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Education

1987	University of Texas at Austin	Ph. D. Communication
1975	University of Texas at Austin	M.A. Communication
1969	Loyola University, New Orleans, La.	B.S. Biological Sciences

Teaching Experience

2003-	Professor, Department of Radio-Television-Film, UTexas-Austin
1993-2003	Associate Professor, Department of Radio-Television-Film, UTexas-Austin
2007, 1993-96	Graduate Adviser, Department of RTF, UTexas-Austin
1987-1993	Assistant Professor, Department of RTF, UTexas-Austin
1983-1987	Assistant Instructor, Department of RTF, UTexas-Austin
1979-1983	Lecturer, Departments of English, Communication, Linguistics, UTexas-El Paso
1970-1972	Edgewood High School, San Antonio, TX; Biology, Chemistry, Physiology

Publications

Books

The Classical Mexican Cinema: The Poetics of the Exceptional Golden Age Films, University of Texas Press, 2015. Grand Prize Winner, 2016 University Co-Op Robert W. Hamilton Book Awards. *Choice Magazine* Outstanding Academic Title, American Library Association, 2016.

Latino Images in Film: Stereotypes, Subversion, and Resistance. Austin: UTexas Press, 2002.

Poster Art from the Golden Age of Mexican Cinema, 1936-1957. U. Guadalajara Press/IMCINE (Mexican Film Institute)/Agrasánchez Film Archive, 1997. Second Ed., 1998. Third Ed. published as *Cine Mexicano: Posters from the Golden Age, 1936-1956*. San Francisco: Chronicle Books, 2001.

Cinema of Solitude: A Critical Study of Mexican Film, 1967-1983. Austin: UTexas Press, 1992.

Books in Progress

A New History of the Movies; UTexas Press, 2019.

A History of Contemporary Texas Film: from Lonesome Dove to Boyhood; UTexas Press, 2020.

Book Chapters (and an Introduction and a Foreword)

- “Seven Notes about *CinemaTexas Program Notes*.” Introduction to *CinemaTexas Notes: The Early Days of Austin Film Culture, 1971-1984*. Louis Black and Collins Swords, eds. UTexas Press, 2018.
- “Oscar Isaac in *A Most Violent Year*,” in *CLOSE-UP: Great Cinematic Performances — United States*. Murray Pomerance and Kyle Stevens, eds. Edinburgh, Scotland: Edinburgh U. Press, 2018.
- “The History of World Cinema,” in Lori Holleran Steiker, ed., *Signature Course Stories: Transforming Undergraduate Learning*. (Austin: UTexas Press, 2015).
- “Foreword: A Teaser Before the Show,” in Frederick Aldama, *Robert Rodriguez and the Cinema of Possibilities* (Austin: UTexas Press, 2014).
- “The Minority Experience Through the Lens of American Media: Eight Counter-Stereotyping Strategies from (of All Places) TV Ads,” in Martin Guevara Urbina, ed., *21st Century Dynamics of Multiculturalism: Beyond Post-Racial America*. (Springfield, IL: Charles C. Thomas, Publisher, Ltd., 2014).
- "Immigrants, Aliens and Extraterrestrials: Science Fiction's Alien 'Other' as (Among Other Things) New Hispanic Imagery." Updated and expanded. In Barry Keith Grant, ed. *Film Genre Reader IV* (Austin: UTexas Press, 2012).
- “*The Manchurian Candidate*: Compromised Agency and Uncertain Causality,” in R. Barton Palmer and Murray Pomerance, eds., *A Little Solitaire: John Frankenheimer and American Film*. New Brunswick, N.J.: Rutgers U. Press, 2011.
- “Manifest Myth-Making: Texas History in the Movies,” in Daniel Bernardi, ed., *The Persistence of Whiteness: Race and Contemporary Hollywood Cinema*. New York and London: Routledge Press, 2008. Lead Essay.
- “The Margin as Center: The Multicultural Dynamics of John Ford’s Westerns,” in *John Ford Made Westerns*, (Bloomington: Indiana UPress, 2001).
- “Stereotyping and Resistance: A Crash Course on Hollywood’s Latino Imagery,” in *The Future of Latino Independent Media: A NALIP (National Association of Latino Independent Producers) Sourcebook*; Los Angeles: UCLA Chicano Studies Research Center Publication, 2000.
- "*El Automóvil Gris* and the Advent of Mexican Classicism," in *Visible Nations: Latin American Film and Video* (Minneapolis: U. Minnesota Press, 2000).
- “Every Picture Tells a Story: José Guadalupe Posada’s Protocinematic Graphic Art,” in *A Companion to Film Theory* (London: Blackwell Publishers, 1999).
- “Ethnic Ingenuity and Mainstream Cinema: Robert Rodriguez’s “Bedhead (1990) and El Mariachi (1993),” in *The Ethnic Eye: Latino Media Arts*, (Minneapolis: U. Minnesota Press, 1996).
- “Analyzing Latino Stereotypes,” in *Shared Differences: Multicultural Media & Practical Pedagogy*, (Urbana: University of Illinois Press, 1995).
- “The Cinematic Invention of Mexico: The Poetics and Politics of the Fernández-Figueroa Style,” in *The Mexican Cinema Project* (Los Angeles: UCLA Film and Television Archive, 1994).
- “*Bordertown*, the Assimilation Narrative and the Chicano Social Problem Film,” in *Chicanos and Film: Representation and Resistance* (Minneapolis: U. Minn. Press, 1992).

Journal Articles

- “A Taxonomy of Alternative Plots in Recent Films: Classifying the ‘Tarantino Effect,’”
Film Criticism, Fall/Winter 2006 (Vol. 31, Nos. 1-2). Lead essay.
- “Colonialism and Movies in Southern California, 1910-1934,” *Aztlan: A Journal of Chicano Studies*, 28:1 (Los Angeles: UCLA; Spring 2003).
- “El Genio del Género: Mexican American Border Documentaries and Postmodernism,”
Reflexiones 98 (Austin: Center for Mexican American Studies Books, UTexas Press, 1999).
- "Ya Basta con the Hollywood Paradigm! —Strategies for Latino Screenwriters," *Jump Cut*, No. 38, 1993.
- "Figueroa's Skies and Oblique Perspective: Notes on the Development of the Classical Mexican Cinematographic Style," *Spectator*, Vol. 13, No. 1 (Fall 1992).
- "Stereotyping in Films in General and of the Hispanic in Particular," *The Howard Journal of Communications*, Summer, 1990.
- "Immigrants, Aliens and Extraterrestrials: Science Fiction's Alien 'Other' as (Among Other Things) New Hispanic Imagery." *CineACTION!*, No. 18 (Fall, 1989).
- "Cracks in the Macho Monolith: *Machismo*, Man and Mexico in Recent Mexican Cinema,"
New Orleans Review, Vol. 16, No. 1 (Spring 1989).
- "virgin, Virgin, Mother, Whore: The Image of Women in Recent Mexican Cinema,"
Studies in Latin American Popular Culture, Vol. 8 (Summer 1989).
- "Images and Counterimages of the Hispanic in Hollywood," *Tonantzin*, Vol. 6, No. 1 (November 1988).
- "The 'Third Man's' Third Man: The Creative Contribution of David O. Selznick to 'The Third Man.'" *Library Chronicle*, New Series No. 36 (1986).
- "Mexican Cinema: A Study in Creative Tension," *New Orleans Review*, Vol. 10, No. 2/3 (Summer/Fall 1983).

Encyclopedia Articles

- “Stereotypes.” *The Oxford Encyclopedia of Latinos and Latinas in the United States*.
New York: Oxford University Press, First Ed., 2005.
- “Media,” co-authored with F.A. Subervi-Vélez & collaborators, *Hispanic American Almanac: A Reference Work on Hispanics in the United States*, (Detroit: Gale Research, 1993).
- Six articles for *The Encyclopedia of Film* (James Monaco, ed.): Alfred Hitchcock, Orson Welles, Robert DeNiro, François Truffaut, David Lean, and John Hughes.
New York: Perigee Books, 1991.
- Six articles for *The International Dictionary of Films and Filmmakers* (St. James Press, 1988) on cinematographer Nestor Almendros and screenwriters Robert Towne, William Goldman, Luis Alcoriza, Eleanor Perry, and George Axelrod.

DVDs and Television: Essays and Commentaries

- “A Cinematic Corrido,” essay accompanying *The Ballad of Gregorio Cortez* (1982), Criterion DVD #940. New York: Criterion Collection, August 2018.
- Consultant and commentator for documentary film *Children of Giant*, directed by Hector Galán. Broadcast on PBS April 17, 2015.

DVDs and Television: Essays and Commentaries (continued)

“El Cine Mexicano,” essay on the classic Mexican film *Redes* (1936), *Martin Scorsese’s World Cinema Project*, Criterion DVD box set, #684. New York: Criterion Collection, 2013.

Consultant and commentator for documentary film *Latinos Beyond Reel: Challenging a Media Stereotype*. Media Education Foundation released Dec. 2012.

“Inside the Undocumented Experience,” essay on the classic Chicano film *¡Alambrista!* (1977), Criterion DVD. New York: Criterion Collection, #609, 2012.

Commentary track, with Prof. Tom Schatz, Alfred Hitchcock’s *Spellbound*, MGM DVD, 2008.

Consultant and commentator, *The Bronze Screen: 100 Years of the Latino Image in Hollywood Cinema*; feature-length documentary; Cinemax, 2002.

Video Essay, “An Introduction to David Lynch,” special feature on the DVD of *Twin Peaks: The First Season (Special Edition, 2001)*.

Commentator, *Mexico* (four-part documentary), The History Channel, 1999.

Reprints

Two reviews of classic films: D.W. Griffith’s *Intolerance* (1916) and Howard Hawks’ *Red River* (1948), in Louis Black and Collins Swords, eds., *CinemaTexas Notes: The Early Days of Austin Film Culture, 1971-1984*; UTexas Press, March 2018.

“Frida: Mexico’s New Woman,” in Roberta Orona-Cordova, ed., *Remembering Frida* (Dubuque: Kendall Hunt Publishing, 2013).

“The *Mariachi* Aesthetic Goes to Hollywood,” in Zachary Ingle, ed., *Robert Rodriguez: Interviews* (Jackson, MS: The University Press of Mississippi, 2012).

“A partir de Frito Bandito: Ocho estrategias de contra-estereotipación en anuncios televisivos contemporáneos,” in *El juego con los estereotipos* (Bruxelles: Peter Lang, 2012), pp. 137-155. English version: “Up from Frito Bandito: Eight Counter-stereotyping Strategies from Recent Television Commercials,” in Sebastião Guilherme Albano da Costa and Maria Érica de Oliveira Lima, eds., *Sociedade, Teorias da Mídia e Audiovisual na América Latina*, Jaboticabal, São Paulo, Brazil: Ed. Funep/Unesp, 2010.

“Hispanic Stereotyping,” in *The Latino/a Condition*, 2nd Ed. Richard Delgado and Jean Stefancic, eds. New York: NYU Press, 2011.

“A Taxonomy of Alternative Plots in Recent Films: Classifying the ‘Tarantino Effect,’” in *Media Now* (Mason, OH: Cengage Learning, 2009 [Custom Publishing, distributed by University of Texas at Austin]). [ISBN 1111007985]; also available on Amazon.com: ["A Taxonomy of Alternative Plots in Recent Films"](#)

“The Margin as Center: the Multicultural Dynamics of John Ford’s Westerns,” in *Race and Gender in American Film* (Boston, MA: Pearson Custom Publishing, 2009 [Electronic E-Book distributed by Arizona State University.]).

“*Bordertown: The Assimilation Narrative and the Chicano Social Problem Film*” in *Latinos and the Law: Cases and Materials*, Richard Delgado, Juan F. Perea, and Jean Stefancic, eds. (St. Paul, MN: Thompson/West, 2008).

“La invención de México,” in Claudia Monterde, ed., *Luna Córnea, No. 32: Gabriel Figueroa* (Mexico City: CONACULTA/CENTRO DE LA IMAGEN, 2008).

Reprints (continued)

- “Ethnic Ingenuity and Mainstream Media: Robert Rodriguez’s *Bedhead* and *El Mariachi*,” in *The Chicana/o Cultural Studies Reader*, Angie Chabram-Dernersesian, ed. (New York: Routledge, 2005).
- “El Genio del Género: Mexican American Borderland Documentaries and Postmodernism,” *Nord-Süd Aktuell* (Hamburg, Germany), XV, 4, 2001.
- “*Bordertown*: From Assimilation Narrative to Social ‘Problem,’” in *The Latino/a Condition: A Critical Reader*, Richard Delgado and Jean Stefanic, eds. (New York: NYU Press, 1998).
- “The Indian Question,” in *New Latin American Cinema, Vol. II: Studies of National Cinemas* (Detroit: Wayne State University Press, 1997). From *Cinema of Solitude*.
- “Stereotyping in Films in General and of the Hispanic in Particular,” in *Latin Looks: Images of Latinas and Latinos in the U.S. Media* (Boulder, CO: Westview Press, 1997).
- “Critical Biography of Alfred Hitchcock,” in “Alfred Hitchcock—Master of Suspense” webpage: <http://hitchcock.tv/bio/bio.html> Winner “5% Best of the Web,” Site Award; winner “4 star Magellan website.” 1996. From *The Encyclopedia of Film*.
- Biographies of Alfred Hitchcock, Orson Welles, Robert DeNiro, François Truffaut, David Lean, and John Hughes reproduced in *Cinemanía* CD-ROM (Microsoft, 1994-97) and website (<http://Cinemanía.msn.com/>, 1995-99). From *The Encyclopedia of Film*.
- The co-authored book chapter, “Media,” on Hispanics and the media, cited above under Book Chapters, has been reprinted in the following:
- *Sociology Volume of the Handbook of Hispanic Cultures in the United States*, F. Padilla, ed., (Houston, TX: Arte Público Press, 1994).
 - *Hispanic American Almanac. From Columbus to Corporate America*, N. Kanellos, ed., (Detroit: Visible Ink Press, 1994).
 - Abridged in *Latin Looks: Images of Latinas and Latinos in the U.S. Media* (Boulder, CO: Westview Press, 1997).

Film and Book Reviews/Media Articles/Published Talks

- “Notes on the Emergence of Failure Studies,” *Velvet Light Trap*, No. 64, Fall 2009.
- “Art Is Emotional: Bill Viola’s *Anima* (2000),” *The Blanton Articulate* (University of Texas at Austin: Blanton Museum of Art publication), Spring 2009.
- “Whose Texas Myth?—Notes from a Mexican-American Native Son,” *The Philosophical Society of Texas Proceedings, 1999* (Austin: The Philosophical Society of Texas, 2002).
- “What to Do with the Time That Is Given to You,” Honors Day Convocation Keynote, *The Alcalde* (U. of Texas Alumni Magazine), July-Aug., 2002. [Link](#)
- “Albert Maysles’ Five Commandments of Documentary Filmmaking,” and “Digital Vérité: Albert Maysles on DV Filmmaking,” *Res*, May-June, 2002.
- “*The Wild Bunch*” (film review), *Peckinpah*, a monograph of a Sam Peckinpah retrospective, (Austin: Austin Film Society, 1999). Reprinted in the *Austin Chronicle*, Aug. 21, 1999.
- “Sipping Tea with Charles Ramírez Berg,” (Interview) *The Alcalde*, Jan.-Feb., 1998.
- “Magical Reels: A History of Cinema in Latin America,” (book review). *Film Quarterly*, Vol. 45, No. 4, (Fall 1992).
- “Hollywood Goes to War: How Politics, Profits and Propaganda Shaped World War II Movies” (book review), *Journalism Quarterly*, Fall 1988.

Film and Book Reviews/Media Articles/Published Talks (Continued)

- "Zoot Suit" (film review), *Chicano Cinema: Research, Reviews, and Resources*. Ed. Gary D. Keller. (Binghamton, New York: Bilingual Press, 1985).
- "Canoa" and "Mexico, Mexico, Ra! Ra! Ra!" (film reviews) *Film Quarterly*, Spring 1979.
- Sixty-seven film reviews for *CinemaTexas Program Notes*, Department of Radio-Television-Film, The University of Texas at Austin, 1973-1975.

Teaching Awards and Honors

- 2018 — Distinguished University Lecturer Award, the School of Undergraduate Studies, the University of Texas at Austin, April 2018.
- 2011 — Named one of the University of Texas at Austin's Top Ten Great Professors by *The Alcalde* alumni magazine, May/June 2011. Inaugural recipient.
- 2009 — Board of Regents' Outstanding Teaching Award, "rewarding outstanding undergraduate faculty performance and innovation." Inaugural recipient.
- 2004 — Chancellor's Council Outstanding Teaching Award for excellence in undergraduate teaching at UT Austin.
- 2003 — Piper Professor Award; awarded by the Minnie Stevens Piper Foundation "for outstanding academic and scholarly achievement and for dedication to the teaching profession."
- 2000 — Chi Omega Sorority Outstanding Member of the UT Community.
- 1999-2000 — Friar Centennial Teaching Fellow. Awarded yearly to one faculty member who "has attained distinction in teaching undergraduates" and "made a significant contribution" to UT-Austin "above and beyond the duties of his or her calling."
- 1999 — The Eyes of Texas Excellence Award. "You were chosen by our student members because you have been an inspiration to all the students you teach. No one has ever had any type of complaint about your class, except for the fact that it's too short! Your dedication to students is legendary Thank you for the job you are doing and continue to inspire students because you are a truly excellent professor."
- 1999 — Texas Excellence Teaching Award, College of Communication, Ex-Students' Assn.
- 1998-99 — Dads' Association Centennial Teaching Fellowship, University of Texas-Austin. Awarded in recognition of outstanding undergraduate, especially freshman, teaching.
- 1996 — Inducted into the Academy of Distinguished Teachers and designated University Distinguished Teaching Professor, University of Texas-Austin. Awarded in recognition of outstanding teaching at the University of Texas.
- 1996 — Dads' Association Centennial Teaching Fellowship, University of Texas-Austin.
- 1995-1996 — William David Blunk Memorial Professorship. Awarded in recognition of a faculty member's "outstanding record of undergraduate teaching and concern for undergraduates as demonstrated through advising and general guidance to students."
- 1992 — College of Communication Teaching Excellence Award, University of Texas-Austin.
- 1992 — Named to the Best Professor Hall of Fame at the U. of Texas by *UTmost Magazine*.
- 1990 — Texas Excellence Teaching Award, College of Communication, Ex-Students' Assn.
- 1987, 1984 — Named one of the University of Texas' best teachers in student polls conducted by *UTmost Magazine*: Fourth Poll (1984); Fifth Poll (1987).

Research Awards

Grand Prize Winner, 2016 University Co-Op Robert W. Hamilton Book Awards, for *The Classical Mexican Cinema: The Poetics of the Exceptional Golden Age Films*.
 Book Subvention Grant, Office of the Vice President for Research, UTexas-Austin, 2014, for *The Classical Mexican Cinema: The Poetics of the Exceptional Golden Age Films*.
 Faculty Research Assignment, 2012-13, University of Texas at Austin.
 Humanities Institute Fellow, Spring 2004, The University of Texas at Austin.
 National Endowment for the Humanities Fellow, 1997-1998.
 Faculty Research Assignment, 1996-97, University of Texas at Austin.
 College of Communication Faculty Research Award, April 1993. Awarded to the best book published by College of Communication faculty 1990-1992, for *Cinema of Solitude*.
 Summer Research Award, University of Texas' University Research Institute, Summer, 1991.
 Joe W. Neal Centennial Fellow in International Communication, College of Communication, University of Texas at Austin, Summer, 1990.

Curator

Film Series/Film Screenings:

- “Mexico Modern Film Series,” curator, introductions and post-screening discussions; Humanities Research Center, UTexas at Austin; Nov. 2, 9, 16, 2017.
 - “The Classical Mexican Cinema,” ongoing series; curator, introductions and post-screening discussions; Austin Film Society (AFS), April 3, 2016; August 7, 2016; June 18, 2017; Oct. 1, 8, 15, 2017.
 - “José Ferrer Film Festival,” Regent University, Sept. 14-15, 2012.
 - “The Great Escape: Three European Émigré Filmmakers,” (Co-curator) Jan. 10-Feb. 14, 2012; Austin Film Society Essential Cinema Series.
 - “Reel Portraits: Dolores Del Río,” (Co-curator), Oct. 10, 2009, The National Portrait Gallery/Smithsonian Institute; Washington, D.C.
 - “Kieslowski’s Dekalog,” (Co-curator), Feb.-March, 2001, AFS.
 - “Che Bella: Italy in the 60s” (Co-curator), Jan-Mar, 2001, AFS.
 - “Mexican Film Festival,” Berea College, Berea, KY. October 19-22, 2000.
 - “Unfaithfully Yours: The Satire of Preston Sturges,” AFS, Jan-Feb. 2000.
 - “Cuban Cinema,” (Co-curator) Austin Museum of Art, Sept.-Oct., 1999.
 - “History of the Horror Film, 1930-1960,” AFS, August 1999-March 2000.
 - “Calling the Shots: Women Screenwriters of the 1930s,” AFS, March-May, 1999.
 - “Pre-Code Women,” AFS, March-May 1998.
 - “Pageantry and Pathos: The Films of Powell and Pressburger,” AFS, Sept.-Nov.1996.
- Exhibit: “Posters from the Golden Age of Mexican Cinema, 1936-1957,”
 The Field Museum, Chicago, IL. September-November, 1998.

Master Classes

- A one-hour conversation with documentary filmmaker Hector Galán on his career, Center for Mexican American Studies, UT-Austin, Oct. 6, 2016.
- A one-hour conversation with filmmaker Hector Galán on the film *Giant* (1956) and his documentary about the making of that film, *Children of Giant* (2015). Bullock Texas State History Museum, June 9, 2015.

Master Classes (continued)

- Discussions with author Glenn Frankel on his book *The Searchers* and the film, College of Communication, April 3, 2013; Bullock Texas State History Museum, March 19, 2014, *B-Movies and Bad History* series.
- A one-hour conversation with Robert Rodriguez about filmmaking and creativity. The BlackBerry House, Austin, TX; March 15, 2013.
- A 90-minute conversation with screenwriter and director Scott Z. Burns and Doreen Lorenzo, president of Frog Design, Inc. College of Communication, 10/18/12.
- A two-hour conversation with director Lourdes Portillo. Center for Mexican American Studies, May 3, 2012.
- A two-hour conversation with director Robert Rodriguez. RTF Dept., May 2, 2012. Most viewed Moody College of Communication online video, with more than 100,000 views. [Link](#)
- A two-hour conversation with director Richard Linklater on the films that influenced him. RTF Dept., Feb. 13, 2012.
- A 90-minute conversation with actor Cheech Marin. Center for Mexican American Studies, Oct. 12, 2011.
- A one-hour conversation with producer Elizabeth Avellan, the Benson Latin American Collection, UT Austin, April 7, 2011.
- A 90-minute conversation with screenwriter Ted Tally (*Silence of the Lambs*). RTF Dept., 2005.
- A 90-minute discussion with author Denis Johnson, on the film made from his collection of stories, *Jesus' Son*, following a screening of the film; UT-Austin, Texas Center for Writers, April 28, 2000.
- A 90-minute discussion with directors Paul Schrader (*Taxi Driver*, *Raging Bull*) and Gary Ross (*Hunger Games*, *Pleasantville*), Austin Film Festival, 2000.

Moderator

- Moderator, "Writing Ethnicity, Race, and Culture," Austin Film Festival, Oct. 30, 2015.
- Moderator, "A Conversation with Director Nancy Biurski," director of *By Sidney Lumet*, after premiere of film at the Austin Film Festival, Oct. 30, 2015.
- Moderator, "Bilingual Media: Latino Entertainment in the XXI Century," SXAmericas, SXSW, March 17, 2015.
- Organizer and moderator, SXAmericas inaugural event: "A Discussion with Robert Rodriguez and Mexican actor-director Diego Luna"; SXSW, March 11, 2014.
- Moderator, *El Mariachi* 20th Anniversary Screening, Q&A with Robert Rodriguez; Aug. 29, 2012, Paramount Theater, Austin, TX.
- Moderator, Discussion of film *Cartas a Elena* with director Llorent Barajas, actor/producer Jaime Jiménez Pons, and actor Elsa Cárdenas, Blackwell Community Center, Marfa, TX, May 8, 2012.
- Moderator, "Robert Rodriguez and Henry Selick: A Conversation From the Third Dimension" Panel, SXSW Film Conference & Festival, March 16, 2009. Panelists: Directors Robert Rodriguez and Henry Selick (*Coraline*).
- Organizer and moderator, "New Trends in Latino/Latin American Cinema" Panel, SXSW Film Conference & Festival, March 10, 2008. Panelists: Producer Elizabeth Avellan, Directors Ricardo de Montreuil (Peru) and Jonás Cuarón (Mexico).

Academic Presentations

- “Narrative Structure in Classical Mexican Cinema,” Simposio Internacional de Cine Mexicano: Construcciones de la nación en el cine mexicano de la Época de Oro al presente; Catholic U., Eichstätt-Ingolstadt; Eichstätt, Germany; Dec. 8, 2011.
- “Using Narrative Function Analysis to Examine Latino Representation in Films,” International Communication Association (ICA) Conference, Boston, MA; May 28, 2011.
- “The Four Box Theory: Managing Your Time in Academia,” Society for Cinema and Media Studies (SCMS) Conference, Philadelphia, March 9, 2008.
- “Seven Tips for Writing Your Teaching Philosophy Statement,” Developing a Teaching Philosophy Workshop, SCMS Conference, Chicago, March 9, 2007.
- “For a Sensuous Media History,” Flow Conference, UT-Austin, Oct. 28, 2006.
- “The Center for Mexican American Studies: A Personal History of a Community of Scholars, 1983-2006,” The Américo Paredes Distinguished Lectures, UT-Austin: The Center for Mexican American Studies/College of Liberal Arts, May 5, 2006.
- "Making History: Writing Latin American Cinema into Film History" Cinematic Dislocations/Relocations: Contemporary Cinemas of Latin America, the Caribbean, and Their Diasporas" Conference, U. Wisconsin-Milwaukee, April 8, 2005.
- “Learning to Teach/Teaching to Learn: What Students Have Taught Me about Film Studies,” Teaching Workshop, Society for Cinema Studies (SCS) Conference, Denver, May 25, 2002.
- “History vs. Genre: My (Continuing) Dialogue with Don Américo Paredes about the Film, *The Ballad of Gregorio Cortez*,” First Annual Américo Paredes Conference, UTexas-Austin, Center for Mexican American Studies; May 5, 2001.
- “El Automóvil Gris (1919) and the Advent of Mexican Classicism, SCS Conference, West Palm Beach, Florida, April 15, 1999.
- “El Genio del Genero: Notes on the Chicano Border Documentary,” SCS Conference, San Diego; April 7, 1998.
- “Other Screens: Visualizing Classic Mexican Cinema,” Latin American Popular Culture Conference, Tulane University, New Orleans; October 19, 1996.
- "Stacking the Hybrid in Robert Rodriguez's From Dusk Till Dawn (1996), Theorizing the Hybrid Conference, UTexas-Austin, March 23, 1996.
- "The Dawning of Mexican Classicism," British Film Institute; London; Jan. 11, 1996.
- "Hollywood's Mexicanism: Notes on the Cinematic Construction of Mexico," "México en el cine norteamericano y Estados Unidos en el cine mexicano" conference, Universidad Nacional Autónoma de México, Mexico City; October 24, 1994.
- "From ¡Ya Basta! to ¡Al Fin!: The Evolution of Chicano/a Cinema and Criticism, 1969-1994," British Film Institute, London; May 20, 1994.
- "The Dark Side of Machismo: The Dialectical Structure of Salon México (1948)," University of North Texas; April 22, 1994.
- "The Poetics of Movie Posters from Mexico's Época de Oro," SCS Conference, Syracuse, NY; March 6, 1994.
- "Stereotyping and the Denial of History," Holocaust Seminar, UT-Austin; April 29, 1993.
- "Hollywood Narratives and U.S. News Coverage of Latin America," International News in the 1990s: A Critical Look at Media Coverage of Latin America Conference, U. Texas-Austin; Feb. 18, 1993.

Academic Presentations (continued)

- "The Scoundrel, the Torero and the Blind Man: the Critique of Machismo in *Santa* (1931) and the Prostitute Genre," SCS Conference, New Orleans; Feb. 11, 1993.
- "The Last Paper on Border Crossings: Toward a Multiculturalist Criticism," Latino Media Arts: Theory and Culture Conference, New York; Whitney Museum of Art, Nov. 15, 1992.
- "Fernando De Fuentes' Revolutionary Trilogy," SCS Conference, U. Pittsburgh; May 3, 1992.
- "Subverting Stereotypes: A Practical Guide for Chicano Filmmakers Working within the Hollywood Paradigm." National Association for Chicano Studies Conference, San Antonio, TX.; March 26, 1992.
- "Toward Theoretical Mestizaje." Cruzando Fronteras/Border Crossings Conference, School of Cinema-Television, University of Southern California; Nov. 10, 1991.
- "Post-Structuralist Film Theory and La Raza Critics." Speech Communication Association Conference, Atlanta, Georgia; Nov. 1, 1991.
- "The Evolution of the Classical Film Style in Golden Age Mexican Cinema," SCS Conference, University of Southern California; May 23, 1991.
- "Family and Neighborhood in Mexican Cinema, 1967-1983," VIII Conference of Mexican and North American Historians, San Diego, California; October 19, 1990.
- "Teaching Hispanic Images in Hollywood Film and Television," Teaching Minority Images Workshop, SCS Conference, Washington, D.C.; May 27, 1990.
- "The Image of the Hispanic in Hollywood Film." "The Politics of Portraiture: Icons, Stereotypes and Other Approaches to Multi-Cultural Imaging Symposium," The National Portrait Gallery, Smithsonian Institution, Washington, D.C.; January 24, 1990.
- "Remembrance of an Open Wound: *Frida* as Feminist Horror Film." Cross-Cultural Understanding through Autobiography: Mexican, American, and Mexican American. La Universidad Nacional Autónoma de México-San Antonio, Texas; October 21, 1989.
- "Encountering the New World: Critique of *Aguirre, the Wrath of God*." Encounter of Two Worlds: Gains and Losses (1492-1992) Conference, Universidad Nacional Autónoma de México-San Antonio; Oct. 9, 1989.
- "Mexican Images in Hollywood." University of Arizona Distinguished Lecture Series, University of Arizona Department of Media Arts, the Arizona Center for the Media Arts and the Tucson Summer Arts Festival; June 30, 1989.
- "Stereotyping in Films in General and of the Hispanic in Particular." Barriers to Interethnic Communication: Stereotypes, Prejudice, and Ethnocentrism panel, International Communication Association Conference, San Francisco, CA.; May 25, 1989.
- "Toward a Critical Theory of Stereotyping in Film and Television." SCS Conference, University of Iowa; April 13, 1989.
- "Jaime Humberto Hermosillo's Madwoman Trilogy," National Cinemas Conference, UT-Austin; February 24, 1989.
- "Sirens, Witches, and Mad Women: The Daughters of *La Llorona*." Issues in Contemporary Cinema, Television, and Video Panel, University Film and Video Association Conference, June 30, 1988; Montana State University, Bozeman, MT.
- "Watching Distant Neighbors: Critical Implications of a Study of Recent Mexican Cinema." SCS Conference, June 29, 1988; Montana State University, Bozeman, Montana.
- "Extra Terrestrials and Simpson-Rodino: Science Fiction's Alien 'Other' as Hispanic Imagery." Changing Images of the U.S. Hispanic in Film; Cornell U.; March 11, 1988.

Academic Presentations (continued)

- "Moments of Understanding: Notes on the Cinema of Andrei Tarkovsky." Panel presentation on Tarkovsky. University of Texas at Austin; November 22, 1987.
- "The Madwoman and *El Macho Rajado*: Changing Sex Roles in Mexican Films Since 1968." Tenth International Cinema Colloquium, Monterrey, N.L., Mexico; October 16, 1987.
- "*Macho in extremis*: the Male Image in Recent Mexican Cinema, 1968-1982." Society for Cinema Studies Conference; Montreal; May 23, 1987.
- "virgin, Virgin, Mother, Whore: The Image of Women in Recent Mexican Cinema." Latin American Popular Culture Conf., Tulane U./Loyola U., New Orleans; April 11, 1986.
- "A North American Perspective on Mexican Cinema." Second International American-British Film Festival, Instituto Mexicano Británico de Monterrey, Mexico; Sept. 29, 1984.

Invited Talks and Presentations

- "How to Watch a Movie Like a Film Professor," one-hour talk for One Day University, Austin, TX, Oct. 20, 2018; Phoenix, AZ, Oct. 28, 2018.
- "Three Types of Movie Narratives," Three one-hour lectures to students in "Screenwriting for Film and Video," Hampshire College, June 6-7, 2017.
- "The Third Level of Teaching, or What's Your Theme?" Academy of Distinguished Teachers, April 13, 2016.
- "The Darkness of *Distinto Amanecer*," introduction and post-screening discussion of *Distinto Amanecer* (1943); "Mexico at Midnight: Film Noir from Mexican Cinema's Golden Age" Film Series, Museum of Modern Art, New York; July 28, 2015.
- "Notes on Teaching Film," Academy of Distinguished Teachers, Jan. 28, 2015.
- "Film Language, Dramatic Structure, and Thematic Analysis," Colorado College, April 2, 2014.
- "How I Became a University of Texas Professor," Academy of Distinguished Teachers, Jan. 16, 2013.
- "*In Treatment* (2008): Film Technique and Narrative Structure." Austin Society for Psychoanalytic Psychology workshop, Jan. 28, 2012.
- "A Brief History of Latino Images in American Film," Smithsonian Institution, Washington, D.C., August 11, 2011.
- "Reel Portraits: Dolores del Río," The National Portrait Gallery/Smithsonian Institution; Washington, D.C. Introduced two films starring Dolores Del Río and conducted Q&A discussion afterwards; Oct. 10, 2009.
- "Latino Images in Film," The Bob Bullock Texas State History Museum, April 1, 2009.
- "Manifest Myth Making: Texas History in the Movies," Communication Arts/Chicana/o & Latino/a Studies Colloquium, U. of Wisconsin-Madison, April 10, 2008.
- "Unleashing the Great Teacher Within You," Teaching & Learning Colloquium: Division of Instructional Innovation & Assessment, UTexas, Jan. 10, 2007.
- "Six Strategies for Countering Stereotypes," "THEM and US: Moving beyond the Clichés" Conference, sponsored by the U.S. Embassy, Brussels, Belgium, and the Université Libre de Bruxelles; June 26, 2006.
- "Stereotypes and Counterstereotypes of Latinos and Other Minorities in Film and Television," 13th Dealing with Difference Institute, Illinois Cultural Diversity Association, Western Illinois University, May 22, 2006.

Invited Talks and Presentations (continued)

- “Latino Images and Counter Images in Media,” Distinguished Speaker Series, California State University-Northridge, Feb. 21, 2006.
- “The Quest for Mexicanidad in Mexican Golden Age Cinema,” California State University-Northridge, Feb. 22, 2006.
- “A Brief History of Austin Film,” UTexas SAGE Program, May 16, 2005.
- “The History of the Latin Image in American Film,” Communication Speaker Series, St. Edward’s University, Feb. 14, 2005.
- “Shots and Angles,” talk to Austin Film Society Board of Directors, January 10, 2005.
- “Counter-Stereotyping Strategies,” Vassar College, Nov. 8, 2004.
- “Austin Film: A Brief History,” UT Chapter of Phi Beta Kappa, May 16, 2004.
- “Depicting Internal States in Cinema,” Austin Society for Psychoanalytic Psychology, May 12, 2004.
- “Borders and Boundaries: Counter Stereotyping Poetics in Recent Latino-Themed TV Ads,” Urban, Gay & Green: Niche Lifestyles and Branding Conference, National Press Club, Washington D.C., Feb. 24, 2004.
- “Minorities in TV Commercials, 2003: Four Progressive Strategies,” Branding Conference, University of Texas-Austin Center for Brand Research, May 8, 2003.
- “A Crash Course on Latino Images in Film,” U.S. Latino and Latina WW II Oral History Project Summer Workshop, School of Journalism, UTexas-Austin, July 30, 2002.
- “Spy Niños: Robert Rodriguez Re-Imagines the American Family,” two-hour talk, sponsored by The University of Texas Humanities Institute; April 22, 2002.
- Chair and Moderator, “New Directions, New Forms: The Changing Shape of Contemporary Latino Film,” panel of Latino filmmakers and marketing directors, 2002 Sundance Film Festival, Park City, Utah; Jan. 18, 2002.
- “Don’t Take It So Seriously, Ese: Latino Stereotypes and Comedy in Hollywood Film,” *¿Que Chistoso, No? Chicano Humor, Satire and Rasquachismo* Symposium, Museo Americano, San Antonio, TX, Dec. 15, 2001.
- “The Poetics of Mexican Movie Posters,” Latin American Film Conference, U. of Notre Dame, Nov. 9, 2001.
- “American, Latino, Hispanic, Tex-Mex—Categories, Identities and Doing Research,” International Expert Seminar on Ethnicity & Media Monitoring, Bradford, Yorkshire, England, June 2, 2001.
- “Leadership, Success, and Following Your Dream,” First Annual Hispanic Leadership Symposium, St. Edward’s University, April 6, 2001.
- Host and Moderator, “An Evening with Robert Rodriguez,” RTF Dept., UT, April 3, 2001.
- “The Struggle over the Bandido Image in 1914: The Greaser Films vs. the Pancho Villa Films,” Películas Huérfanas de América Latina panel, Orphans of the Storm II Conference, University of South Carolina, March 29, 2001.
- “Irish and Latino Imagery in Hollywood Cinema,” Institute of Latino Studies, University of Notre Dame, Feb. 19, 2001.
- “How to Read a Movie Poster,” Dept. of Film and Video Studies, U. Michigan, Feb. 16, 2001.
- “Genre and Chicano Cinema,” Guest Lecture, UCLA, June 1, 2000.
- “Defining Resistance in Hollywood’s Representation of Latinos,” Round Table on Racism/Ethnicity/Media, UTexas-Austin, April 29, 2000.

Invited Talks and Presentations (continued)

- “Latino/a Stereotypes in Hollywood Film: Representation and Resistance,” Distinguished Guest Speaker, IX Fraker Conference, U. of Michigan, April 1, 2000.
- “Whose Texas Myth? — Notes from a Mexican-American Native Son,” The Philosophical Society of Texas Annual Meeting, Austin, TX, Dec. 4, 1999.
- “It’s OK to Make Mistakes,” Panel Organizer and Presenter, 14th Annual Teaching Conference for Experienced Faculty, UTexas Center for Teaching Effectiveness, Jan. 12, 1999.
- “Mexican Movie Posters—Reading Between the Lines,” The Field Museum, Chicago, IL, Nov. 21, 1998.
- “Preparing for the First Week of Class,” New Faculty Teaching/Orientation Seminar talk, UTexas-Austin; Aug. 17, 1998.
- “Distance Learning P’s and Q’s (Pointers and Qualms),” “New Technologies, New Pedagogies: Developing and Using Multimedia” Workshop, SCS, San Diego; April 6, 1998.
- “Periodization and Genre in 1930s Mexican Cinema,” “Rethinking 1930s Mexican Cinema” Workshop, SCS, San Diego; April 6, 1998.
- “Analyzing Mexican Film Posters,” Pláticas y Más Seminar Series, Center for Mexican American Studies, UTexas-Austin; April 1, 1998.
- Seven introductions to films in the series, “Women of the Pre-Code,” Austin Film Society; March-May 1998.
- “The Film Poster as Text,” 13th Guadalajara Film Festival; March 10, 1998.
- “Latino Stereotypes in Hollywood,” Rice Media Center, Rice University; Sept. 26, 1997.
- “Five Keys to Effective Teaching,” “Secrets of Our Success” Panel, First Student Success Conference, U of Texas-Austin; Sept. 24, 1997.
- Two introductions to Latin American short film programs, Chicano/Latino Film Forum and MEXIC-ARTE Museum; May 16, 17, 1997.
- “An Introduction to Mexican Film,” and “A Brief History of Stereotyping in American Film,” Guest Lectures, Coker College, Hartsville, South Carolina; October 28, 1996.
- Ten introductions for a series of classic British films, Austin Film Society, Sept.-Nov. 1996.
- “Fritz Lang’s The Woman in the Window (1945),” and Scarlet Street (1946),” two introductions to Austin Film Society’s “Film Noir: Masters of Shadow” Series; April 24, July 3, 1996.
- Introduced Nicolás Kanellos, Publisher of Arté Público Press, 1996 Américo Paredes Distinguished Lecturer, U. of Texas-Austin; April 18, 1996.
- "Active Nostalgia: Lourdes Portillo's Curative Filmmaking," Latinos and Visual Cultures in the Nineties: Lourdes Portillo's El diablo nunca duerme (1994) Workshop, Society for Cinema Studies Conference; Dallas; March 9, 1996. Also chaired workshop.
- "Notes on Teaching Mexican Cinema," Teaching National Cinemas Workshop, Society for Cinema Studies Conference; Dallas; March 7, 1996.
- "Comments on a Scene from the Movie Giant," Invited Panelist, The Littlefield Society Academic Symposium, The University of Texas at Austin; February 24, 1995.
- Invited Participant, Panelist and Facilitator, "Latin American Cinema: A Working Conference," UCLA Film and Television Archive; Feb. 16-19, 1995.
- Panelist: "Contemporary Latin American Cinema: *Johnny 100 Pesos* (1993)"
 - Facilitator: "Narrative Form and Enrique Rosas' *El Automóvil Gris* (1919)."
- "A History of Stereotyping in Film" and "A History of Chicano Cinema;" Guest Lectures, Austin College, Sherman TX; Jan. 20 and 23, 1995.

Invited Talks and Presentations (continued)

- Panel Chair, "Latino Screenwriters and the Hollywood Marketplace" Panel, Austin Heart of Film Festival: A Screenwriters' Conference, Austin, TX; Oct. 13, 1994.
- Invited Participant and Panelist, "A Multi-Ethnic Public Sphere" Symposium; University of Bradford, Bradford, Yorkshire, England; May 27-28.
- "Genre, Gender, Class and Politics in the Coming of Age Movie," Austin College, 1/13/1994.
- "The Chicano Film Movement and Hollywood" and "Images and Counterimages of Hispanics in American Cinema," Guest Speaker, Austin College, Sherman TX, January 12-13, 1993.
- Panelist, Society for Cinema Studies Plenary Session, "On Pedagogy and Professionalism: Voices from the Margins," University of Pittsburgh; May 1, 1992.
- "Chicano Cinema in the 90s: An Encuentro with Filmmakers." Workshop organizer and chair, Society for Cinema Studies Conference, USC; May 25, 1991.
- Panelist, Society for Cinema Studies Plenary Session. On the state of SCS; USC, May 24, 1991.
- Discussion of the Venezuelan film, Araya (1959) (with Coco Fusco). 1990 Third Wave International Women's Film and Video Festival. Austin, TX.; April 20, 1990.
- "Avoiding Minority Stereotypes." Southwest Journalism Congress. Austin, TX; March 2, 1990.
- "Stereotyping in the Media." Workshop presented to staff, U.S. Bureau of Prisons, Federal Correctional Institution, Bastrop, TX; Feb. 27, 1990.
- "What Is Hispanic Cinema?" Panel Chair, CineFestival, San Antonio, TX; February 3, 1990.
- "The Future of Mexican Film." Moderator. Mexican Communication Symposium and Film Series, U. Texas-Austin, College of Communication; Nov. 15, 1989.
- "Movie Images: How Hollywood Stereotypes." Lecture presented to visiting Fulbright and Humphrey Scholars. UTexas-Austin; Aug. 9, 1988; Aug. 9, 1989.
- "Mexican Cinema of the 80's." Moderator. UNAM-San Antonio; Feb. 16, 1989.
- "Frito Bandito to Jaime Escalante: Stereotype and Archetype in Popular American Culture." Panel member, San Antonio CineFestival, Guadalupe Cultural Arts Center; Nov. 12, 1988.
- "How *The Leopard* Changed My Life." Introduction to actor Burt Lancaster at "*The Leopard*: Novel, History, Film" Conference, Sept. 17, 1986; UTexas-Austin.

Keynotes/Special Talks/Commencement Addresses

- Keynote, "What Is Teaching?" Stepping Stone Child Care Schools 24th Annual Teachers Conference, Sept. 9, 2016.
- 2014 Andrew Norman Lecture, "Latinos in Film: Stereotyping Theory, Representation, and Counter-Stereotyping," Colorado College, April 3, 2014.
- 2013 Phi Beta Kappa Albaugh Lecture, "Image Matters: The Representation of Latinos in Film," Baylor University, Nov. 14, 2013.
- Keynote, "Robert Rodriguez and Latino Images," Robert Rodriguez and the Cinema of Possibilities Symposium," Ohio State University, April 11, 2013.
- Keynote, "How to Read a Movie: Five Keys to Film Language." One-hour address to high school seniors admitted to the College of Communication and their families. March 5, 2011; March 3, 2012; March 2, 2013; March 22, 2014; March 28, 2015; April 2, 2016. Also presented to UT Exes Alumni College; June 18, 2014.
- Keynote, "The Poetics of José Ferrer's Acting Style," José Ferrer Film Festival, Regent University, Sept. 14, 2012.

Keynotes (continued)

- Keynote, “How to Avoid Latino Stereotypes: Lessons from Media History,” given at the inaugural Latino Film Festival & Conference, Indiana University-Bloomington, April 6, 2012.
- “Robert Rodriguez and Me,” University Lecture Series, the School of Undergraduate Studies, Sept. 12, 2011.
- Keynote inaugurating the First Annual Rose Marine Latino Film Festival, Fort Worth, TX, May 19, 2011.
- Keynote, “The Poetics of Fernando de Fuentes' Revolution Trilogy,” Cine-Lit VII, Hispanic Film and Literature Conference; U. of Oregon/Oregon State U./ Portland State U., Portland, OR; Feb. 26, 2011.
- Keynote, “How to Read a Movie,” Honors Colloquium, UT, July 22, 2010.
- Keynote, “Counter-stereotyping Strategies: How to Avoid Simplistic Media Representations,” Playing with Stereotypes: Redefining Hispanic Identity in Post-National Literature and Film International Conference, Katholieke Universiteit; Leuven, Belgium, October 30, 2009.
- Keynote, “An Introduction to Film Language,” Honors Colloquium, UT, July 24, 2008.
- Keynote, “We Stood on Others’ Shoulders, Now We Are the Shoulders,” UT Hispanic Alumni Annual Fiesta, Aug. 31, 2007.
- “Your Career Quest, Your Ancestors, and You,” Commencement Address, College of Mass Communication and Media Arts, Southern Illinois University, May 8, 2004.
- Keynote, “What to Do with the Time That Is Given to You,” Honors Day Convocation, UTexas, April 13, 2002. [Link](#)
- Keynote, “Finding Your Career,” Gateway Program, UTexas, April 28, 2001.
- Keynote, “Latino Faces in Hollywood,” University of Houston, Center for Mexican American Studies Annual Conference, April 13, 2001.
- Keynote, “A Crash Course on Mexican Cinema,” Berea College (KY) Mexican Film Festival, Oct. 19, 2000.
- Keynote, “Minority Representation in Hollywood Media,” Honors Colloquium, UT, 7/ 20/2000.
- Keynote, “Latino Images in Hollywood Film,” UTEP Film Festival, April 23, 1999.
- Keynote, “Excellence in Teaching,” College of Communication Parents’ Weekend, 10/24/98.
- Keynote, “A Short History of Mexican Cinema,” Mexican Film Series; Rice Media Center, Rice University; Sept. 26, 1997.
- Keynote, “Employing Ethnicity in the Communication Classroom,” Carolinas Speech Communication Association Convention; Raleigh, NC; Oct. 26, 1996.
- Commencement Address, “Here’s Looking at You, Kid,” College of Communication, UT-Austin, May 23, 1992.
- Keynote Addresses, Project SHARE, April 9, 1989 and February 17, 1991.

Student Service

- Discussion leader, *The Motorcycle Diaries*, Student Affairs Staff Development Committee, March 9, 2005.
- Panel Moderator, University Filmmakers Alliance (UFA; Undergraduate Production Club) Conference. Panel members: Wes Craven (*Scream*); film editor Dody Dorn (*Memento*); cinematographer Wally Pfister (*Memento*); April 27, 2002.
- Brown Bag Lunch, Texas Exes Student Chapter, Feb. 14, 2001.

Student Service (continued)

- Welcoming Address: "Finding Career Fulfillment and the History of UFA," UFA Conference, April 15, 2000.
- Named an Outstanding U.T. Community Member, Chi Omega Sorority, April 2000.
- "Living and Working Creatively," Keynote Address, Omega Delta Phi National Hispanic Service Fraternity Regional Conference, Nov. 6, 1999.
- "A Brief Survey of Hollywood's Representation of Latinos," talk for Mes de la Raza, Mexican American Student Association, UTexas-Austin, Sept. 27, 1999.
- "Latino Stereotypes," 10th Annual Tejana/o Student Unity Weekend, UT-Austin, 2/26/99.
- "College as a Quest for Fulfillment," motivational talk to new RTF undergraduate students, CommUnity, UT College of Communication, August 25, 1998.
- "Minority Stereotyping in the Media," Honors Colloquium summer lectures, UT-Austin, 1999, 1998, 1996, 1995, 1988.
- Faculty Adviser, University Filmmakers Alliance (UFA), 1996-99.
- "Stereotyping: A Definition and 10 Characteristics." Talk presented as part of a cultural awareness workshop for students and staff of all University of Texas Student Publications media outlets, Feb. 20 and 21, 1995.
- Faculty Adviser, RTF Club, 1990-91.
- Project SHARE (Outreach program to recruit minority high school students to the University of Texas) Facilitator, 1988-1996.
- Minorities in Communication (MICOM) summer program speaker, 1988, '93, '95, '96.
- Faculty Fellow (Adviser), Kinsolving Women's Dormitory, 1985-1986; Andrews Women's Dorm, 1986-1987; Blanton Women's Dorm, 1987-89; Jester Coed Dorm, 1988-89.
- "The Implications of Hispanic Images in Hollywood Film." Chicano Culture Committee Forum on Hispanic Images; UT-Austin; February 25, 1988.
- "Hispanic Images in Film." The Mexican-American Cultural Exchange Program, UT-Austin; September 29, 1987.
- Many lectures on film to various UT classes and student groups, for example: Students for Equity and Diversity, 2010; Black Graduate Students Association, 1998.

Professional Service

- Academy of Motion Picture Arts & Sciences, Oral History Interviewer; seven-hour interview of Chicano filmmaker Efraín Gutiérrez, April 29, 2016.
- El Rey Diversity Council, El Rey Network, 2015-present.
- Editorial Boards:
- Routledge Publishing: *Remapping World Cinema* book series, 2014-present
 - Film Criticism*, 2007-present
 - Communication and Critical/Cultural Studies*, 2005-present
 - Aztlán: A Journal of Chicano Studies*, 1996-2000.
- United States Postal Service. Consultant: contributed to various stages of the preparation of a commemorative stamp of Latino actor/director José Ferrer; stamp issued 2011.
- National Film Preservation Board, The Library of Congress, 2010-present.
- American Council of Learned Societies (ACLS) Reviewer. Andrew W. Mellon Foundation/ACLS Early Career Fellowship Program Dissertation Completion Fellowships, New York City, 2007; Burkhardt Fellowship, New York City, 2006.
- Pedagogy Award Committee, Society of Cinema and Media Studies, 2007-2009.

Professional Service (continued)

Texas State Lottery Commission, Advertising Campaign Consultant, 2006.
 National Nominating Committee, 1999 Rockefeller Foundation Film/Video/ Multimedia Fellowships, 1998.
 Distinguished Citizen's Nomination Panel, National Council of La Raza's American Latino Media Arts (ALMA) Awards, 1999, 1998, 1995.
 Faculty Adviser, *The Velvet Light Trap*, 1988-present.
 Honorary Membership Committee, Society of Cinema Studies, 1996-1999.
 Consultant and interviewee for the National Latino Communications Center documentary film *The Bronze Screen: The Latin Image and Myth in the Cinema* (2002); 1992-2002.
 Coordinating Committee on Race, Class and Gender Identity, Society for Cinema Studies, 1992.
 Co-coordinator of Plenary Session, "On Pedagogy and Professionalism: Voices from the Margins," Society for Cinema Studies Conference, U. of Pittsburgh, May 1, 1992.
 Elected to Executive Council, Society for Cinema Studies, 1991-94.
 Co-Founder and Co-Chair (1990-1993), Latino Caucus, Society for Cinema Studies (SCS).
 Conference and Film Series Coordinator, Mexican Communication Symposium and Film Series, College of Communication, U. Texas, Nov. 13-16, 1989.
 Task Force on Race, Society for Cinema Studies, 1989-1992.
 Conference Organizer. National Cinemas Conference, U. Texas-Austin, Feb. 22-26, 1989.
 Humanities Advisory Committee, CineFestival (San Antonio), 1989-1990.
 Conference Organizer, 10th International Cinema Colloquium, Monterrey, Mexico; 1987.

Community Service

Show Writer, Texas Film Hall of Fame Awards Gala, March 8, 2012.
 Advisory Board, Cine Las Americas Latin American Film Festival, Austin, TX, 2009-present.
 Texas State Railroad Preservation Committee, Texas State Senate, 2006-2007.
 "Latino Images in Film," two-day workshop for Central Texas area public school teachers, sponsored by UTexas Humanities Institute, Feb. 7 and 28, 2005.
 President, Austin Film Society, 2001-2003.
 Vice-President, Austin Film Society, 1999-2001.
 Charter Member Austin Film Society Board of Directors, 1985. Active Board member 1985-2005; 2013-present. Ex-officio Board Member, 2005-2013. (Director Richard Linklater, Artistic Director).
 Member, Board of Trustees, St. Michael's High School, 2 terms: 1990-93, 1993-96.
 Co-President, St. Michael's High School Parents' Club, 1989-1993.
 Adviser: •1998 Cine Las Americas Latin American Film Festival, Austin, TX.
 •1990 Third Wave International Women's Film and Video Festival, Austin, TX.

Other Media Appearances

"The Fight in Sarge's Diner in *Giant*," a short essay in "What It Means to Be American" National Conversation project, Smithsonian Institution/Arizona State University, May 26, 2015. [Link](#)
 Interviewee, "Game Changers: Texas Bookshelf" video feature; produced by Longhorn Network; premiered April 30, 2015.
 Longhorn Network profile, "Charles Ramírez Berg: The Godfather of RTF," premiered July 11, 2014. [Link](#)

Other Media Appearances (continued)

Interviewed on “HuffPost Live” on Latinos in media; June 30, 2014; Sept. 4, 2014.

Commentator, Longhorn Network feature on John Ford’s *The Searchers* and Glenn Frankel’s book about the film, May, 2013. [Link](#)

Program Notes, *El Mariachi* 20th Anniversary Screening, Aug. 29, 2012. [Link](#)

Program Notes, “The Great Escape: Three European Émigré Filmmakers,” Jan. 10-Feb. 14, 2012; Austin Film Society Essential Cinema Series.

Commentator, *All Things Considered*, “On Location: *Touch of Evil*’s Border Showdown”; analysis of Orson Welles’ *Touch of Evil*, National Public Radio, Aug. 9, 2011. [Link](#)

Member of a panel of filmmakers and experts to determine the 10 Greatest Texas Films, *Texas Monthly*, June 2011; discussion transcript, pp. 136-141; 236-238. [Link](#)

“Finding Life Lessons in the Movies,” feature article, 2010 Texas Football Playbook program, Oct. 23, 2010, p. 48.

Interview on teaching at the University of Texas; June 2010. [Web page and video](#)

Podcast interview on Latino images in film; The Bob Bullock Texas State History Museum, April, 1, 2009. In conjunction with talk given the same day.

“Mexicano and Chicano Cinema with Professor Charles Ramirez Berg,” Greater Mexico Podcast #1 (Sept. 11, 2008). [Podcast interview](#)

Featured in “To Sir, with Love,” on film directors and their film school professors/mentors, *The Hollywood Reporter*, Aug. 28, 2008, pp. 9-10. Profile: “Leading the Way,” p. 13.

Quoted in “Is Horror Dead?” *MovieMaker* magazine, Summer 2008. [Hyperlink to article](#)

“Pasión por Películas,” feature profile on University of Texas home page, week of Oct. 8-15, 2007. [Hyperlink to article](#)

Interview in *The Rose: A Sense of Place* (2008), documentary on the history and culture of the Rose Marine movie theater in Ft. Worth, TX. Logan Gilpin, director.

“A Passion for Film,” essay in *20 Years: 1985-2005*, 20th anniversary commemorative book published by Austin Film Society, 2005.

“Three Things I Teach,” a short video on The University of Texas at Austin web site, “Take Five: Faculty Insights in Brief” (2003). [Hyperlink to video](#)

Cast, *Spy Kids* (2001); extra *Slacker* (1991).

Host, “Reel Classics,” weekly television program, KVIA-TV, El Paso, Texas; 1983-84.

Honors and Distinctions

University Grand Marshal — University of Texas Commencement and Honors Day Convocation, 2010-present.

College Marshal — Moody College of Communication Fall and Spring Commencements, 2008, 2009, 2014-present.

Marshal — Center for Mexican American Studies Commencement, 2011, 2012.

Founder’s Circle, Charter Member of the Board, Austin Film Society, inducted 1/12/06.

First Mexican American to receive tenure in a film department in the U.S., 1993.

Screenplay (co-authored with Jon Schwartz): “Two Rode Together” (Second Place Winner, Screenplay Competition, Texas Film Festival, San Antonio, Tex., Oct. 1986).

Honorary Member, Golden Key National Honor Society, UT-Austin Chapter, Oct. 29, 1996.

Other

Staff Photographer: RTF Department; Austin Film Society (AFS); South by Southwest (SXSW) Conference, Austin Film Festival, and the National Film Preservation Board of the Library of Congress. Photos have appeared in *Variety*, the *Austin American-Statesman*, *The Daily Texan*, *Washington Life Magazine*, *Buzón Abierto* (Mexico City), the *Austin Chronicle*, *Tableau: The Magazine of the Division of the Humanities at the University of Chicago*, and *Austin Film Society* blogs as well as RTF, AFS, Center for Mexican American Studies, SXSW, and the Library of Congress' National Film Preservation Board web sites and publications. Dozens of my photographs appeared in the Woodrow Wilson Center tribute video for Robert Rodriguez, June 2015.

Coordinated and hosted University of Texas classroom visits by filmmaker Robert Rodriguez, 4/22/08; 5/3/11; 5/4/12.

Panelist, "Energy at the Movies," American Clean Skies Foundation; Austin, TX; 3/9/11

[Link](#)

Panelist, "20 Years of the Austin Film Society," South by Southwest Film Festival and Conference, Austin, TX; March 15, 2005.

Introduced Luis Valdez, Guest Speaker, Texas Union Mexican American Culture Committee's commemoration of Cesar Chavez Day, March 28, 2002.

Professional Writing Experience

- 1980-81 Managing Editor, *The Investigator* (national news magazine:
 Jack Anderson, Editor-in-Chief)
- 1980 Freelance writer, artworks, inc., ad agency, El Paso, TX.
- 1976-1984 Film Critic, *El Paso Journal* (weekly newspaper),
 Fifth Estate, *Paso del Norte* (magazines), El Paso, TX
- 1978-79 Managing Editor, *El Paso Journal*

Creative and Journalistic Writing

Book

The Gift of the Poinsettia (Bilingual children's book, co-authored with Chicana poet Pat Mora). Arte Público Press (U. of Houston), 1995.

Poetry

- "The Pachuco Stroll," *Revista Chicano-Riqueña*: Vol. XII (Summer 1984), No. 2, pp. 28-29.
- "Rainstory," *Revista Chicano-Riqueña*, Vol. XII (Summer 1984), No. 2, p. 31.
- "Salsa Woman," *Revista Chicano-Riqueña*., Vol. XII (Summer 1984), No. 2, p. 30.
- "The Beginning of 'The End,'" *thirteen*, Vol. 3, No. 1 (Oct. 1983), p. 26.
- "The Apple's Answer," *Rio Grande Writers Newsletter*, Summer 1983, p. 4.
- "Giggle, Put This Down," *Rio Grande Writers Newsletter*, Summer 1983, p. 2.
- "Invitation," *Literature/Film Quarterly*, Winter 1982; *Amphora Review*, Vol. 3, No. 1, p. 21.
- "Love Seams/The Sunday Night Fights," *Amphora Review*, Vol. 2, No. 4, p. 8.
- "Multiple Myeloma," *San Fernando Poetry Journal*, Vol. IV, No. 2, p. 57.
- "October: for Georges Simenon," *thirteen*, Vol. 1, No. 2 (Jan. 1982), p. 32.
- "At the 4-Way Stop," *Antenna* (San Diego, California).

Fiction

- "The Legend of the Poinsettia" (children's story, co-authored with Pat Mora) in *Noche Buena: Hispanic American Christmas Stories*, (New York: Oxford University Press, 2000), pp. 108-115. Reprint from *Tun-ta-ca-tun*, (Arte Público Press, 1986), pp. 71-78; 168-176.
- "Ambrosio" (novel excerpt), *Colorado State Review* (Magical Realism Issue), Vol. XI, No. 2 (Spring-Summer 1984), pp. 20-30.
- "Ana's Day" (children's story, co-authored with Pat Mora), *Revista Chicano-Riqueña*, (Special children's issue), Vol. IX, No. 2 (Fall 1981), pp. 101-110.
- "The Siren of Sunset Heights" (short short story), *Nuestro*, March 1984, p. 60; and Hispanic Link, Inc., newspaper syndication service, February 1984.
- "The Virgin on the Wall" (novel excerpt), *Colorado State Review* (Magical Realism issue), Vol. IX, No. 2 (Spring-Summer 1982), pp. 16-21; *Puerto del Sol*, 1982, pp. 24-27. Nominated for Pushcart Prize by *Puerto del Sol*; nominated for Coordinating Council of Literary Magazines prize for fiction by *Colorado State Review*.
- "The Motorcycle Soul Ride of Steve McQueen," *Irvine Chicano Literary Prize, 1985-1987*. Ed. Ivón Gordon Vailakis. (Irvine: UC-Irvine; Dept. of Spanish and Portuguese, 1988).

Magazine Writing

- "Uncle Julio and Mexican Zen" (Biographical Sketch), *Nuestro*, May, 1986, p. 20.
- "Chronicle of a Death Foretold" (Book Review), *Nuestro*, May 1983, p. 62.
- Film Reviews, *Paso del Norte*, September 1982-December 1984.
- Film Reviews, *Fifth Estate*, June-August, 1982.
- "How to Enjoy the Movies," *Nova* (U. of Texas-El Paso), December 1982, pp. 10-12; 17.
- "Oh What a Paradise It Seems" (Book Review), *Paso del Norte*, Oct. 1982, p. 78.
- "Is There Really a Cure for Cancer?" *The Investigator*, September 1981, pp. 44-47; 59-61.
- "Notes" (Book Review), *National Forum*, Spring 1980, p. 43.
- "Who Is Lina Wertmüller and Why Are They Saying Those Terrible Things About Her?" *Los Angeles Film Calendar*, Vol. 2, No. 6, No. 7 (Oct.-Nov. 1976), n. pag.

Newspaper Writing

- "The Leopard (1963)," (Review: Great Films of the Century), *The Daily Texan*, Oct. 13, 1999.
- "Nobody's Women' See the Light," *Austin Chronicle*, Oct. 6, 1995, pp. 36, 38.
- Film reviews, *El Paso Journal*, August 1976-March 1982 (weekly).
- Book reviews, *El Paso Times*, 1983-1986 (approximately 35)
- "Verdolaga" (sketch), Hispanic Link, Inc. national newspaper syndication service, Feb. 1983.

Optioned Screenplays

- "Pass of the North" (with Jon Schwartz), optioned by producer Ed Elbert (*The Mighty Quinn; Anna and the King*), 1993.
- "Tampico 38" (with Jon Schwartz), optioned by producer Ed Elbert, 1990.

Professional Organizations

- Society for Cinema and Media Studies
 International Communication Association
 Phi Kappa Phi, National Honor Society
 Nikon Professional, Nikon Professional Services, Nikon USA, June 2015-present.