

## **Mari Castañeda, Ph.D.**

Associate Professor (2006-present)  
Assistant Professor (2000-2006)

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Adjunct faculty member:

- \*Center for Latin American, Caribbean and Latino Studies
- \*Bachelor in General Studies (BGS) Program, School of Education

Affiliated faculty member:

- \*Ed.D Program, Study in Language, Literacy and Culture, School of Education
- \*Department of Women's Studies
- \*American Studies, Department of English

### **EDUCATION**

UNIVERSITY OF CALIFORNIA, SAN DIEGO  
Doctorate of Philosophy, *cum laude*, Department of Communication, July 2000  
Dissertation Title: The Development of the U.S. Advanced Digital Television System, 1987-1997: The Property Creation of New Media

UNIVERSITY OF CALIFORNIA, LOS ANGELES  
Bachelor of Arts, *cum laude*, Communication Studies, June 1993

### **PUBLICATIONS**

#### **Journal Articles**

Castañeda, M. (Forthcoming). The complicated transition to broadcast digital television in the United States. Television and New Media.

Castañeda, M. (Summer 2006). Teoría y metodología políticas económica: Hacia un marco de la creación propiedad. Comunicar.

Scharrer, E. L. Cooks, and Castañeda, M. (Forthcoming). Measuring learning in community-service learning: A research comparison. In J. Eyler (Ed.), Advances in Service Learning Research 3.

Cooks, L., E. Scharrer, and Castañeda Paredes, M. (2005). Toward a social approach to learning in CSL. Michigan Journal of Communication Service Learning10(2), 44-56.

Castañeda Paredes, M. (2003). The transformation of Spanish-language radio in the United States. Journal of Radio Studies 10(1), 5-16.

Cooks, L., E. Scharrer, Castañeda Paredes, M. (2003). Creating a space for ‘every woman’ at Oprah.com. Electronic Journal of Communication 12(4).

Scharrer, E., Castañeda Paredes, M. , and L. Cooks. (2003). Media literacy as a community service learning project. Communication Teacher 17(4), 6-8.

Chakravartty, P. and Castañeda Paredes, M. . (2002). Globalization and critical media studies.” Southern Review Journal 35(3), 63-79.

### **Book Chapters**

Castañeda, M. (Forthcoming). Latinidad, cultural policy, and Spanish-language media in the U.S.A. In A. Laó-Montes and N.R. Mirabal (Eds.), Techno/futuros: Critical Interventions in Latina/o Studies. Lanham, MD: Rowman and Littlefield.

Castañeda, M. (Forthcoming). Spanish-language media in an era of deregulation. In P. Chakravartty and Y. Zhao (Eds.), Global media: Towards a Transcultural Political Economy. Lanham, MD: Rowman and Littlefield

Castañeda, M. (Forthcoming). Remapping Spanish-language Media in the U.S. In A. Valdivia (Ed.), Latina/o Communication Studies Today. Lanham, MD: Rowman and Littlefield

Scharrer, E., L. Cooks, and Castañeda, M. (Forthcoming). A lesson plan for 6<sup>th</sup> graders on the topic of media violence and interpersonal conflict. In M. Christal and S. Sullivan (Eds.), Making Media Matter: Lessons for Literacy in the English Classroom.

L. Cooks, Castañeda Paredes, M., and E. Scharrer. (2003). There’s ‘O Place’ like home: Creating and maintaining virtual community on Oprah.com. In M. Consalvo and A. Paasonen (Eds.), AgentXX: Women and Everyday Uses of the Internet (pp. 137-161). New York: Peter Lang.

Castañeda Paredes, M. (2002). Television at the border: Trade policies and high-tech manufacturing for the global market. In J. Lewis and T. Miller (Eds.), Critical Cultural Policy: A Reader (pp. 272-281). Malden, MA: Blackwell.

Castañeda Paredes, M. (2001). The reorganization of Spanish-language media marketing in the United States. In V. Mosco and D. Schiller (Eds.), Continental Order? Integrating North America for Cybercapitalism (pp. 120-135). Lanham, MD: Rowman and Littlefield Publishers.

### **Commentaries**

Castañeda Paredes, M.C. (2003, June 23). FCC rules translate poorly. Newsday, A19-20.

### **Works in Progress**

Castañeda, M. Teaching White Undergraduates About Latina Media Studies: Transformative Learning Through Community Engagement.

### **INVITED LECTURES AND PRESENTATIONS**

Media Forms and Cultural Flows: Bridging the Digital Divide between Transnational Feminist Work. (2006, July). National Association of Chicana and Chicano Studies, Guadalajara, Mexico.

University / Community Partnerships in Latino Holyoke. (2005, September). Nueva Esperanza Annual Awards Dinner, Holyoke, MA.

Mass media, public policy, and cultural analysis. (2005, July). Project 2050 / New World Theater, Amherst College.

Community-service learning and the engaged student. (2005, April). New Students Open House, University of Massachusetts, Amherst.

New trends in U.S. Spanish-language media. (2004, November). Department of Sociology, Fordham University, NY.

Re-mapping Spanish-language media in the U.S. (2004, May). Department of Information Studies and the Center for Chicana/o Studies, University of California, Los Angeles.

Rethinking ownership and nationalism in the context of Spanish-language media. (2004, April). Department of Chicano Studies, University of California, Riverside.

Re-mapping Spanish-language media in the U.S. (2004, March). Latino Studies Colloquium, New York University.

Rethinking ownership and nationalism in the context of Spanish-language media. (2003, February). Media Studies Program, Pomona College, CA.

Transborder ethnic marketing: NAFTA and the cultural production of the Latino audience. (2002, March). Chicano and Latin American Lecture Series, Pomona College, CA.

The cultural production of the Latino audience. (2002, March). Center for the Study of Communication, University of Massachusetts, Amherst.

Labor in Mexican *maquiladoras*. (2001, March). The Solidarity School for Labor Justice, University of Massachusetts, Amherst.

The *maquiladora* system at the U.S.-Mexican border. (2001, May). Peace Development Fund, Amherst, MA.

## **JURIED CONFERENCE PRESENTATIONS**

Media Policy and Spanish-language Radio in the US. (2006, March). National Association of Chicana and Chicano Studies, Guadalajara, Mexico.

Remapping Latinidad and Community Media. (2006, March). Latin American Studies Association. San Juan, Puerto Rico.

Reconceptualizing Spanish-language television in the U.S. (2005, November). American Studies Association. Washington, DC.

Spanish-language media in an era of deregulation. (2005, May). International Communication Association. New York, NY.

Intersections between media studies and Chicana/o studies. (2005, April). National Association of Chicana/o Studies. Miami, FL.

Rethinking nationalism, citizenship and ownership the Spanish-language media. (2004, July). International Association of Communication Research. Porto Alegre, Brazil.

The politics of ownership and the growth of Spanish-language newspapers in the U.S. (2004, March). Media and Culture in the Americas, Center for Latin American and Caribbean Studies at NYU. New York, NY.

The political economy of Spanish-language television in North America. (2003, November). Rethinking Marxism. Amherst, MA.

Rethinking nationalism, citizenship and ownership in a burgeoning Spanish-language media context in North America. (2003, May). International Communication Association. San Diego, CA.

U.S. Latinos and the fight over the digital divide. (2003, April). National Association of Chicana and Chicano Studies. Los Angeles, CA.

The importance of digital tuner policy in the broadcast transition to DTV. (2003, March). Society for Cinema and Media Studies. Minneapolis, MN.

The long revolution to digital television. (2002, March). Media in Transition at MIT. Cambridge, MA.

Forging a future in the media: EEO policy and its impact on Chicana/Latina employment. (2002, April). National Association of Chicana/Chicano Studies. Chicago, IL.

Women and broadcast media employment: Is the federal communications commission EEO policy working? (2001, June). Women and Public Policy. Washington, DC.

Cultural policy and DTV. (2001, May). Society for Cinema Studies. Washington, DC.

The philosophical shift in broadcast standards policy. (2001, May). International Communication Association. Washington, DC.

Community service learning and media policy. (2001, May). International Communication Association. Washington, DC.

Spanish-Language media, latino marketing and NAFTA. (2001, April). National Association of Chicana and Chicano Studies. Tucson, AZ.

Public interest obligations for DTV broadcasters. (2001, March). New Jersey Communication Association. Monmouth, NJ.

Property creation and the development of the advanced DTV System. (1999, November). National Communication Association. New York, NY.

A tale of two cities: High-tech electronics in Tijuana's *maquiladoras*, TV set production in San Diego firms. (1998, April). Society for Cinema Studies. San Diego, CA.

## GRANTS

### Research

Principal investigator: Mari Castañeda Paredes (2005-2006). Spanish-language Media: Civic engagement and community empowerment through Spanish-language media and the arts. Community Service Learning Office, CSL Research Grant \$1,000. University of Massachusetts, Amherst.

Principal investigator: Mari Castañeda Paredes (2005). Conference presentation. College of Social and Behavioral Sciences, Faculty Travel Grant \$600. University of Massachusetts, Amherst.

Co-investigator: Mari Castañeda Paredes (2004-2007). University of Massachusetts/Amherst, Five College, and Holyoke Planning Network community-University Partnership Center in Holyoke, MA. U.S. Office of Housing and Urban Development (HUD) Community-University Partnership Center Development and Research Grant \$400,000. Washington, D.C.

Principal investigator: Mari Castañeda Paredes (2004-2005). Spanish-language Media: CSL and Latina/o cultural production. Community Service Learning Office, CSL Development Grant, \$2,000. University of Massachusetts, Amherst.

Co-investigator: Mari Castañeda Paredes. (2002). In-school violence prevention and media literacy program. Massachusetts Campus Compact, Community Service Learning Grant \$8,275. Commonwealth of Massachusetts.

Principal investigator: Mari Castañeda Paredes. (2001-2003). The emergence of digital television in the United States: The interplay of politics, economics, and technology in new media property creation. Office of Grants and Contracts, Faculty Research Grant \$15,000. University of Massachusetts, Amherst.

### Course Development and Pedagogy

Co-investigator: Mari Castañeda Paredes (2005-2006). Balancing graduate school and motherhood: The importance of mentoring women graduate students with children at UMass/Amherst. The Graduate School, Mentorship Development and Research Grant \$10,000. University of Massachusetts, Amherst.

Principal investigator: Mari Castañeda Paredes (2005-2006). Developing a CSL capstone course for the IT minor. Commonwealth Information Technology Initiative, Course Development Grant \$23,000. Commonwealth of Massachusetts.

Co- Investigator: Mari Castañeda Paredes (2005-2006). Developing a CSL capstone course for the IT minor. Community Service Learning, CSL Development Grant \$8,000. University of Massachusetts, Amherst.

Co- Investigator: Mari Castañeda Paredes (2004-2005). Developing a CSL capstone course for the IT minor. Community Service Learning, CSL Development Grant \$2,000. University of Massachusetts, Amherst.

Principal investigator: Mari Castañeda Paredes (2003-2004). Media and Public Policy: Utilizing information technology in policy courses. Center for Teaching, Course Development Grant \$1,000. University of Massachusetts, Amherst.

Principal investigator: Mari Castañeda Paredes. (2001). History of Electronic Media: The Importance of Media Studies in an Information Technology Minor. Commonwealth Information Technology Initiative, Course Development Grant \$20,000. CITI Office, Commonwealth of Massachusetts.

## **FELLOWSHIPS**

Visiting Scholar. (2005, July). Project 2050 / New World Theater, Amherst College.

Visiting Scholar. (2003-2004). Center for Latin American and Caribbean Studies, New York University, New York, NY.

Lilly Fellowship. (2002-2003). Center for Teaching. University of Massachusetts, Amherst.

Teagle Fellowship. (2001-2002). The Five College Program on Community-based Learning. Amherst, MA.

CISA Faculty Fellowship (2000-2002). Crossroads in the Study of the Americas (CISA). Five College Inc., Amherst, MA.

Chancellor's Dissertation Fellowship. (1999-2000). Department of Communication. University of California, San Diego.

Mario Morino Fellowship. (1997-1998). Mario Morino Institute and the Association for Computing Machinery. Washington, D.C.

San Diego Community Colleges Teaching Fellowship. (1996-1997). Mesa College. San Diego, CA.

Graduate Opportunities Fellowship. (1993-1995). Department of Communication. University of California, San Diego.

## **SCHOLARSHIP ENRICHMENT**

Faculty seminar on CSL teaching and research. (2004-present). Community Service Learning Office, University of Massachusetts, Amherst.

Faculty-community seminar on CSL and Puerto Rican/Latino communities in Holyoke, Massachusetts. (2003-2004). Weissman Center for Leadership, Mount Holyoke College.

Pre-tenure faculty seminar on teaching. (2002-2003). Center for Teaching, University of Massachusetts, Amherst.

Faculty seminar on the various aspects of “reproduction.” (2001, Spring). Interdisciplinary Seminar in the Humanities and Arts (ISHA), University of Massachusetts, Amherst.

Workshop on service-learning in communication. (2001, March). Minnesota Campus Compact.

Workshop on community-service learning and the engaged department. (2001, June). National Campus Compact Intermediate Institute, Portland, OR.

## **TEACHING AND ADVISING**

### **Courses**

Undergraduate	COMM. 234 History of Electronic Media COMM. 334 Media History and Communication Policy COMM. 397J Media and Public Policy COMM. 497F Spanish-language Media COMM. 497P Digital Media and the Built Environment COMM. 534 Broadcasting and Government Honors Colloquia (5) Independent Studies (15) Internship Sponsorships (30)
Graduate	COMM. 791B Political Economy of Communication Independent Studies in Communication, and American Studies (5)

### **Committees**

Doctoral Program/ Dissertation	Chair (2); Departmental Member (5); Outside Member (2)
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Master's Program/  
Thesis Chair (2); Departmental Member (5); Outside Member (2)

UG Honors Chair (25); Departmental Member (5); Outside Member (4)

University  
Without Walls  
(bachelor's program  
for returning students) Chair (3)

## **SERVICE AND OUTREACH**

### **Department**

Co-Chair, Human Subjects Committee (2006-2007)

Member, Personnel Committee (2006-2007)

Member, Social Justice and Diversity Committee (2005-2007)

Member, Graduate Admissions Committee (2002-2006)

Member, Affirmative Action Committee (2002-2005)

Member, Graduate Studies Committee (2001-2003)

### **Campus and University**

Chair, Status of Minorities Council, Faculty Senate (2005-07)

Member, Univ. of Massachusetts 250 Committee, Faculty Senate (2005-2007)

Member, Committee on Committees, Faculty Senate (2005-2007)

Member, Ad-Hoc Committee on Campus Communications, Faculty Senate (2005-2006)

Member, Bacherman Awards, College of Social and Behavioral Sciences (2004-2006)

Department Representative, Executive Committee, Center of Latin American, Latino, and Caribbean Studies (2003-2007)

Member, Bachelor of General Studies in Holyoke, MA. Faculty Advisory Committee, School of Education (2003-2007)

Co-Editor, Newsletter, Massachusetts Society of Professors (2003-2004)

Member, Information Technology Task Force / IT Minor (2002-2007)

Member, Status of Minorities Council, Faculty Senate (2002-2005)

### **Discipline**

Treasurer, National Association of Chicana and Chicano Studies. (2006-2008).

Secretary, Latin American Studies Association. (2006-2008).

Co-Chair, Latina/o Caucus, Society for Cinema and Media Studies, (2006-2008)

Co-Facilitator, Puerto Rican Studies / Community-based Learning Faculty-Community Seminar, Holyoke, MA. (2005-2006).

Secretary, Latina/o Caucus, Society for Cinema and Media Studies, (2004-2006)

Member, The Global Dimension of Media Policy for the 21<sup>st</sup> Century Working Group, (2005-2006)

Advisory Member, Holyoke Planning Network / COPC Steering Committee, Holyoke, MA. (2004-2006).

Project Coordinator, COPC Coordinating Committee (Media and Cultural Assets Inventory), Holyoke, MA. (2004-2007).

Reviewer, Journal of Radio Studies (2002-2007).

Reviewer, National Association of Communication, Latina/o Communication Studies Division (2002-2004)

East Coast Regional Officer, National Association of Chicana/Chicano Studies (2001-2003)

### **PROFESSIONAL ORGANIZATIONS**

International Communication Association  
National Communication Association  
Society for Cinema and Media Studies  
National Association of Chicana/Chicano Studies  
American Studies Association  
Latin American Studies Association