

CHRISTOPHER A. CHÁVEZ  
Associate Professor  
University of Oregon  
School of Journalism and Communication  
330 Allen Hall  
Eugene, OR  
[cchavez4@uoregon.edu](mailto: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. 2021. *NPR and Contested Voice of America: Public Radio's Uneasy Relationship with the Latinx Listener*. Tucson, AZ: University of Arizona Press (In Production).

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. 2020. "Resistance in Song Form: NPR's *Alt.Latino* and Oppositional Discourses on Public Radio." *Journal of Radio and Audio Media* Vol 27(1): 54-73.

Chávez, Christopher. 2019. "Whose is the Voice of the American Public? Latinx Speech and the Standard Language Ideology of Public Radio." *Communication and Critical/Cultural Studies*. Vol 16(4): 308–325

Chávez, Christopher and Ricardo Valencia. 2018. "Branding the Revolution: Havana Club and the Fight for Cuban Authenticity." *Journal of Communication Inquiry*. Vol 43(3): 293-312.

Chávez, Christopher and Ashley Cordes. 2017. "Selling Subversion: An African City and the Promise of Online Television." *Television & New Media*, Vol. 9 (13).

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. 2020. "Re-thinking the American Public: NPR and the Pursuit of the Ideal Latinx Citizen." In *How Racialized Media is Designed, Delivered, and Decoded*, Dr. Matthew Hughey and Dr. Emma Lesser (Eds). New York: NYU Press.

Chávez, Christopher. 2017. "Disney XD: Boyhood and the Racial Politics of Market Segmentation." In *Changing Channels*, Derek Johnson (Ed). New York: Routledge.

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 Carañaña 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 Turov 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. 2020. "When One Way of Speaking Dominates, Who Gets to Tell Their Stories on Public Radio?" *Current*, June 25.

Christopher Chávez. 2018. "Argentina's History Has Sinister Echoes in America Today" *Register Guard*, August 29, Guest Viewpoint.

Christopher Chávez. 2018. "Africa's Other Hidden City" *Media Commons*, April 15

Christopher Chávez. 2017. "A Poster Board Can be a Powerful Political Tool" *Register Guard*, August 5, 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. "Sugar Island: Cultural Intermediaries, Public Diplomacy and the Selling of Cuban Identity." Book Manuscript.

Leon-Boys, Diana and Chávez, Christopher. 2020. "Disney's Global Borderland as Postcolonial Fantasy: Renegotiating the Frontier Narrative in Star Wars: Galaxy's Edge." Manuscript submitted to *International Journal of Communication*.

## CONFERENCE PAPERS/PRESENTATIONS

Chávez, Christopher. 2020. "Disney's Galaxy's Edge as Global Borderland." Paper presented in the Top Papers panel in the Latina/o Communications Studies Division at the annual conference of the National Communications Association.

Chávez, Christopher. 2019. "Global Corrido: Latin Alternative Music and the Politics of Sound." Paper presented at the Critical/Cultural division at the National Communications Association in Baltimore, MD.

Chávez, Christopher. 2019. "The Resistance in Song Form." Paper presented at the Political Economy division at the International Association of Media and Communication in Madrid, Spain.

Chávez, Christopher. 2018. "The Sound of America? NPR and the Language Ideologies of Public Radio." Presented at the National Communication Association annual conference in Salt Lake City, Utah.

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

- 2019, Top paper award in the Latina/o Communication Studies division at NCA
- 2018, University of Oregon Fund for Faculty Excellence Award
- 2015, University of Oregon Outstanding Early Career Award for Research Excellence
- 2014, Top paper award in the Latina/o Communication Studies division at NCA

- 2008, Top paper award in the Latina/o Communication Studies division at NCA
- 2014, Top paper award in the Ethnicity and Race in Communication division at ICA
- 2005. 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: Latinx 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**

Panelist, "Community Conversation: Racism, Hate, Oregon's History and the Media." KLCC, 2019

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 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 50<sup>th</sup> 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 (7)

M.A., Committee member, (16)

PhD dissertation, chair (5)

PhD committee, member (20)

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, 2016-2019

University Senate: SOJC Representative, 2016-2020



Member, Board of Directors for Oregon Community Programs, 2016-2019  
Member, Leadership Council, Jordan Schnitzer Museum of Art, 2017-2020  
Steering committee member, Wayne Morse Center theme on "Movement, Migration, Membership"  
Member, Graduate Affairs Committee, 2016-Present  
Committee Member, Center for Latino and Latin American Studies, 2012-2016  
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