

# Arcelia Gutiérrez

## Curriculum Vitae

### 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**

- “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.
- “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)
- “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,” <i>Console-ing Passions</i> , 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**

- 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 145 Latinxs in Media and Popular Culture.
- FMS 85B Broadcast Media History and Analysis.
- FMS 139W Writing About Latinx Media.
- FMS 185 Latinxs in TV 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 “Nor from here, nor there: 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**

Journal Article Referee

*Journal of Cinema and Media Studies*

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, March 2.

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