

CHRISTOPHER A. CHÁVEZ
Associate Professor
University of Oregon
School of Journalism and Communication
3733 West Pine Blvd.
Eugene, OR
415-823-2316
cchavez4@uoregon.edu

- University of Southern California, Annenberg School for Communications** 2009
Ph.D. in Communication
Dissertation title: “Hispanic Advertising as Social Orientation: An Examination of the Advertising Industry as a Field of Cultural Production.” Committee members: Michael J. Cody (Chair), Sandra Ball-Rokeach, Margaret L. McLaughlin, Sheila T. Murphy and Valerie Folks (Marketing)
- University of Southern California, Annenberg School for Communications** 2006
Master of Arts in Communication
- University of Southern California, Annenberg School for Communications** 1995
Master of Arts in Communication Management
- California State Polytechnic University, Pomona** 1993
Bachelor of Science in Marketing

PUBLICATIONS

Books

- Christopher Chávez. 2015. *Reinventing the Latino Television Viewer: Language, Ideology, and Practice*. Lanham, MD: Lexington Books.
- Brian Goss and Christopher Chávez, Editors. 2013. *Identity: Beyond Tradition and McWorld Neoliberalism*. London, UK: Cambridge Scholars Publishing.

Peer-Reviewed Journal Articles

- Chávez, Christopher and Ashley Cordes. 2017. “Selling Subversion: *An African City* and the Promise of Online Television.” *Television & New Media*.
- Chávez, Christopher and Aleah Kiley. 2016. “Starlets, Subscribers and Beneficiaries: Disney, Latino Children and Television Labor.” *International Journal of Communication*, Vol. 10, 2616-2636.
- Chávez, Christopher. 2015. “‘News with an Accent’: Hispanic Television and the Re-Negotiation of US Latino Speech.” *Communication and Critical/Cultural Studies*, Vol. 12(3): 252-270.

- Chávez, Christopher and Sara Stroo. 2015. "ASPiRational: The Black Cable Television and the Ideology of Uplift." *Critical Studies in Media Communication* Vol. 32(2), 65-80.
- Chávez, Christopher. 2014. "Constructing Latino Consumer-Citizens: An Analysis of Print Advertising in *El Clamor Público* (1855) and *La Opinión* (1926)." *Howard Journal of Communication* Vol. 25(2), 192-210.
- Chávez, Christopher. 2014. "Linguistic Capital and the Currency of Spanish in Hispanic Advertising Production." *Journal of Communication Inquiry* Vol. 38(1), 25-43.
- Chávez, Christopher. 2013. "Building a 'New Latino' in the Post-Network Era: mun2 and the Reconfiguration of the US Latino Audience." *International Journal of Communication* Vol. 7, 1-20.
- Chávez, Christopher. 2012. "Hispanic Agencies and Profits of Distinction: An Examination of the Advertising Industry as a Field of Cultural Production." *Consumption, Markets and Culture* Vol. 15 (3), 307-325.
- Chávez, Christopher. 2011. "Intercultural Accommodation and the Negotiation of Hispanic Advertising: A Qualitative Perspective." *Journal of Spanish Language Media* Vol. 4, 184-203.

Book Chapters

- Chávez, Christopher. 2017. "Disney XD: Boyhood and the Racial Politics of Market Segmentation." In *Changing Channels*, Derek Johnson (Ed). New York: Routledge. Manuscript in production.
- Chávez, Christopher. 2016. "Interpublic Group." In *Global Media Giants*, Ben Birkinbine, Rodrigo Gómez García and Janet Wasko (Eds). New York: Routledge.
- Christopher Chávez and Mary Rachel Gould. 2016. "Courting the LGBTQ Consumer: A Global Perspective." In Michael Goss, Joan Pedro Caranaña and Mary Rachel Gould (Eds). *Talking Back to Globalization: Performances, Practices and Interventions*, pp. 59-80.
- Chávez, Christopher. 2015. "Re-Thinking the Hispanic Market: A Call for Reflexivity in Advertising Practice." In Ahmad Jamal, Lisa Peñaloza and Michel Laroche (Eds). *Routledge Companion to Ethnic Marketing*, pp. 295-308. New York: Routledge.
- Christopher Chávez. 2013. "Global Latino: Corporate Discourses and the Re-Imagination of Space." In Brian Goss and Christopher Chávez (Eds). *Identity: Beyond Tradition and McWorld Neoliberalism*, pp. 65-84. London, UK: Cambridge Scholars Publishing.
- Christopher Chávez and Katie Place. 2013. "Absolut Vodka: A Case Study in Defining, Challenging and Reinforcing Gay Identity." In Natalie Tindall and Richard Waters (Eds) *Coming Out of the Closet: Exploring LGBT Issues in Strategic Communication with Theory and Research*, pp. 151-164. New York: Peter Lang.
- Chávez, Christopher. 2013. "The Ties that Bind: Hispanic Advertising and the Tension Between Local and Global Forces." In Matthew McCallister and Emily West (Eds.) *The Routledge Companion to Advertising and Promotional Culture*, pp. 146-158. New York: Routledge.
- Chávez, Christopher, Moran, Meghan and Sandra Ball-Rokeach. 2012. "Ethnically Targeted Advertising and Social Meaning: An Analysis of Representation in Spanish Language

Advertising.” In Amir Hetsroni (Ed) *Advertising as Reality: A Global Look at Life in Commercials*, pp. 143-163. New York: Continuum Publishing.

Book reviews

2017. A review of “Advertising and Design: Interdisciplinary Perspectives on a Cultural Field” by Beate Flath and Eva Klien (Eds) for *International Journal of Communication* (in production).

2011. A review of “When Media are New: Understanding the Dynamics of New Media Adoption and Use” by John Carey and Martin C.J. Eton for *Journal of Communication*. Vol. 61, E4-E8

2009. A review of *The Advertising and Consumer Culture Reader* (Routledge) by Joseph Turow and Matthew McAllister (Eds.) for *International Journal of Communication*. Vol. 3, 904-907

Encyclopedia Entries

Lisa Peñaloza and Christopher Chávez. 2015. “Latinidad and Consumer Culture” (update). In John Stone, Xiaoshuo Hou, Rutledge Dennis, Polly Rizova and Anthony Smith (Eds) *The Wiley-Blackwell Encyclopedia of Race, Ethnicity and Nationalism*.

Lisa Peñaloza and Christopher Chávez. 2014. “Latinas/os and Consumption,” in Daniel T. Cook and J. Michael Ryan (Eds.) *The Wiley-Blackwell Encyclopedia of Consumption and Consumer Studies*.

Mark R. Phillips, Jr. and Christopher Chávez. 2013. “Media Marketing” (update). In Wolfgang Donsbach (Ed.) *International Encyclopedia of Communication*. Walden, MA: Blackwell.

Other Publications

Christopher Chávez. 2017. “A Poster Board Can be a Powerful Political Tool” *Register Guard*, August 29, Guest Viewpoint.

Christopher Chávez. 2017. “Why America’s Public Media Can’t Do Its Job.” *The Conversation*, May 2.

Christopher Chávez. 2016. “English Speakers Should Welcome Latino FM” *Register Guard*, March 27, Guest Viewpoint.

Christopher Chávez. 2015. “Fusion and the Limits to Civic Discourse on Cable TV” *Communication Currents*, October.

Christopher Chávez. 2015. “Where Were the Latinos at South by Southwest?” *The Conversation*, April 1.

Christopher Chávez. 2015. “Cultural Sensitivity” In Peter Laufer (Ed) *Interviewing: The Oregon Method*. Corvallis, OR: Oregon State University Press.

Works in progress

Chávez, Christopher. *NPR Latino: Public Radio’s Diversity Mandate*. Book manuscript being developed for publication.

Chávez, Christopher and Ricardo Valencia. "Selling Cuba: Havana Club and the Fight for Authenticity." Manuscript being prepared for *Journal of Strategic Communication*.

CONFERENCE PAPERS/PRESENTATIONS

Chávez, Christopher and Ashley Cordes. 2016. "*An African City: Web Television and the Promise of Counter-hegemonic Discourse*." Paper presented at the Paper presented at the Political Economy division at the International Association of Media and Communication Researchers conference in Leicester, UK.

Chávez, Christopher. 2016. "The Interpublic Group of Companies." Paper presented at the Paper presented at the Political Economy division at the International Association of Media and Communication Researchers conference in Leicester, UK.

Chávez, Christopher. 2015. "Starlets, Subscribers and Beneficiaries: Disney, Latino Children and Television Labor." Paper presented at the Audiovisualtopia conference on television and film in Madrid, Spain.

Chávez, Christopher. 2015. "The El Rey Network and the Reinvention of the US Latino Audience." Paper presented at the Political Economy division at the International Association of Media and Communication Researchers conference in Montreal, Canada.

Chávez, Christopher. 2014. "News with an Accent: Fusion and the Re-Negotiation of the Latino Audience." Presented at the National Communication Association annual conference in Chicago, IL. Selected as a **Top Paper** in the Latina/o Communication Studies division.

Chávez, Christopher. 2014. "ASPiRational: Black Cable Television and the Ideology of Uplift." Presented at the International Communication Association annual conference in Seattle, WA. Selected as a **Top Paper** in the Ethnicity and Race in Communication division.

Chávez, Christopher. 2014: "Broken Spanish: Cable Television and the Collapse of the Spanish/English Binary." To be presented at the International Communication Association annual conference in Madrid, Spain.

Chávez, Christopher. 2013: "Epistemology, Methodology and the Hispanic Market." Paper presented at the National Communication Association conference in Washington D.C.

Chávez, Christopher. 2013: "Global Latino: Transnational Advertising and the Re-imagination of Space." Paper presented at the Political Economy division at the International Association of Media and Communication Researchers conference in Dublin, Ireland.

Chávez, Christopher. 2012: "The Advertising Industry and the Construction of the Global Latino Market." Paper presented at the Communication, Culture and Identity conference in Madrid, Spain.

Chávez, Christopher. 2010: "Hispanic Advertising as Social Orientation." Presented at the Latino/Latino Communications Studies Division at the Annual Conference of the National Communication Association in San Francisco, CA.

Chávez, Christopher. 2008. "Beyond the Binary: A Meaning Based Approach to Spanish Language Advertising." Paper presented to the National Communication Association conference in San Diego, CA. Selected as one of the **Top Papers** in the Latina/o Studies interest group.

Chávez, Christopher and Sandra Ball-Rokeach. 2008. "Catholic Parishes as Neighborhood Storytellers." Paper presented at the National Communication Association Conference in San Diego, CA.

Chávez, Christopher. 2008. "Storytelling Parish: An Examination of Catholic Parishes as Sites of Community Discourse in Latino Immigrant Communities." Paper presented at the International Communication Association Conference in Montreal, Canada.

Chávez, Christopher and Meghan Moran. 2007. "A Comparative Analysis of English and Spanish Language Advertising." Paper presented at the National Communications Association conference in Chicago, IL.

Chávez, Christopher. 2006. "Spanglish in Persuasive Communications: A Study of Code-mixing and Linguistic Preference in Advertising." Paper presented to the International Communication Association Conference, Dresden, Germany. Selected as one of the **Top Three** Interactive Papers in the Ethnicity and Race in Communication division.

Chávez, Christopher and Sandra Ball-Rokeach. 2006. "Religion and Civic engagement in the Latino Community." Paper presented at International Communication Association Conference, Dresden, Germany

AWARDS

- 2015, University of Oregon Outstanding Early Career Award for Research Excellence.
- 2014, A top paper award in the Latina/o Communication Studies division at NCA
- 2008, A top paper award in the Latina/o Communication Studies division at NCA
- 2014, A top paper award in the Ethnicity and Race in Communication division at ICA
- 2005. A top award paper in the Ethnicity and Race in Communication division at ICA

TEACHING EXPERIENCE

University of Oregon, School of Journalism and Communication

J641: Graduate Qualitative Methods

J610: Branding Workshop

J460: Advertising and Culture

J467: Latina@ Media Studies

J444: Advertising Account Management

J443: Media Planning

J424: The Consumer Society (Honors course)

J201: Media and Society

Saint Louis University, Department of Communication

CMM 593: Strategic Communication

CMM 460: Integrated Campaigns

CMM 409: Theories of Persuasion

CMM: 383: Analysis of Popular Culture

CMM 370: Advertising Principles and Practices
CMM 206: Media and Society
CMM 100: Introduction to Human Communication

University of Southern California, Annenberg School for Communication

COMM 455: Advertising and Society, Instructor of record
COMM 499: Media, Hollywood and Religion, Teaching Assistant
COMM 304: Interpersonal Communication, Teaching Assistant
COMM 202: Introduction to Communication Technology, Teaching Assistant

Speaking Engagements

Organizer and moderator, Whose America? Stories of Immigration, Citizenship, and Religion. Jordan Schnitzer Museum, 2017.

Invited speaker, UNESCO's "Toward a Journalism of Peace: Enhancing Intercultural Competencies through Journalism Curricula and Newsroom Editorial Policies." Nairobi, Kenya, 2016

Organizer and moderator, Journalistic Coverage of Latino Immigration—City Club of Eugene, 2016 (Broadcast on KLCC)

Organizer and moderator, (Mis) Representing the Migrant: Anchor Babies, Refugees and Criminals -SOJC town-hall discussion, 2015

Invited speaker, Opportunity Village Summer Teaching Series, 2014, 2015, and 2016

Organizer and moderator, *Charlie Hebdo*, tolerance and the freedom of expression-SOJC town-hall discussion, 2015

Invited speaker, "World Issues Forum" at the Fairhaven College of Interdisciplinary Studies at Western Washington University, 2014

Invited speaker, Lewis and Clark College, Colloquium, 2013

Invited speaker, University of Kansas Department of Communication Colloquium, 2011

Visiting Instructor, Saint Louis University (Madrid Campus), 2011
CMM 383: Analysis of Popular Culture

Panelist, *Latinos and the US Economy* conference hosted at the Missouri History Museum in Saint Louis, 2011

Visiting Instructor, Design Matters at Art Center College of Design, 2010
Design for Social Impact: PCI 50th Anniversary Campaign

Co-presenter, Annenberg Summer Institute for Methods and Statistics (ASIMS) – Session on focus group design, analysis and presentation, 2006

Guest lecturer, University of Southern California - Humanistic and Social Scientific Approaches to Human Communication (graduate course), 2006, 2007 and 2008

Guest lecturer, University of Southern California – Communication, Values, Attitudes and Behavior, 2010 and 2011

ADVISING

M.A. Chair (6)

M.A., Committee member, (11)

PhD dissertation, chair (2)

PhD committee, member (9)

External committee member for Sociology and Criminal Justice M.A. Thesis (1)

Undergraduate Honors Thesis, committee member (8)

SERVICE

University of Oregon & Eugene Community

University's Research Advisory Board: SOJC Representative, 2016-Present

University Senate: SOJC Representative (and member of Senate Executive Committee)

Member, Board of Directors for Oregon Community Programs, 2016-Present

Member, Leadership Council, Jordan Schnitzer Museum of Art, 2017-Present

Steering committee member, Wayne Morse Center theme on "Movement, Migration, Membership"

Member, Graduate Affairs Committee, 2016-Present

Executive Committee Member, Center for Latino and Latin American Studies, 2012-Present

Member, Professional master's program assessment committee

Diversity council, School of Journalism and Communication, 2013-2016

Moderator, "What is Journalism Conference," Portland, OR, April 2015

Faculty mentor, Media in Ghana Program, 2014, 2015 and 2016

Faculty mentor, New York Advertising Experience, 2013-Present

Advertising faculty search committee, 2013-2014

Faculty advisor, Ad Society, 2013-Present

Affiliate faculty, Latin American Studies, University of Oregon

Moderator, "What is Radio Conference," Portland, OR, April 2013

Saint Louis University

Member, planning committee for "Communication, Culture and Identity" conference in Madrid, Spain, 2011

Member, Communications and Technology search committee, 2011-Present

Member, Race and Ethnicity faculty search committee, 2010 - 2011

Multi-platform journalism faculty search committee – 2009 - 2010

Graduate Studies Committee, member, 2009 - Present

College of Arts and Sciences Faculty Council, Department representative, 2009-2011

Latino Studies planning committee, Member, 2009-Present

Presidential Scholarship, Faculty interviewer, 2010

Professional

Member, hiring committee for on-air reporter at KLCC public radio

Member, planning committee for “Audiovisualtopia” film and television conference in Madrid, Spain, 2015

Member, planning committee for “Globalization and Communication” conference in Madrid, Spain, 2014

Faculty Associate, Metamorphosis Project at University of Southern California

Member, International Association of Media and Communication Researchers

Member, International Communication Association

Member, National Communication Association

Journal manuscript reviews (ad hoc):

- *Communication, Culture & Critique*
- *Communication Quarterly*
- *Communication Studies*
- *Communication Theory*
- *Consumption, Markets and Culture*
- *Howard Journal of Communication*
- *International Journal of Communication*
- *International Journal of Hispanic Media*
- *Journal of Advertising*
- *Journal of Applied Communication*
- *Journal of Business Ethics*
- *Journal of Communication*
- *Journal of International and Intercultural Communication*
- *Latino Studies Journal*
- *Television and New Media*

Research Grants

Center for Religion and Civic Culture: Received funding to examine of the impact of religious affiliation on civic engagement in the Latino community, 2005-2007.

Urban Initiative Grant: Received funding to examine discursive links between African American and Latino congregants in Crenshaw’s Catholic community, 2007-2008

Media and Popular Culture: Received funding to conduct phenomenological interviews with Latino consumers in an effort to examine the personal meanings they ascribe to Hispanic advertising and how these meanings are shaped by inter-group dynamics in the larger social space, 2007

PROFESSIONAL EXPERIENCE

Goodby, Silverstein & Partners, San Francisco, CA 2003-2004

Freelancer, Account Management (Saturn Corporation)

- Managed launch strategy for Saturn's Red Line Series based on user studies and ethnographic research with the "tuner" market
- Oversaw creative production of said campaign
- Development ethnographic research involving roadster owners for use in the launch of the new Saturn Sky roadster
- Assisted with general market launch of the Model Year 2005 ION redesign
- Developed strategic initiatives and oversaw creative production of new advertising designed to reach Hispanic, African American and LGBT audiences

Venables, Bell & Partners, San Francisco, CA 2002-2003

Management Supervisor (Animal Planet, Napster, Robert Mondavi, New Business)

- Oversaw the re-launch of the Napster brand as a paid online service
- Managed the implementation of a print brand campaign for Robert Mondavi designed to reach three key targets: wine consumers, retailers and critics
- Co-authored a campaign strategy designed to position the Animal Planet brand
- Responsible for negotiating account contracts on behalf of the agency

Mullen Advertising, Boston, MA 2001-2002

Senior Account Manager (Four Seasons Hotels and Resorts, Oxygen Media)

- Responsible for extending the Four Seasons brand into the fractional home ownership market
- Worked closely with media, planning, creative and production to ensure brand strength during economic recession
- Managed brand campaign for Oxygen Media targeting three audiences: new viewers, media buyers and cable operators

Goodby, Silverstein & Partners, San Francisco, CA 1999-2000

*Account Manager (E*TRADE)*

Worked with planning and media to extend the E*TRADE brand from investment products to online banking

Oversaw strategic development and creative production of launch campaign of the E*TRADE Mutual Fund Center

Worked closely with international affiliates to ensure a consistent brand across multiple countries around the globe

Hal Riney & Partners, San Francisco, CA 1996-1999

Account Supervisor, Senior Account Executive (Saturn Corporation)

- Authored strategy for Saturn's launch of the three-door coupe
- Managed the creative and development and production of television and print campaigns
- Oversaw development and production of collateral materials for use in Saturn retail facilities
- Responsible for the contributions and professional growth of employees

TBWA Chiat/Day; Enlace Communications, Venice, CA

1993-1996

*Account Executive, Assistant Account Executive, Account Group Assistant
(Q Lube, Inc., Home Savings of America, New Business)*

- Responsible for creative development and agency trafficking of radio and print campaigns
- Assisted in the development of regional market media strategies
- Developed and presented industry competitive reviews