

# Raisa Fernanda Alvarado, Ph.D.

Department of Communication Studies  
California State University, San  
Bernardino 5500 University Parkway  
San Bernardino, CA 92407  
Raisa.alvarado@csusb.edu

## EDUCATION

---

Ph.D.	Department of Communication Studies University of Denver Dissertation Title: <b>Girl of Color-Power: Resisting the Neoliberal Girl Power Agent</b> Directed by: Christina Foust, Ph.D. (Chair) with Armond Towns, Ph.D., Kate Willink, Ph.D., and Debora Ortega, Ph.D. (Outside Committee Member)	2018
M.A.	Department of Communication Studies California State University, Long Beach	2014
B.A.	Department of Communication Studies and Department of Literature and Writing Studies California State University, San Marcos	2011

## ACADEMIC APPOINTMENTS

---

Assistant Professor, Department of Communication and Media California State University, San Bernardino	2022-Present
Assistant Professor, Department of Communication Studies Utah Tech University	2018-2022

## TEACHING

---

California State University, San Bernardino Feminist Media Studies (Graduate Course) Graduate Independent Study (Graduate Course) Girl Power Social Movements (Original, Core Course) Latinx, Media, and Cultures (Upper Division) Gender, Race, and Class in Media (Upper Division) Communication, Self and Others (Core Course Requirement) Ethical Aspects of Communication (Core Course Requirement) Communication and Gender (Elective Course) Oral Communication (Lower Division)	2022- Present
Utah Tech University Critical and Rhetorical Research Methods (Upper Division) Rhetoric and Public Communication (Lower Division) Senior Capstone (Upper Division)	(2018-2022)

Research Methods (Upper Division)  
Senior Internship (Upper Division)  
Gender Communication (Elective  
Course Intercultural Communication  
(Upper Division) Media Ethics (Elective  
Course)  
Public Speaking (Lower Division)

University of Denver (2015-2017)  
Girl Power, Social Movements (Original Course)  
Power Privilege and Oppression (Graduate Course)  
Communication and Popular Culture (Elective Course)  
Intercultural Communication (Upper Division)  
Communicating Through Literature (Lower Division)

California State University, Long Beach. (2013-2014)  
Public Speaking (Lower Division)  
InterAct Performance Troupe (Elective Course)  
Interpersonal Communication (Lower Division)

## RESEARCH/SCHOLARSHIP

---

### Peer Reviewed Articles

Alvarado, R. F., Flores, C. A., Moreira, R. (2024, July). Working for the miracle: A critical, visual analysis of Disney's Encanto. *International Journal of Communication*, 18, 3379-3397. <https://doi.org/https://ijoc.org/index.php/ijoc/article/view/22189/4679>  
**Top Paper Award, Media Studies Division, Western States Communication Association, 2023**

Alvarado, R. F. (2021). "NO US WITHOUT YOU!": on recontextualizing border  
visuality. *Communication and Critical/Cultural Studies*, 18(1), 50-58.

### Peer Reviewed Book Chapters

Alvarado, R. F., & Holling, M. A. (2020). Digital Testimonios and Witnessing of Salma Hayek and America Ferrera's Disclosures of Sexual Harassment and Assault. In *The Routledge Handbook of Gender and Communication* (pp. 495-509). Routledge.  
**Top Chapter Award, Latina/o Communication Studies Division and La Raza Caucus, National Communication Association, 2022**

Guzmán, J., & Alvarado, R.F. (2018). "Bitch, how'd you make it this far?": Strategic Enactments of White Femininity in The Walking Dead. In *Race and Cultural Practice in Popular Culture* (pp. 225-240). Rutgers University Press.

Alvarado, R.F. & Guzmán, J. (2016). We're not in the barrio anymore: Negotiating Chicana/o guilt in the ivory tower. In McMaster, C. & Murphy, C (Eds.) *Graduate Study in the USA: Surviving and Succeeding* (pp. 81-88). Peter Lang. DOI 9781433129896.

### Book Reviews

Alvarado, R. F. (2021). ¡ Sí, Ella Puede! The Rhetorical Legacy of Dolores Huerta and the United Farm Workers. Sowards, Stacey K. Austin: University of Texas Press, 2019. \$29.95 (paperback). ISBN-13: 978-1-4773-1767-9.

### **Encyclopedia Entries**

Foust, C. R., & **Alvarado, R. F.** (2018). Rhetoric and Social Movements. In *Oxford Research Encyclopedia of Communication*.

### **Newspaper Articles**

Towns, A. R., **Alvarado, R. F.**, & Guzmán, J. (2016, January 16). Letter to the editor: An unofficial letter on DU's 'racial climate'. *DU Clarion*. Retrieved from <https://duclarion.com/2016/01/letter-to-the-editor-an-unofficial-letter-on-dus-racial-climate>.

### **In Press**

Moreman, S. & **Alvarado, R.F.** (2024). No sabo girls: Transnational latinidad as discursive practice via social media. In Press.

### **Work(s) in Progress**

Alvarado, R. (2025). *BeForever*, American Girl: On Western Girlhood and Consumption. Manuscript under preparation.

Alvarado, R. (2025). Sisterhood Through Difference, The Agential Potentiality of Other Girlhood. Book proposal under preparation.

### **HONORS and AWARDS**

---

- Distinguished Faculty Member, Academic Affairs, Utah Tech University, St. George, UT 2022
- Faculty of the Year, Rising Star Award, Dixie Awards, Utah Tech University, St. George, UT 2020
- Doctoral Fellowship for Inclusive Engagement, Awardee, University of Denver, Denver, CO 2014-2017
- California State University Chancellor Doctoral Incentive Program Recipient, California State University System (2014-2018)
- Distinguished Graduate Honors, Master's Program in Communication Studies, California State University, Long Beach, CA 2014
- Dean of Student's Leadership Award, Recipient, California State University, San

Marcos, San Marcos, CA 2011

- Jonathan Pullard Commitment to Inclusiveness and Social Justice Award Recipient, California State University San Marcos, San Marcos, CA 2011
- Outstanding Campus Activist Award, Department of Women's Studies, California State University San Marcos, San Marcos, CA 2011

## **COMPETITIVE CONFERENCE SUBMISSIONS**

---

### Competitive Conference Papers

- (2024). "No Sabo Girls: Transnational Latindidad as Discursive Practices via Social Media." Children, Adolescents, & the Media Division. 74th Annual International Communication Association conference, Gold Coast, Australia  
**37% Acceptance Rate**
- (2022). "I Refuse to have a 'No Sabo' Kid": On Linguistic Infrastructures of Latine Belonging. Presented: Cultural Perspectives on Infrastructure, Dispossession, and Critical Geographies. *Critical and Cultural Studies Division*, National Communication Association conference, New Orleans, LA
- (2020). "Critical, cultural, and rhetorical mobilizations of youthful voices." Paper presentation for Rhetoric and Advocacy interest group. Western States Communication Association conference, Denver, CO
- (2016). "'Return to Sender': Postrace constructions of the monstrous, alien, Latina/o Other." Interdisciplinary Research Incubator for the Study of (In)equality (IRISE) Poster Competition. University of Denver. Denver, CO. **Top Poster Award.**
- (2016). "'You're really smart for a Mexican': Memorable messages and their impact on Latina's educational pursuits." Presented at the National Association for Chicano and Chicana Studies Conference, Denver, CO
- (2016). "Whiteness for whom?: Staging everyday enactments of whiteness." Performance presented to the Performance Studies and Intercultural Communication Division at the Western States Communication Association conference, San Diego, CA
- (2015). "emBRACING opportUNITY: Strategies for survival by students and faculty of color in White academic spaces." Panel discussion at the National Communication Association conference, Las Vegas, NV
- (2015). "Tokenism and the burden of representation: Survive(ing) the academy." Panel discussion at the Latina/o Graduate Association conference: Si Se Puede Latina/os Demystifying the Road to Graduate School, Denver, CO
- (2015). "Somos el 1% visual narratives and consejos de 1<sup>st</sup> generation Latinas in the ivory tower." Workshop Presenter at the La Raza Youth Leadership

conference:  
Sueños Sin Fronteras. Denver, CO

- (2015). “Y que este bien la escuela”: Performing Whiteness, A Chicana’s analytic autoethnography. Paper presented at the Graduate Research and Performance Summit, Denver, CO
- (2013). “I’m crazy, psycho, bipolar, I’m a weirdo: A Foucaultian and post-feminist analysis of the *Bad Girls Club*.” Presented to Organization for Research on Women and Communication at the Western States Communication Association conference, Anaheim, CA
- (2013). “*My little struggle*: Narratives from the homies.” A case study and ethnographic performance from homeboy industries. Presented to the Ethnographic and Qualitative Research conference, Las Vegas, NV

#### Competitive Conference, Panels and Roundtable Discussions

- (2025). Panelist, Blackness, Brownness, Whiteness: The Rhetorical Problem of Mestizaje, Rhetoric, Culture, and Advocacy Interest Group, Western States Communication Association, Albuquerque, New Mexico
- (2024). Co-Chair with D. Soto-Vásquez, A.D Publishing for the Greater Good, Tips for Exercising Academic Freedom, Latina/Latino Communication Studies Division, National Communication Association, New Orleans, Louisiana
- (2024). Rhetorical Interventions: Borders, Citizenship, and Belonging thorough an Abolitionist Telos. Cultural Rhetoric Division, Rhetoric Society of America (RSA), Denver, CO
- (2024). CSUSB Faculty Roundtable Discussion: Grassroots Resistance in Pedagogical Practices. Latin American Studies Conference of the Americas, College of Arts and Letters, California State University, San Bernardino, San Bernardino, CA
- (2022-2024). La Raza Mentorship Panel: Mentorship and Community-Building for Greater Regards, La Raza Caucus, National Communication Association, Yearly Panel
- (2023). Comadrisma Collective: Envisioning and Co-creating Communities of Care, La Raza Caucus, National Communication Association, New Orleans, Louisiana
- (2023). Chair, Critical Freedom: Latine Identity, Cultural Pride, and Youth Success, NCA First Vice President Sponsored Panel, National Communication Association, New Orleans, Louisiana
- (2023). Co-Chair with D. Soto-Vásquez, A.D. Publishing, Scholarship, and Freedom: Tips for Navigating the Process, La Raza Caucus, National Communication Association, New Orleans, Louisiana.
- (2023). Strategies and Reflections for Teaching Gender Communication As More Freedoms Are Lost, Feminist and Gender Studies Division. National Communication Association, New Orleans, Louisiana.

## **INVITED SPEAKER/PRESENTER**

---

- (2024). Invited Guest Speaker, 20<sup>th</sup> Anniversary Celebration Cross-Cultural Center, California State University, San Marcos, San Marcos, CA
- (2024). Invited Facilitator, Literature Review Workshop, University Honors Program, California State University, San Bernardino, San Bernardino, CA
- (2023). Invited Podcast Guest, “How I Write,” Writing Intensive Program, California State University, San Bernardino
- (2022). Invited Guest Speaker, Noche De Universidad, Leaders for Education, Achievement, and Dreams (L.E.A.D). Pineview Highschool, St. George, UT
- (2021). Invited Guest Speaker, Intercultural Identity and Negotiation, California State University, Long Beach, InterACT Performance Troupe, Long Beach, CA
- (2021). Speaker/Performer, Pure Praxis, Cultural Awareness; emphasis on Black Lives Matter Movement, University of Irvine, CA
- (2020). Invited Guest Speaker, UALC De-Escalation Amid the COVID-19 Pandemic: Tips and Strategies, Utah Academic Library Consortium (UALC), UT
- (2020). Invited Faculty Evaluator, Whiteness and Communication, The Whiteness Forum, California State University, San Marcos, San Marcos, CA
- (2019). Invited Faculty Speaker, Gendered Communication: Negotiating Identity and Relationships, Women’s Resource Center, Utah Tech University, St. George, UT
- (2017). Globalizing Body Politics. Invited Guest Lecture, California State University, Channel Islands, Camarillo, CA
- (2016). Let’s Study Abroad! Power, Privilege, and Paradigm Shifts. Facilitated workshop for the Third Annual Internationalization Summit. University of Denver, Denver, CO
- (2016). Volunteer/ Group Guide, *Day of Action*: Johnson Elementary, Trevista Elementary, Horace Mann Elementary, Denver, CO
- (2015). Tutor and Volunteer, *Colfax Community Network*, Denver, CO
- (2015). Chicana Feminism Lecture and Workshop. *Voice and Gender* course. University of Denver, Denver, CO
- (2015). Reproductive Health Educator, Indigenous Youth Rise Up, University of Denver, Denver, CO

- (2014). Dia de los Muertos Altar: Learning and Participating in an Other's Cultural Celebration. An Inclusive Excellence Project. Teaching Development Workshop. University of Denver, Denver, CO
- (2014). Facilitator/ Performer, Sexual Assault Intervention, InterAct Performance Troupe, The United States Navy
- (2014). Performer, Gavin De Becker & Associates, Advanced Threat Assessment and Management Academy, Lake Arrowhead, CA
- (2013). General Equivalency Diploma (GED) Tutor, Homeboy Industries, Los Angeles CA
- (2012). Performer/Facilitator/ Trainer InterAct performance troupe, Department of Communication Studies, California State University, Long Beach, CA

## **SERVICE**

---

### Department

Committee Member, Graduate Planning Committee, Department of Communication and Media, California State University, San Bernardino, Fall 2023-Present

Committee Member, Grace Schultz Scholarship Award, Department of Communication and Media, California State University, San Bernardino, Fall 2024

CCEL (Campus and Community Experiential Learning Partnership) Committee, Department of Communication Studies, California State University, San Bernardino, 2023

Search Committee Member, Assistant Professor of Interdisciplinary Arts & Sciences, Utah Tech University, Fall 2021

Course Director, Gender Communication, Communication Studies Department, Utah Tech University 2019-2021

Course Director, Intercultural Communication, Communication Studies Department, Utah Tech University 2019-2021

Course Director, Rhetorical Theory, Communication Studies Department, Utah Tech University 2019-2021

Course Director, Critical and Rhetorical Research Methods, Communication Studies Department, Utah Tech University 2019-2021

Chair, Search Committee, Qualitative Research Methods Position, Communication Studies Department, Utah Tech University, 2020

Search Committee Member, Postdoctoral Position, Communication Studies Department, Utah Tech University, 2020

Chair, Search Committee, Interpersonal Communication Position, Communication Studies Department, Utah Tech University, 2019

Search Committee Member, Health Communication Position, Communication Studies Department, Utah Tech University, 2019

College

Retention, Promotion, And Tenure (RPT) Task Force Committee, College of Arts and Letters, California State University, San Bernardino, 2024- Present

Committee Member, Undergraduate Research Committee, Utah Tech University 2020- 2022

Assessment Coordinator, College of Humanities and Social Sciences, Utah Tech University 2021-2022

University

Committee Member, Latinx Graduation Spring Celebration, Association of Latino Faculty, Staff and Students, California State University, San Bernardino, 2024

Faculty Representative, College of Humanities and Social Sciences, University Curriculum Committee Meeting, Utah Tech University 2021-2022

Committee Member, Academic Distinction Committee, Strategic Planning 2025 Task Force, Utah Tech University, 2019-2021

Committee Member, Women's Resource Center Committee, Utah Tech University 2020-2021

Communication Studies Faculty Senator, Faculty Senate, Utah Tech University 2018-2021

Discipline

Vice President for the Organization for Feminist Research on Gender and Communication (ORFRGC), Western States Communication Affiliate, 2024-Present

Secretary, Rhetorical Theory and Communication Division, National Communication Association, 2023-Present

Inaugural Editorial Board Member, *Communication and Race*, National Communication Association, 2022-Present

Reviewer (Manuscripts). *Communication, Culture, and Critique*, 2024-Present

Reviewer (Manuscripts), *Women & Language*, Organization for the Study of Communication, Language, and Gender, 2022-Present

Chair, Awards Committee, Latina/o Communication Studies Division and La Raza Caucus, National Communication Association, 2023



Member, NCA Legislative Assembly, National Communication Association, 2020- 2023

Reviewer (Manuscripts), Oxford Bibliographies in Communication, *Oxford Bibliographies*, 2021-Present

Chair, Latina/o Communication Studies Division and La Raza Caucus, National Communication Association, 2021-2022

Editorial Board, *Border-Lines: Journal of the Latino Research Center*, University of Reno, 2019- Present

Award Committee Member, Córdova-Puchot Scholar of the Year Award, La Raza Caucus, National Communication Association, 2019- 2020

Reviewer (Manuscripts), Communication, Identities, and Difference Interest Group, Western States Communication Association, 2018- 2019

Chair, Credentials Committee, Legislative Assembly, Western States Communication Association, February 2018

Graduate Student Representative, ORWAC (Organization for Research on Women and Communication), Elected, 2014-2016

## **PROFESSIONAL MEMBERSHIPS**

---

- International Association of Maternal Action and Scholarship, 2024-Present
- California Faculty Association, 2022-Present
- Association of Latino Faculty, Staff, and Students (CSUSB) 2022-Present
- Rhetoric Society of America, 2023-Present
- National Communication Association, 2015-Present
- Organization for Feminist Research on Gender and Communication, 2014-Present
- Western States Communication Association, 2014-Present

## **PROFESSIONAL DEVELOPMENT**

---

Building Transformative Cultures of Data Use for Student Success, Institutional Data Training Certificate, California State University, San Bernardino, 2024

Equity-Minded Teaching Certificate Program, Teaching Resource Center, California State University, San Bernardino, 2024

Canvas Institute (CI), Web Learning Management System Learning Program, California State University, San Bernardino, 2022

Association of College and University Educators (ACUE) Teaching Certification, Utah Tech University, 2020-2022

Online Teaching Certification, Utah Tech University, 2020

Effective Teaching Practices Course, American Council on Education, Utah Tech University, 2019

Safe Zone Training, Pride Center, Multicultural Inclusion Center, Utah Tech University, 2018-2022

40 Hours Sexual Assault Victim Advocacy Training, *Washington Coalition of Sexual Assault Programs, End Violence Against Women International, Office of Justice Programs, 2014*

**FACULTY ADVISOR-GRADUATE COMMITTEES (MASTER’S LEVEL)**

---

Current	Ignacio Vera	Chair	Communication and Media	COMPS
Current	Tommy McCardle	Committee Member	Communication and Media	Thesis
Current	Michelle Aguiar	Committee Member	Communication and Media	Thesis
Current	Emily Gomez	Committee Member	Communication and Media	Thesis
Current	Rachel Rodgers	Committee Member	Communication and Media	Thesis
Spring 2024	Brooke Shepherd	Committee Member	Communication and Media	Thesis
Fall 2023	Joceline Monge	Committee Member	Communication and Media	Thesis