1 - 2 13 December 2021

## 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

**Associate Professor, Department of Communication, Texas A&M University -** September 2006 to present

#### **PUBLICATIONS**

- Joyce, S. & La Pastina, A. (2019). Subjective Camera, Direct Address, and Audience
  Participation. Velho Chico and a New Telenovela Aesthetics. *In* Sigismondi, P. (Ed.) World
  Entertainment Media: Global, Regional and Local Perspectives. Routledge
- La Pastina, A. (2018). Reproducing Colonial Fantasies: The Indigenous Other in Brazilian Telenovelas. *In* Pace, R. (Ed.) From Filmmaker Warriors to Flash Drive Shamans: Indigenous Media Production and Engagement in Latin America. Nashville, TN Vanderbilt University Press.

2 - 2 13 December 2021

La Pastina, A. (2015) Mapping Macambira's media environment and how it changed over time. *In*.

D. Moreira (ed). Interfaces Sociais e Textualidades Midiáticas [Social interfaces and mediatic textualities]. Federal University of Mato Grosso Press.

- La Pastina, A., Straubhaar J., & Sifuentes, L. (2014). Why do I feel I don't belong to the Brazil on TV? Popular Communication. 12, 104-116
- La Pastina, A. & Sifuentes, L. (2014) ETHNOGRAPHY AS AN APPROACH TO INVESTIGATING MEDIA PRACTICES FROM MACAMBIRA TO TEXAS. Matrizes, 8: 121-137. http://www.revistas.usp.br/matrizes/article/view/82934
- Joyce, S. & La Pastina, A. (2014). Producing Brazilianess for Global Audiences: The case of Sex and the City. Ação Midiática: Estudos em Comunicação, Sociedade e Cultura. Journal of the Graduate Program of the Federal University of Paraná, Brazil.
- La Pastina, A. & Joyce, S. (2014). Changing LGBT representations: The sexual other in Brazilian telenovelas. Lumina, 8:2, (27 pages) Journal of the Graduate Program of the Federal University of Juiz de Fora, Brazil.

  <a href="http://lumina.ufjf.emnuvens.com.br/lumina/article/view/410">http://lumina.ufjf.emnuvens.com.br/lumina/article/view/410</a>
- La Pastina, A. (2013). Watching Telenovelas in Brazil: Mediating the Everyday. *In* A. N. Valdivia (Gen. Ed.) & R. Parameswaran Ed.), *The international encyclopedia of media studies. Vol.* 3: Audience and interpretation in media studies (21 pages). Oxford, UK: Wiley-Blackwell.

# **CONFERENCE PRESENTATIONS**

- La Pastina, A. Subverting the north-south flow of TV productions: The case of Brazil's Cable TV. Global Fusion Conference, Austin, Texas, October 25 -27, 2019
- La Pastina, A. Increasing populism and the fear of migration: social media and the rise of nationalism in Brazil. Global Fusion Conference, Austin Texas, October 25-27, 2019 (plenary)
- 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. Entering and Leaving the Site: Ritual Practices and Ethnographic Lore. Global Fusion, Austin, TX, October 24-26, 2014.
- La Pastina. A. telenovela no interior do Nordeste: transformação e continuidade em quinze anos de prática etnográfica. [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)
- La Pastina, A. Understanding transformations in rural Brazil: the benefits of longitudinal ethnography. International Communication Association Conference, Seattle, May 22-26, 2014.