

# Juan Llamas-Rodriguez

(he/him/his)

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## Academic Appointment

2017 – Now **Assistant Professor**  
School of Arts, Technology, and Emerging Communication  
University of Texas at Dallas

## Education

2013 – 2017 **University of California, Santa Barbara**  
Ph.D. in Film and Media Studies

2011 – 2013 **Concordia University**  
M.A. in Film Studies

2007 – 2011 **University of Toronto**  
B.A. (Honors) in Cinema Studies and Economics

## Books

2023 *Y Tu Mamá También (Queer Film Classics)*  
[under contract at McGill-Queen's University Press]

## Peer-reviewed Articles

- 2020 “*Luis Miguel: La Serie*, Class-based Collective Memory, and Streaming Television in Mexico,” *Journal of Cinema and Media Studies* 59(3): 137-143.
- 2019 “The ‘Narco-stories’ of Kate del Castillo: Stardom, Gender, and Entrepreneurship in the Age of Narcotrafficking,” *Television and New Media*,  
<https://doi.org/10.1177/1527476419877548>
- 2019 “The Female Narcotrafficker’s Tongue | La Lengua de la Narcotraficante,” *NECSUS: European Journal of Media Studies*,  
<https://necsus-ejms.org/the-female-narcotrafickers-tongue-la-lengua-de-la-narcotraficante/>
- 2019 “A Global Cinematic Experience: Cinepolis, Film Exhibition, and Luxury Branding,” *Journal of Cinema and Media Studies* 58(3): 49-71.

- 2018 “*Pain & Gain*, Global Fitness Culture and the Neoliberal Ascetic Ideal,” *Jump Cut* 58, <http://www.ejumpcut.org/currentissue/llamas-fitness/index.html>
- 2018 “Towards a Cinema of Slow Violence,” *Film Quarterly* 71(3): 27-36.
- 2017 “The Datalogical Drug Mule,” *Feminist Media Histories* 3(3): 2-29.

## Book Chapters

- 2021 “Animating Infrastructural Spectacle, or How El Chapo’s Tunnel Traveled the World,” in *Media in the Americas*, edited by Cristina Venegas (Rutgers University Press)
- 2020 “An Animated Tale of Two Pandemics,” in *Pandemic Media: Towards a Preliminary Inventory*, edited by Philipp Dominik Keidl, Laliv Melamed, Vinzenz Hediger and Antonio Somaini (Meson Press)
- 2020 “‘Feeling Pirate’: Media Piracy as Affective Practice in Mexican-American Experience,” in *Cultures of the Copy: Alternative Economies and Intellectual Property in Latin/o America*, edited by Juan Poblete and Victor Goldgel-Carballo (Routledge): 106-120.
- 2020 “Tunnel Risk and the Mediation of Border Security Spectacle,” in *The Routledge Companion to Media and Risk*, edited by Bishnupriya Ghosh and Bhaskar Sarkar (Routledge): 303-313.
- 2017 “Working Out as Creative Labor, or the Building of the Male Superhero’s Body,” in *Arrow and Superhero Television*, edited by Cory Barker, James Iaccino, Myc Wiatrowski (McFarland): 61-77.
- 2016 “Tunnelling Media: Geoblocking and Online Border Resistance,” in *Geoblocking and Global Video Culture*, edited by Ramon Lobato and James Meese (Institute of Network Cultures): 32-40.

## Other Publications

- 2020 “Whitexicans on Netflix,” *In Media Res* [link](#)
- 2018 “Playful Metros and the Aestheticization of Disrepair,” *Flow TV: A Critical Forum on Television and Media Culture* [link](#)
- 2018 “Mapping the Narco-Televisual Universe,” *Flow TV: A Critical Forum on Television and Media Culture* [link](#)
- 2017 “The Cuteness of Tunneling Media,” *Flow TV: A Critical Forum on Television and Media Culture* [link](#)
- 2017 “Building the Virtual Wall,” *Logic: A Magazine about Technology* [link](#)

- 2016 “*Elena of Avalor* and the Fantastical World of Latinx Identity,”  
*Cléo: A Journal of Film and Feminism* [link](#)
- 2016 “Blim and Chill: Telenovelas and Class Ideologies in the Online Streaming Wars,”  
*Flow TV: A Critical Forum on Television and Media Culture* [link](#)
- 2015 “Introduction: Digital Distribution and Cultural Power,” *Media Fields Journal* 10,  
co-written with Jennifer Hessler [link](#)
- 2014 “Small Festivals, Youth, and the Monterrey International Film Festival,”  
*Mediatico* [link](#)

## Invited Presentations

- 2020 “Designing the Migrant Steps Project,” Seminar Presentation, co-presented with Kim Knight, *Texas-wide Human-Computer Interaction (TxHCI) Seminar*, University of Texas at Arlington
- 2020 “Latinx Comedy and the Promise of Citizenship,” Invited Talk, *Latino/a/x Colloquium*, CUNY Graduate Center
- 2020 “The Politics and Poetics of Streaming,” Roundtable Panelist, *Department of Film Studies Research Seminar*, King’s College London
- 2020 “The DHS Propaganda Machine,” Guest Lecture, *Migration and Media* (Dr. Darshana Mini), University of Wisconsin - Madison
- 2020 “The Borders of Virtual Reality,” Invited Talk, *Media and Migration Symposium*, Concordia University [cancelled due to COVID-19]
- 2020 “GRAPHIC,” Plenary Panelist, *Ethnography Studio*, Rice University
- 2019 “*La Reina del Sur* and Narcotrafficking in Popular Culture,” Guest Lecture, *Drugs and Violence in Mexico* (Dr. Monica Rankin), University of Texas at Dallas
- 2019 “Provincializing Media Theory with Latin American Cinemas,” *Hispanic/Latino Media & Marketing International Conference*, University of Texas at Arlington
- 2019 “The Sustainable Underground,” Invited Talk, *Department of English Colloquium*, New Mexico State University
- 2018 “Underground Tunnels as Shadow Border Ecologies,” Keynote Presentation, *Borders and Border Walls, a New Era?*, Université du Québec à Montréal
- 2018 “Tunnel Warfare and the Mediation of Border Spectacles,” Invited Talk, *Media in the Americas*, University of California - Santa Barbara

## Conference Panels Chaired

- 2020 “Teaching ‘the Global’ in Media Studies,” *Society for Cinema and Media Studies Annual Conference*, Denver [postponed to 2021 due to COVID-19]
- 2018 “Global Projections of Latin/x America,” *Society for Cinema and Media Studies Annual Conference*, Toronto
- 2017 “Animating Infrastructures,” *Society for Cinema and Media Studies Annual Conference*, Chicago
- 2016 “Piracy and Media Studies,” *FLOW Conference*, University of Texas Austin
- 2016 “A Job (Un)like Any Other: Graduate School as Academic Labor,” *Society for Cinema and Media Studies Annual Conference*, Atlanta
- 2015 “Informal Media Networks in a Global Context,” *Society for Cinema and Media Studies Annual Conference*, Montreal

## Select Conference Presentations

- 2020 “Twitter Threads as Collective Memory in Mexico,” *Digital Media in Latin America ICA Pre-Conference*, Gold Coast [unable to attend due to COVID-19]
- 2020 “How Deep is a Border?,” *American Association of Geographers Annual Conference*, Denver [unable to attend due to COVID-19]
- 2019 “Sewage Maintenance and Designing Cooperation in the Border Region,” *The Maintainers III*, Gallaudet University
- 2019 “Historicizing Cinematic Borders and Tunnels,” *22nd International Conference on Conceptual History*, El Colegio de México
- 2019 “The *Portals* Interface and Global Media Pedagogy,” *Immersive Pedagogy Workshop*, Carnegie Mellon University
- 2019 “The Tunneling Metaphor,” *HASTAC Annual Conference*, Vancouver, B.C.
- 2019 “Spectacles of Tunneling in Popular Media,” *Popular Culture and Coloniality Conference*, University of Pennsylvania
- 2019 “In Spite of Empathy,” *Society for Cinema and Media Studies Annual Conference*, Seattle
- 2018 “The Logistics Thriller,” *Literature & Film Annual Meeting*, New Orleans
- 2018 “Pornographies of Migration,” *American Studies Association Annual Meeting*, Atlanta
- 2018 “Media Publics, Entrepreneurship, and Stardom,” *International Communication Association Annual Meeting*, Prague

- 2018 “Border Ecologies and the Illicit Supply Chain,” *Supply & Command: Encoding Logistics, Labor, and the Mediation of Making*, New York University
- 2018 “Tunnel Ecologies and the Geopolitics of Infrastructure,” *American Comparative Literature Association Annual Meeting*, Los Angeles
- 2018 “Spectres of Narcotrafficking in Latin American Television,” *Society for Cinema and Media Studies Annual Conference*, Toronto
- 2017 “Tunneling Futures: Speculative Art and Underground Public Space,” *Society for Literature, Science, and Arts Annual Meeting*, Tempe, AZ

## Projects and Exhibitions

- 2020 – Now The Global Media Cultures Podcast, [www.globalmediacultures.org](http://www.globalmediacultures.org)
- 2020 “The Sewer Transnationalists: Playing Collaboration in the U.S.-Mexico Border,” *OneShot: A Journal of Critical Games and Play*
- 2019 “B-O-R-D-E-R,” Words Matter exhibit, *HASTAC Annual Conference*, Vancouver, B.C.
- 2019 “Stitch n’ Glitch: Teetering on the ‘/’” with Hong-An (Ann) Wu, Wendy Sung, and Kim Brillante Knight, *Hyperrhiz: New Media Cultures* 21, [doi:10.20415/hyp/O21.m05](https://doi.org/10.20415/hyp/O21.m05)

## Grants and Awards

- 2020 Early Career Award (Premio de Investigador Joven), Film Studies Section, *Latin American Studies Association*
- 2019 Humanities and Emerging Arts Grant, UT Dallas Office of Research [\$10,000]
- 2017 Excellence in Teaching Award, Graduate Student Association, UC Santa Barbara
- 2017 Top Student Paper Award, Communications and Technology Division, International Communications Association, for “The Datalogical Drug Mule”
- 2016 Graduate Student Writing Award, 2nd Place, Society for Cinema and Media Studies, for “A Global Cinematic Experience: Cinepolis, Film Exhibition, and Luxury Branding”
- 2013 Graduate Student Writing Award, Film Studies Association of Canada, for “Narcocinema, Diasporic Video Stores, and the Politics of Genre”

## Teaching Experience

- SP 21 Publics and Counterpublics, Graduate Seminar, School of ATEC
- Sp 20 Emerging Media and Identity, Graduate Seminar, School of ATEC

- Fa 18 Critical Approaches to Emerging Media, Graduate Seminar, School of ATEC
- Sp 18, Fa 19, Fa 20 Global Media Cultures, Undergraduate Upper Division, School of ATEC
- Fa 18, Sp 19, Sp 20, Sp 21 Critical Media Theories, Undergraduate Upper Division, School of ATEC
- Fa 20 Networked Identities, Undergraduate Upper Division, School of ATEC
- Fa 19 Media Histories, Undergraduate Lower Division, School of ATEC
- Fa 17, Sp 18 Reading Media Critically, Undergraduate Lower Division, School of ATEC

### **Service to Profession**

- 2020 – Now Mentor, Latinx Caucus Mentorship Program, Society for Cinema and Media Studies
- 2019 – Now Member, Editorial Board, *Afterimage: Journal of Media Arts and Cultural Criticism*
- 2020 Reviewer, *Jump Cut: A Review of Contemporary Media*
- 2019 Member, Best Essay in an Edited Collection Award Committee, Society for Cinema and Media Studies
- 2019 Reviewer, *Studies in Spanish and Latin American Cinemas*
- 2019 Reviewer, *Tapuya: Latin American Science, Technology and Society*
- 2019 Reviewer, *Journal of Cinema and Media Studies*
- 2018 Member, Conference Program Committee, Society for Cinema and Media Studies
- 2017 Reviewer, *New Review of Film and Television Studies*
- 2017 Reviewer, *Mitologías Hoy: Revista de Pensamiento, Crítica y Estudios Literarios Latinoamericanos*
- 2015 – 2017 Member, Board of Directors, Society for Cinema and Media Studies