

PRISCILLA PEÑA OVALLE

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ACADEMIC APPOINTMENT

Assistant Professor, University of Oregon, English Department — 2007-Present
Acting Assistant Professor, University of Oregon, English Department — 2006-2007

EDUCATION

PhD, Cinema-Television: Critical Studies, University of Southern California (USC) — 2006
Dissertation: "Shake Your Assets: Dance and the Performance of Latina Sexuality"
Committee: Marsha Kinder (chair), Tara McPherson, David Román
MA, Cinema-Television: Critical Studies, USC — 2001
BS, Film and Multimedia Production, Emerson College — 1998

RESEARCH AREAS

Race; Representation; Latino/a & Chicano/a Studies; Film History; Performance; Gender & Sexuality; Film & New Media Production; Nation; Textual Analysis; Dance in Film

PUBLICATIONS

Book

Dance and the Hollywood Latina: Race, Sex, and Stardom. New Brunswick, N.J.: Rutgers University Press, 2011.

Peer Reviewed Articles, Essays, & Anthology Chapters

- "Synesthetic Sabor: Translation and Popular Knowledge in 'American Sabor' (Exhibit Review)." American Quarterly 61.4 (2009): 979-996.
- "Urban Sensualidad: Jennifer Lopez, Flashdance and the MTV Hip-Hop Re-Generation." Women & Performance: A Journal of Feminist Theory 18.3 (2008): 253-268.
- "Framing Jennifer Lopez: Mobilizing Race from the Wide Shot to the Close-Up." The Persistence of Whiteness: Race and Contemporary Hollywood Cinema. Ed. Daniel Bernardi. London & New York: Routledge, 2007. 215-44.
- "Pocho.Com: Re-Imaging Television on the Internet." Television after TV: Essays on a Medium in Transition. Eds. Lynn Spigel and Jan Olsson. Durham: Duke University Press, 2004. 324-41.

Book Reviews

- Rev. of Selenidad: Selena, Latinos, and the Performance of Memory by Deborah Paredez. Theatre Journal 62.4 (2010): 696-97.
- "The Seductive Style of a Tex-Mex Cultural Critic." Rev. of Tex{t}-Mex: Seductive Hallucinations of The "Mexican" in America by William Anthony Nericcio. Contracorriente: A Journal of Social History and Literature in Latin America 5.1 (2007): 304-09.

- Rev. of Astaire and Rogers by Edward Gallafent. Film Quarterly 60.3 (2007): 89-90.

Columns, Interviews, & Other Written Work

- "Aurally, Visually, Virally: Choreographing Race From Fosse to Beyoncé (Guest Column)." 2009. Flow TV. (04/05/09): Department of Radio, Television, and Film at the University of Texas at Austin (UT).
- "Head & Shoulders Gives Good Hair: Dance, Hair and Latina Representation (Guest Column)." 2009. Flow TV. (01/15/09): Department of Radio, Television, and Film at UT.
- "Viva Viagra! Or, How Race Dances around Erectile Dysfunction (Guest Column)." 2008. Flow TV. (09/01/08): Department of Radio, Television, and Film at UT.
- "Priscilla Ovalle Interviews Cristina Venegas." Spectator: The University of Southern California Journal of Film and Television Criticism. Spring (2006): 55-60.
- "The Complications of Teen Pregnancy Campaigns." University of Southern California Center for Feminist Research Newsletter. Los Angeles: USC Center for Feminist Research, 2002.

CONFERENCE PAPERS & PRESENTATIONS

- "When Rita Moreno's Voice Changes." Paper Presented, American Studies Association, Washington, DC, November 2009.
- "Flashdance: The Erotic Video-track of Dance and Racial Ambiguity." Paper Presented, Pop Conference at Experience Music Project, Seattle, April 2009.
- "Adapting the Brown Female Body Through Dance: From Hollywood to MTV." Paper Presented, American Studies Association, Philadelphia, October 2007.
- "Framing Jennifer Lopez: Mobilizing Race From the Wide Shot to the Close-Up." Paper Presented, Society for Cinema and Media Studies, Vancouver, March 2006.
- "Carmen Miranda Shakes It for the Nation: Dance & Latina Representation in 1940s Hollywood." Paper Presented, Modern Language Association, D.C., December 2005.
- "Framing Jennifer Lopez: Mobilizing Race and the American Dream." Paper Presented, Latino/a Studies Symposium, USC, Los Angeles, October 2005.
- "Framing Jennifer Lopez: Mobilizing Race from the Wide Shot to the Close-Up." Invited Lecture, Department of Sociology, USC, October 2005.
- "You Are Not One Woman, But Many – And Never the Same": Rita Hayworth and the Cosmetic Borders of Race." Paper Presented, New Research in Dance: Latin/a Refractions: Saints, Salsa & Sex Appeal, University of California, Riverside, May 2005.
- "'Cosmetic' Borders: Re-Racing/Re-Packaging the Hollywood Latina." Paper Presented, Feminism Contesting Globalization Conference (WERRC), University College Dublin, June 2004.
- "Mobilizing Whiteness: 'Making Up' Jennifer Lopez and Rita Hayworth." Paper Presented, Dance Under Construction, University of California, Riverside, April 2004.
- "'Making Up' Racial Mobility: Jennifer Lopez and Rita Hayworth." Paper Presented, Thinking Gender, University of California, Los Angeles, March 2004.
- "Dancing 'In-Between': Dolores Del Rio & the Choreography of Race in 1930s Hollywood." Paper Presented, Hawaii International Conference on Arts and Humanities, January 2004.
- "The Border Baile of Dolores Del Rio." Paper Presented, Academic Tourists in a Fragmented Metropolis Conference, USC, March 2002.

FELLOWSHIPS, GRANTS, & AWARDS

- Center for the Study of Women in Society, Promotion and Tenure Workshop (June 2011)
- College of Arts and Sciences Program Grant for Console-ing Passions International Conference on Video, Audio, Television, and New Media (co-authored with Carol Stabile) — 2010
- Stanley B. Greenfield Faculty Award to add the media trade publication Variety to the UO Library Film Studies collection (co-authored with Michael Aronson) — 2009
- Stanley B. Greenfield Faculty Award to add the fan magazine Photoplay (1929-1941) to the UO Library Film Studies collection (co-authored with Michael Aronson) — 2007
- Ford Foundation Dissertation Diversity Fellowship — 2005
- University of Southern California All University Pre-Doctoral Fellowship — 1999-2002

TEACHING

Assistant Professor

Performance and Racialized Sexualities (Graduate Seminar)

History of Motion Picture, 1894-1932 (200 level, large lecture course)

History of Motion Picture, 1927-1960 (200 level, large lecture course)

Introduction to Production: Narrative Fiction Filmmaking (200, media production course)

Television Studies (400/500)

Media Aesthetics (200)

Genre, Race, and Sexuality (400/500)

Film, Media and Culture (300)

Race & Ethnicity in Film (100)

The Hollywood Dance Film, (400/500)

Music Television (400/500)

Dissertations, Exam Committees, Advising, & Honors Theses

- Dissertation Committee (Member), Drew Beard 2011
- Dissertation Committee (Member), Kom Kunyosying — defense scheduled August 2011
- Dissertation Committee (Chair), Darlene Hampton — defended November 2010
- Dissertation Committee (Co-Chair), Brenna Wardell — defended May 2010
- Directed Study, Chelsea Bullock spring 2011
- Directed Study, Caroline Claiborn fall 2011
- Graduate Advisor, Chelsea Bullock 2011
- Graduate Advisor, Phoebe Bronstein 2011
- MA Thesis Committee (Outside Member), Yin-Chin Chen — completed May 2009
- Honors Thesis Committee (Chair), David Sky — completed May 2009
- Honors Thesis Committee (Member), Cody Yarbrough — completed May 2007

Instructor

- Introduction to Multimedia (for Los Angeles Unified School District high school students). Los Angeles Leadership Academy, Institute for Media Literacy at the Annenberg Center for Communication (IML), USC, Spring 2005.
- The Contemporary American Dance Film. Emerson College, Fall 2002-Spring 2004.
- Web Site Planning and Production. Transforming Scholarship Through Multimedia, Institute for Media Literacy at the Annenberg Center for Communication, USC, Summer 2004.

ACADEMIC & COMMUNITY SERVICE

Departmental & University Service

- Acting Associate Director, Cinema Studies Program, Univ. of Oregon, 2011-2012 (CINE)
- Graduate Committee, English Department, Univ. of Oregon, 2010-2011 (ENG)
- Cinema Studies Executive Board, 2011 (CS/CAS)
- Ethnic Studies Advisory Committee. 2010-2011 (CAS)
- Latin American Studies Committee, 2010-2011 (CAS)
- Department Council, English Department, Fall 2009 (ENG)
- Graduate Curriculum Committee (ad hoc), English Department, 2008-2009 (ENG)
- Advisory Board, Ethnic Studies, 2009-2010 (CAS)
- Women of Color Tenure Initiative, Center for the Study of Women in Society, 2008-2009 (CSWS)
- Executive Committee, Center for the Study of Women in Society, 2007-2009 (CSWS)
- Faculty Search Committee, English Department, Literature & the Environment (Asst. Prof.), 2007-2008 (ENG)

Professional Service

- Co-Organizer (with Carol Stabile), Console-ing Passions International Conference on Video, Audio, Television, and New Media, University of Oregon (2010)
- Board Member, Console-ing Passions International Conference on Television, Audio, Video, New Media and Feminism (2010-2011)
- Consultant, American Studies Association Program Committee for the 2010 Annual Meeting
- Reviewer, Aztlan: A Journal of Chicano Studies
- Reviewer, Cinema Journal
- Reviewer, Men and Masculinities

Workshops & Panels

- Oregon Students of Color Coalition Conference (Workshop Leader, "Hollywood Conventions and Arab Representation"). Western Oregon University, February 2009.
- Women of Color Leadership Workshop. University of Oregon, May 2008.
- Currents in Gender Studies Symposium: Laura Elisa Perez (Respondent, Chicana Art: The Politics of Spiritual and Aesthetic Altarities). University of Oregon, April 2008.
- Visual Literacy: A Panel Discussion (Panelist). University of Oregon, February 2008.
- Graduate Student Society for Cinema and Media Studies Work-in-Progress Presentation Panel (Organizer). University of Oregon, February 2008.
- Community Conversations: Laughing at or with Racism — From Blackface to Borat (Panelist). University of Oregon, November 2007.
- Faculty Seminar Series (Respondent), The Center for Race, Ethnicity, and Sexuality Studies (CRESS), University of Oregon, April 2007.
- Community Conversations: The Unbearable Whiteness of Being: A Forum on Critical Race Theory (Panelist). University of Oregon, April 2007.
- Thinking Outside the (Recycle) Box, Spring Ecocriticism Colloquium (Panelist), University of Oregon, February 2007.
- Oregon Students of Color Coalition Conference (Workshop Leader). Western Oregon University, February 2007.
- Publishing Workshops, Part Two & Three (Organizer). USC, January and March 2006.
- Latino/a Studies Symposium (Co-Organizer and Presenter). USC, October 2005.
- The Nuts and Bolts of Publishing (Co-Organizer). USC, September 2005.

INTERACTIVE MEDIA PRODUCTION

- Three Winters in the Sun: Einstein in California. Production Manager. The Labyrinth Project at the Annenberg Center for Communication, USC, 2004.
- Espresso Mi Cultura. Web Designer/Webmaster. Los Angeles, 2001-2004.
- Rubber Chicken Cards. Web Designer/Webmaster. Los Angeles, 1999-2004.
- Tracing the Decay of Fiction: Encounters with a Film by Pat O'Neill. Production Manager & Media Compression Supervisor. The Labyrinth Project at the Annenberg Center for Communication, USC, 2001-2002.
- YBG Productions. Web Designer/Production Manager. Los Angeles, 1999-2000.
- Paté Poste Marketing. Print Production Manager and Graphic/Web Designer. Boston, 1997-1999.

TELEVISION & FILM PRODUCTION

- Minerva Awards (12 minutes). Assistant Producer, Minerva Award segments. Los Angeles, 2005.
- Grand Theater: A Tale of Beirut (27 minutes). Sound Recording and Post-Production Supervisor. Beirut/Boston, 1999.
- Date Shifting (12 minutes). Producer. Boston, 1999.
- The American Experience. Research and Web Intern, WGBH-PBS. Boston, 1997.
- Chasing Dreams (1 hour). Writer and Producer, War on Poverty series. San Antonio, 1995.
- Voices on Violence: Gangs (1 hour, live). Producer, KLRN-PBS, San Antonio, 1994.
- Voices on Violence: Domestic Violence (1 hour, live). Producer, KLRN-PBS, San Antonio, 1995.

PERFORMANCE

- Jazz and Modern Dance
- Grupo Animo. Writer/Performer. Guadalupe Cultural Arts Center, San Antonio, 1993-1995.
- When El Cucui Walks. Featured Dancer. Guadalupe Cultural Arts Center, San Antonio, 1994.

PROFESSIONAL MEMBERSHIPS

American Studies Association
Society of Cinema and Media Studies
Modern Language Association