- 2021 “Competing Ethnoracialized Counterpublics: #OscarsSoWhite, Black Twitter, and Latinx Twitter,” Center for Latinx Digital Media, Northwestern University, January 28.

2019

“Boycotting Howard Stern: Latino Media Activism in the Era of Deregulation,” Florida State University, February 18.

TEACHING EXPERIENCE

UNIVERSITY OF CALIFORNIA, IRVINE

UNDERGRADUATE COURSES

FMS 139W Writing on Film and Media: Writing About Latinx Media

FMS 185 Latinxs in Television and New Media

UNIVERSITY OF KENTUCKY

GRADUATE COURSES

SPA 685 Interdisciplinary Approaches to Latinx Studies

SPA 609 Transnational Media, Flows, and Hemispheric Latinidad

UNDERGRADUATE COURSES

SPA 474 Latinxs in Media and Popular Culture

SPA 208 U.S. Latino Culture and Politics

SPA 211 Intermediate Spanish Conversation

SPA 438G Latinx and Latin American Media Activism

SPA 215 Written Spanish for Bilingual Speakers

UNIVERSITY OF MICHIGAN

SPA 280 Conversation through Spanish/Latin American Film – “*Ni de aquí, ni de allá: Latino Immigration in the United States.*”

SPA 277 Spanish Reading, Grammar, and Composition

SPA 232 Second-Year Spanish, Continued

SPA 103 Review of Elementary Spanish

PROFESSIONAL SERVICE

Co-Chair, Latino/a Caucus, Society for Cinema and Media Studies, 2020-2022.

Curriculum Strategist Consultant, Communities UpClose: Latinx Voices, Culture & Community, Twitter, 2021.

Project Participant, NEH funded *Broadcasting Audiovisual Data: Using Linked Data and Local Authority Aggregators to Enhance Discoverability for Broadcasting*, 2021.

Reviewer, “Latino Empowerment through Public Broadcasting,” American Archive of Public Broadcasting, Library of Congress, 2020.

Latin America Exhibit Curator, *Unlocking the Airwaves: Revitalizing an Early Public and Educational Radio Collection*, Maryland Institute for Technology in the Humanities, 2020.

Secretary, Latino/a Caucus, Society for Cinema and Media Studies, 2019-2020.

DEPARTMENTAL/UNIVERSITY SERVICE

UNIVERSITY OF CALIFORNIA, IRVINE

Committee Member, Franco Tonelli Undergraduate Awards Committee, Department of Film and Media Studies, 2022.

UNIVERSITY OF KENTUCKY

Member, Diversity, Equity, and Inclusion Committee, Department of Hispanic Studies, 2020-2021.

Procedure & Privilege Committee, Department of Hispanic Studies, 2019-2021.

Co-Coordinator, Spanish American Track, Kentucky Foreign Language Conference, 2019-2020.

UNIVERSITY OF MICHIGAN

Co-Coordinator, Rackham Interdisciplinary Workshop – Latina/o Studies Workshop, 2016-2018.

Graduate Assistant, Michigan Humanities Emerging Research Scholars Program, 2017.

Graduate Diversity Liaison, Diversity, Equity, and Inclusion Committee, Romance Languages & Literatures Department, 2015-2016.

Committee Member, Recruitment Weekend Committee, Romance Languages & Literatures Department, 2015, 2016.

Committee Member, Executive Committee, Romance Languages & Literatures Department, 2014-2015.

Graduate Intern, Student Programs, Alumni Association, 2013-2014.

GUEST LECTURES

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| 2022 | Presentation to “Pero Like and mitú” article, Visual Studies Methods Graduate Seminar, University of California, Irvine, May 25. |
| 2022 | Presentation to “No More Prostitutes” article, Undergraduate Latinx Sociology Course, University of California, Berkeley, March 31. |
| 2021 | Black Twitter Panel, Digital Publics and Counterpublics Graduate Seminar, University of Texas at Dallas, February 3. |
| 2020 | “Introduction to Latinx Studies,” Introduction to Hispanic Studies Graduate Seminar, University of Kentucky, November 17. |

2018 Presentation to “No More Prostitutes” article, Undergraduate Latinos in the Media Course, University of Michigan, July 25.

MEDIA APPEARANCES

2022 “Latinas, Social Media, and the Politics of Latinx Millennials,” Latin@ Stories Podcast, Ohio State University, February 7.

2021 “Thinking About Tenure and Promotion as Junior Faculty,” El Café Latinx Podcast, Center for Latinx Digital Media, Northwestern University, July 1.

2021 “Reflecting on Diversity During Award Show Season,” Arizona PBS, March 1.