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

102 Bolton Hall       Fax:  979-845-6594
4234-TAMU             Office:  979-845-5500
College Station, TX 77843-4234   Email: 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 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


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


**Book Chapters**


  http://lass.calumet.purdue.edu/cca/gmj/SubmittedDocuments/Spring2005/contentsSp05.htm


Invited journal articles


Other publications

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


**CONFERENCE PRESENTATIONS**

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. *telenovela no interior do Nordeste: transformaçao e continuidade em quinze anos de pratica etnografica. [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)

Coloquium Brazil –US – Foz do Iguaçu, Brazil, September 1, 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. Bichas, sapatões and enrustidos: Queering the Brazilian television landscape. Brazilian Studies Association Conference, Rio de Janeiro, Brazil, June 9-13, 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.


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


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.


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.


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
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<th>Semester</th>
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<tr>
<td>Fall</td>
<td>Comm 407</td>
<td>Women, Minorities and the Media, 23</td>
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<tr>
<td>Fall</td>
<td>Comm 340</td>
<td>Communication and popular Culture, 90</td>
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<td>Fall</td>
<td>LBAR 203</td>
<td>Media, Race and Gender, 20</td>
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<td>2008</td>
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<tr>
<td>Spring</td>
<td>Visiting Professor – Peking University, China - Graduate Seminar in Interpretive methods, 12</td>
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<tr>
<td>Spring</td>
<td>Visiting Professor – Hallym U., Chuncheon, South Korea Undergraduate Seminar in International communication, 22</td>
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<td>Summer</td>
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<td>Comm 335</td>
<td>Intercultural Communication, 22</td>
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<tr>
<td>Summer</td>
<td>Comm 489</td>
<td>China Media and Global Affairs, 9</td>
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<td>Summer</td>
<td>Comm 484</td>
<td>Internship</td>
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<td>Fall</td>
<td>Comm 658</td>
<td>Communication &amp; Culture, 10</td>
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<td>Fall</td>
<td>Comm 365</td>
<td>International Communication, 120</td>
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<tr>
<td>Fall</td>
<td>AMST 320</td>
<td>Versions of the American Dream, 15</td>
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<tr>
<td>2009</td>
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<td>Spring</td>
<td>Comm 335 H</td>
<td>Intercultural Communication, 20</td>
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<td>Spring</td>
<td>Comm 289</td>
<td>Special topic – Race, Class and Media in Brazil (included Spring break field trip to Brazil)</td>
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<td>Summer</td>
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<td>Intercultural Communication, 22</td>
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<td>Summer</td>
<td>Comm 460</td>
<td>China Media and Global Affairs, 9</td>
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<td>Communication and Culture, 9</td>
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<td>2010</td>
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<tr>
<td>Fall</td>
<td>Comm 350</td>
<td>Media Theories, 89</td>
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<td>Fall</td>
<td>Comm 663</td>
<td>Communication and Culture, 7</td>
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<td>2011</td>
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<td>Spring</td>
<td>Comm 350</td>
<td>Media Theories, 68</td>
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<td>Spring</td>
<td>Comm 458</td>
<td>Global Media, 24</td>
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Fall
Comm 350  Media Theory, 48
Comm 458  Global Media, 25
LBAR 289  Regent Scholars, 22

2012
Spring
Comm 615  Interpretive Methods, 12
Fall
LBAR 181  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  Interpretive Methods, 9
Abroad  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  Intercultural Communication, 13
Comm 365  International Communication, 19
Fall
Comm 335  Intercultural Communication, 244
Comm 658  Communication and Culture, 8

2016
Spring
Comm 335H  Intercultural Communication, 13
Comm 458  Global Media, 25
Fall
Comm 458  Global Media, 18
Comm 615  Interpretive Methods, 14

2018
Fall
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

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, SHORT COURSES

Sorocaba 2015
Mato Grosso 2014
Porto Alegre 2014

“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 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


"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.


La Pastina, A. Reception of telenovelas internationally. (One of the nine invited international speakers). Seminario internacional sobre a internacionalizacao 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


“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.

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

XXX

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


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.


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


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
- Departures in Critical Qualitative Research
- Communication Yearbook 2012-
- Qualitative Communication Research 2011-
- Global Media Journal, Spring 2010-
- 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

Journal Reviewer
- American Ethnologist
- Asian Journal of Communication
- Communication, Culture and Critique
- Communication Theory
- Communication Yearbook
- 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
• 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

University Level

• Task Force for the Arts – 2009/2010
• Senator – 2005-2007
• Diversity
• CTE
• Search graduate
• 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

• Graduate Studies Committee – 2000-2004; 2009-2011
• Telecommunications and Media Studies Committee – 2001-2003
• Diversity Committee
• Tenure & Promotion Review Committee
• Internationalization Committee
• Undergraduate Studies Committee

Advisees

Ph.D.

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 (2009)

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


Wilson, Misty M (2007)
M.A.

Zeba Iman
Elizabeth Cantu
Andre S-Robinson
Cymone Davis

M.A. Non-thesis

Giselle Sterwart
Autumn Caviness

Committee Member

Ph.D.

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

Ph.D. external

Reynaldo Valdez (ENGL)

J'Qualin Williams (EDAD)
Diego J. Garcia (EDAD)

Elizabeth 'Boots' McCann (AGED)
Yoon Jung Lee (RPTS)

Arlett Lomeli (SOCI)

Adriana Mendez-Jimenez (Wild Life and Fisheries)

Sina Harris (HISP)

Ph.D. International

Lirian Sifuentes (PUC, RGS, Brazil)

Valquiria Michela John (Federal University, RGS, Brazil)

M.A.

April Cares
Patricia Calderon
J'Qualin Williams
Rebecca Thornton
Aubrey Horrocks
Erin Porter
Emily Caufield
Ircka
Tomeka Robinson
M.A. external

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

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

Zeleznik, 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

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.thecommunication.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.