

## CURRICULUM VITA

### HENRY GEDDES GONZALES

#### Associate Professor

Department of Communication  
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## EDUCATION

B.A. (1978) Oberlin College, Political Economy/Latin American Studies

Ph.D. (1989) University of Texas at Austin, Communication/Latin American Studies

## RESEARCH AND TEACHING INTERESTS

Teaching. Political Economy and Discursive Aspects of the Global Mass Media;  
Communication and Social Change in the Third World; Mass Media and Cultural Identity;  
Visual Communication; New Information Technologies

### Current Research Projects:

- Investigation into the theoretical implications of the debate surrounding the transnationalization and localization of culture in the periphery and semi-periphery of the world system.
- Mass media, tourism and cultural identity among the Yucatec Maya. Quintana Roo, Mexico. Project carried out in association with Brook Thomas and Oriol Pi-Sunyer of the Anthropology Department, University of Massachusetts Amherst, Magali Daltabuit, Escuela Nacional de Antropologia, Mexico.

## RESEARCH

- 1993-2003      Research Associate attached to a project, funded in part by the Wenner Gren Foundation and the Center for Latin American Studies at the University of Massachusetts Amherst, investigating the impact of tourism and mass media development in Quintana Roo, Mexico on the environment, health and cultural identity on Mayan and other local groups. The work involved participatory strategies to involve local representatives in the formulation of research questions, data gathering and dissemination of findings.
- 1985-1987      Director of Telecommunication Policy Research Unit. Instituto para America Latina or IPAL (Center for the Study of Transnational Culture) in Lima, Peru. Projects and sponsors include:
- Television policies among Andean nations (UNESCO-IPDC), July-August, 1987. Results published by IPAL and used in UNESCO sponsored training program for media professionals and policy makers in the region.
  - Impact of new technologies on mass media in Latin America (Sistema Economico Latinoamericano or SELA), Jan.-June, 1986. Results published and adopted by SELA as their official position to promote Latin American integration in the area of communications.
  - Flow of videocassette hardware and software in Latin America (UNESCO-British Film Institute), Oct.-Dec. 1985. Results formed part of a global study on the flow of video.

--Survey of Peruvian culture industries in the public sector (International Center for Public Enterprises in Developing Countries), Aug.-Sept. 1985.

--Co-editor of NTC/NCT Newsletter, Bilingual Newsletter dedicated to North/South exchange of information on new information technologies, Jan.-Dec. 1986.

1983-1984      Research Associate. Department of Radio-Television-Film, University of Texas at Austin. Worked with Dr. Heather E. Hudson, Sept. 1983-Dec. 1984.  
Projects included:

--Assessment of policy issues surrounding developing country access to satellite orbit and frequency spectrum; Results made available to delegates of the 1985 World Administrative Radio Conference. \_\_\_

--Developed computerized bibliography on telecommunications and socio-economic development.

1981-1983      Research Assistant. Department of Radio-Television-Film, University of Texas at Austin, worked with Dr. Emile G. McAnany, Sept. 1981-May 1983. Projects included:

-- Content Analysis of U.S. Broadcast News Coverage of Central America, Mexico and Cuba between 1972 and 1982.

--Preliminary Research anticipating Mass Media Health and Primary Education Campaign in the Dominican Republic.

## TEACHING

1989 – present      Associate Professor: Department of Communication, University of Massachusetts Amherst.  
Courses Taught: Communication and Social Change in the Third World, Global Culture and Communication, Information Society, Media and Ethnicity, Electronic Journalism, International Media Systems, Cultural Industries in Latin America, Music Culture and Communication.

## PUBLICATIONS

Geddes Gonzales, H. (1999), "Icon, Conquest, Globalization: The Politics of Reconstructing Difference in the Americas," **Passages: Journal for the Study of Transnationalism and Multiculturalism**. Vol. 1, no.1

Geddes Gonzales, Henry (1997) Organizations of Culture/Cultures of Organization: Understanding Contemporary Latin America and its Organizations. Co-editor with Maria Eugenia Arias, Arturo Escobar, and Cecilia McMillen. **Organization: The Interdisciplinary Journal of Organization, Theory and Society**, Vol. 4, no. 4, 1997.

Geddes Gonzales, H.,(1996), "Mass Media and Cultural Identity among the Yucatec Maya: The Constitution of National and Local Subjects," **Studies in Latin American Popular Culture**.

Geddes Gonzales, Henry, (1993), La Articulacion de Estrategias Narrativas con los Discursos Prevalcientes on Torno a Clase Social, Sexo of Etnicidad: El caso de la Telenovela Peruana." In **Comunicacion y Sociedad**, pp. 11-43.

Geddes Gonzales, Henry, (1993), "Articulating Narrative Strategies: The Peruvian Telenovela." In Anamaria Fadul (ed.), **Serial Fiction in Television: The Latin American Telenovelas**, Sao

Paolo, Brazil; Universidade do Sao Paulo/Internacional Association for Mass Communication Research, pp. 47-60.

Geddes Gonzales, Henry, (1992). "Representacion Visual de las Brujas y las Indigenas en Norte y Sur America Una Aproximacion Preliminar a la Agresion Simbolica." Ciudad Juarez, Mexico: Colegio de la Frontera Norte, pp. 1-20.

Geddes Gonzales, Henry, and Rafael Roncagliolo, (1989). "Latin America, Twentieth Century," Erik Barnouw (ed.) **International Encyclopedia of Communication**. New York: Oxford University Press, 405-408.

Geddes Gonzales, Henry, Andres Costa and Rafael Roncagliolo, (1988). "Video in Peru" in Manuel Alvarado (ed.) **Video Worldwide: An International Study**. Paris: UNESCO, pp. 229-284.

Geddes Gonzales, Henry, Claudia Bayona y Raphael Roncagliolo, (1988). **Políticas de Television en los Países Andinos**. Lima, Peru: Instituto para America Latina, 132 pp.

Geddes Gonzales, Henry, Yahia Mahamdi and Emile G. McAnany, (1988). "Broadcast Policy Research and Television Entertainment: Toward Self-Reliance in Algeria and Peru." **The Third Channel**. Seoul, Korea, pp. 819-832.

Geddes Gonzales, Henry, Andres Costa and Rafael Roncagliolo, (1987). **Comunicacion, Tecnologia y Desarrollo**. Buenos Aires, Argentina: Ediciones de la Flor, 158 pp.

Geddes Gonzales, Henry and Claudio Baschuk, (1987). "Television in South America: A review of Argentina, Bolivia, Colombia, Ecuador." R. Patterson (ed.) **International Television and Video Guide**, London: Tantivy Press, pp. 1-6.

Geddes Gonzales, Henry, Andres Costa y Rafael Roncagliolo, (1986). "Efectos de las Tecnologias de Punta en: Edicion e Impresion de Libros, Revistas y Prensa; Cine, Radio y Television." Caracas, Venezuela: Sistema Economico Latinoamericano (SELA), pp. 1-60.

#### **PAPERS SUBMITTED FOR PUBLICATION**

Geddes Gonzales, H., and S. Wang , Rethinking Global Media Distribution and Reception: Toward a Network Theory Framework **Critical Studies in Mass Communication**.

Geddes Gonzales, H. Communication and the Construction of (Post) modern Subjects on the Costa Maya. **Communication and Critical/Cultural Studies**

Geddes Gonzales, H. Nuevas Identidades y Ciudadanias en la 'Costa Maya': Hacia un Marco Conceptual para Negociar la Globalizacion desde la Sociedad Civil. **Dialogos de la Comunicacion**

#### **WORK IN PROGRESS**

Book: **Transnationalization and Localization of Culture in the Periphery of the World System**

#### **INSTITUTIONAL MONOGRAPHS**

Geddes Gonzales, H., (1986). "Video flow in Latin America: A Regional Report." Paris UNESCO and British Film Institute.

Geddes Gonzales, H., (1986). "Video flow between Spain and Latin America." Paris: UNESCO and British Film Institute.

Geddes Gonzales, H., (1986). "Políticas de Television en los Países Andinos: Informe Preliminar." Quito, Ecuador: UNESCO.

Geddes Gonzales, H., (1986). "Nuevas tecnologías e industria editorial en America Latina." Caracas, Venezuela: Sistema Economico Latinoamericano.

Geddes Gonzales, H., and Eliana Villar (1986). "The Peruvian public sector in the field of communication." Ljubljana, Yugoslavia: International Center for Public Enterprises in Developing Countries.

#### **RESEARCH SUBMITTED TO COMMUNITY ORGANIZATIONS**

Geddes Gonzales, H., Oriol Pi-Sunyer, Brooke Thomas. Tulum Report (2004, 25 pp.) submitted to local civic organizations in Tulum, Mexico detailing research findings with regards to the impact of tourism and mass media. This was in partial fulfillment of research objectives of a project funded by the Wenner Gren Foundation.

#### **GRANTS**

Center for Disease Control, 2003. Idali Torres (University of Massachusetts School of Public Health) and Henry Geddes. Grant approved to address the health needs of latino migrant workers in Western Massachusetts, including sexual education with a grassroots media component. -- \$145,000

Wenner Gren Foundation, 2001-2003, Henry Geddes, Oriol Pi-Sunyer, Brooke Thomas --\$17,500  
Center for Latin American and Latino Studies, University of Massachusetts Amherst Henry Geddes Gonzales, 1998, \$3,500

Wenner Gren Foundation, 1994, Henry Geddes, Oriol Pi-Sunyer, Brooke Thomas -- \$12,000

#### **REVIEWS**

Reviewed article for publication: The Aura of Indifference: Hybridity and Maya Modernity in Tourism Art From Yucatán, México. **The American Anthropologist**

#### **CONFERENCE PAPERS**

Latin American Association of Communication Faculties, Rio Piedras, Puerto Rico, 5-8 October 2003  
Nuevas Identidades y Ciudadanías en la 'Costa Maya': Hacia un Marco Conceptual para Negociar la Globalización desde la Sociedad Civil.

International Communication Association, 1-5 June 2000, Acapulco, Mexico Division of Intercultural and Development Communication, Rethinking Space and Communication in the Context of Globalization

International Communication Association, May 1997, Montreal, Toward a Multicultural Perspective on the Globalization of Culture in the Americas

International Conference on Multiculturalism and Transnationalism, 14-16 October, 1994, University of Massachusetts/Lowell, "Icon, Conquest, Globalization: The Politics of Reconstructing Difference in the Americas."

Fourth Conference on Latin American Popular Culture, 26-29 October, 1994, Brown University, "Mass Media and Cultural Identity among the Yucatecan Maya: The Constitution of National and Local Subjects."

Five College Latin American Studies Conference, 30 October, 1993, entitled Mexico: Beyond NAFTA -- Co-organizer and Panel Respondant: "The Cultural Politics of NAFTA."

International Association for Mass Communication Research, 13-16 August, 1992. Sao Paulo, Brazil, "Narrative, Cultural Industry, and Popular Memory: The Evolution of Television Genres in Peru, 1958-1988."

Colegio de la Frontera Norte -- Imagenes de la Frontera, 4-8 May, 1992. "Representacion Visual de las Brujas y las Indigenas de Norte y Sur America: Una Aproximacion a la Agresion Simbolica."

International Communication Association, 24 June 1990; Dublin, Ireland. "The Impact of New Information Technologies on Cultural Industries in Latin America."

Asociacion Peruana de Facultades de Comunicacion, 7 July 1986; Arequipa, Peru. "Efectos de las tecnologias de punta sobre los medios masivos en America Latina."

Seminar on the Politics of Culture, 16 June 1986, Institute for Latin American Studies of the University of Texas; Austin, Texas. "Peruvian Television: Toward an Economic and Cultural Assessment."

International Communication Association, 27 May 1985; Honolulu, Hawaii. "Typology for analyzing developing country satellite orbit/spectrum requirements." (Dr. Heather E. Hudson, co-author).

Association for Education in Journalism and Mass Communication, 13 August 1984; Gainesville, Florida. "U.S. television network news coverage of Mexico, 1972-1981: agenda for development and foreign relations."

Institute for Latin American Studies Student's Association, 18 March 1984; University of Texas at Austin. "Rural telecommunications, state policy and U.S. foreign assistance in Peru."

## **LANGUAGES**

Bilingual in English/Spanish  
Reading proficiency in Portuguese and French

## **TRAVEL**

Peru, Bolivia, Argentina, Brazil, Colombia, Venezuela, Ecuador, Mexico  
Taiwan, Indonesia, Hong Kong