

Rachel V. González-Martin
210 W. 24th Street, F9200
Austin, Texas 78712
Department of Mexican American and Latina/o Studies

EDUCATION

Ph.D., Folklore & Ethnomusicology, Indiana University, Bloomington, IN	2014
M.A., Folklore & Ethnomusicology, Indiana University, Bloomington, IN	2008
B.A., Anthropology, University of California, Berkeley, CA	2004

PROFESSIONAL APPOINTMENTS

Associate Professor, Department of Mexican American and Latina/o Studies The University of Texas at Austin	09/2020- present
Faculty Affiliate, Latino Media and Arts Studies	2019- present
Faculty Affiliate, Center for Mexican American Studies	2015 - present
Faculty Affiliate, Center for Women's and Gender Studies	2015 - present
Assistant Professor, Department of Mexican American and Latina/o Studies	2014 - 2020

PUBLICATIONS

Book

1. González, Rachel V. (2019). *Quinceañera Style: Social Belonging and Latinx Consumer Identities*. Austin: University of Texas Press, pp. 248.

Winner: 2020 Emily Toth Award for Best Book in Women's Studies, Popular Culture-American Culture Association.

Co-Edited Book

2. Perez, Domino R. and Rachel V. González-Martin, Eds. (2018). *Race and Cultural Practice in Popular Culture*. New Brunswick: Rutgers University Press, pp. 308.

Peer-Reviewed Journal Articles

3. González-Martin, Rachel V. "Latinx Commemoration and Commemorative Practice." Special Issue: "Keywords for Latinx Studies of US-Folklore". *Journal of American Folklore*(Fall 2021).

4. González-Martin, Rachel V. (2020). "Latinx Publics: Self-Documentation and Latina Youth Activists." *Journal of American Folklore* 133 No. 530: 430-451.
5. González-Martin, Rachel V. (2017). "A Latinx Folklorist's Love Letter to American Folkloristics: Academic Disenchantment and Ambivalent Disciplinary Futures." *Chiricú Journal: Latina/o Literatures, Arts, and Cultures*, 2(1): 19-39.
6. González-Martin, Rachel V. (2016). "Digitizing Cultural Economies: 'Personalization' and U.S. Quinceañera Practice Online." *Cultural Analysis*, 15(1), 57-77.
7. González, Rachel V. (2007). "'Como Dice el Dicho: ' Spanish Language Proverb Use and the Politics of Bilingual Speech." *Proverbium: Yearbook of International Proverb Scholarship*, 24(1), 167-188.

Peer-Reviewed Book Chapters

8. González-Martin, Rachel V. (Spring 2021). "White Traditioning and Bruja Epistemologies: Rebuilding the House of USAmerican Folklore Studies." In Solimar Otero and Mintzi Martínez-Rivera (Eds.), *Critical Folkloristics: Critical and Ethical Approaches for the 21st Century*. Bloomington: Indiana University Press. 28 ms.pp.
9. González-Martin, Rachel V. (January 2020). "Buying the Dream: Relating 'Traditional' Dress to Consumer Practice in U.S. Quinceañeras." In Aída Hurtado and Norma E. Cantú (Eds.), *meXicana Fashions: Politics, Self-Adornment, and Identity Construction*. Austin: University of Texas Press, 137-157.
10. Perez, Domino R. and Rachel V. González-Martin. (2018). "Introduction: Re-Imagining Critical Approaches to Folklore and Popular Culture." In D. Perez and R.V. González-Martin (Eds.), *Race & Cultural Practice in Popular Culture*. New Brunswick: Rutgers University Press, 1-12.
11. González-Martin, Rachel V. (2016). "Barrio Rituals and Pop Rite: Quinceañeras in the Folklore-Popular Culture Borderlands." In Frederick L. Aldama (Ed.), *The Routledge Companion to Latina/o Popular Culture*. New York City: Routledge, 279-290.

Book Reviews

12. González, Rachel V. (March 4, 2015). Review of *Américo Paredes: Cultural and Critique*, by J.E. Limón. *Journal of Folklore Research Reviews*, <http://www.jfr.indiana.edu/review.php?id=1503>. 1,202 words.
13. González, Rachel V. (Spring-Fall 2011). Review of *Chicana Art: The Politics of Spiritual Altarities*, by Laura E. Pérez. *Museum Anthropology Review* Vol 5, No. 1-2, 87-89. <http://scholarworks.iu.edu/journals/index.php/mar/article/view/1107/1361>. 957 words.

14. González, Rachel V. (October 20, 2009). Review of *There Was a Woman: La Llorona from Folklore to Popular Culture*, by Domino R. Perez. *Journal of Folklore Research Reviews*, <http://www.indiana.edu/~joftr/review.php?id=740>. 1,796 words.
15. González, Rachel V. (November 7, 2007). Review of *Skulls to the Living, Bread to the Dead: The Day of the Dead in Mexico and Beyond*, by Stanley Brandes. *Journal of Folklore Research Reviews*, <http://www.indiana.edu/~joftr/review.php?id=483>. 1,645 words.
16. González, Rachel V. (May 31, 2007). Review of *Chicano Folklore: A Handbook*, by María Herrera-Sobek. *Journal of Folklore Research Reviews*, <http://www.indiana.edu/~joftr/review.php?id=447>. 1,402 words.
17. González, Rachel V. (October 3, 2006). Review of *Pachangas: Borderlands Music, U.S. Politics, and Transnational Marketing*, by Margaret E. Dorsey. *Journal of Folklore Research Reviews*, <http://www.indiana.edu/~joftr/review.php?id=283>. 1,176 words.

Encyclopedia Entries

18. González, Rachel V. (2012). "Albures." *Celebrating Latino Folklore: An Encyclopedia of Cultural Traditions*. María Herrera-Sobek, ed. Santa Barbara: ABC-CLIO, 33-39.
19. González, Rachel V. (2012). "Bato/a." *Celebrating Latino Folklore: An Encyclopedia of Cultural Traditions*. María Herrera-Sobek, ed. Santa Barbara: ABC-CLIO, 107-109.
20. González, Rachel V. (2012). "Caló (Folk Speech)." *Celebrating Latino Folklore: An Encyclopedia of Cultural Traditions*. María Herrera-Sobek, ed. Santa Barbara: ABC-CLIO, 197-198.
21. González, Rachel V. (2012). "Verbal Dueling." *Celebrating Latino Folklore: An Encyclopedia of Cultural Traditions*. María Herrera-Sobek, ed. Santa Barbara: ABC-CLIO, 1127-1129.

Manuscripts In-Progress

Peer-Reviewed Journal Articles

22. González-Martin, Rachel V. (Submitted). "Quinceañeras as Ephemeral Autobiography: Narrating Latina Lived-Experiences in America's Heartland." *Frontiers: A Journal of Women's Studies*. 34 ms.pp.

"Halfie: Perceptions of Beauty, Race, and Fat Bodies." In preparation, 25% complete. Expecting to submit to *Frontiers*, Fall 2020.

"Claws: Representations of Racialized Beauty and Solidarity on TV." In preparation, 25% complete. Expecting to submit to *Feminist Media Studies*, Spring 2021.

2nd Book Project

“Bury Me in My Hoops and Nails”: *Women of Color Feminisms and Social Entrepreneurship Online*. In preparation, 10% complete. Expecting to submit to Rutgers University Press, Spring 2023.

MEDIA INTERVIEWS

Giribet-Vargas, Javier. March 28, 2019. “Dallas: ¿Cómo Selena se Convirtió en un Ícono de la Ciudad?/ Dallas: How Selena Became an Icon of Our City.” *Al Día Dallas*. <https://www.aldiadallas.com/espanol/al-dia/dallas-fort-worth/2019/03/28/dallas-como-selena-se-convirtio-en-un-icono-de-la-ciudad/>.

Najarro, Ileana. February 17, 2017. “Quinceañera Industry Comes of Age.” *Houston Chronicle*. <https://www.houstonchronicle.com/business/retail/article/Quincea-era-industry-comes-of-age-10941089.php>.

Lieber, Chavie. August 15, 2017. “My Super Sweet 15: The Big Dresses, and Bigger Business, of the American Quinceañera.” *Racked*. <https://www.racked.com/2017/8/15/16141798/quinceanera-business-expo>.

Gonzalez, Marybel. June 4, 2016. “The Quinceañera: A Rite of Passage in Transition.” *New York Times*. <https://www.nytimes.com/2016/06/05/nyregion/the-quinceanera-a-rite-of-passage-in-transition.html>.

Diaz, Joy. April 30, 2015. “Unlike Other Coming-of-Age Celebrations, Quinceañeras Remain Mostly Offline.” *NPR*. <https://www.kut.org/post/unlike-other-coming-age-celebrations-quincea-eras-remain-mostly-offline>.

AWARDS AND HONORS

- 2020 Winner “Emily Toth- Best Book Award in Women’s Studies,” Popular Culture Association/American Culture Association,
- 2019 *Josefina Paredes Endowed Teaching Award (\$5,000)*, College of Liberal Arts, The University of Texas at Austin
- 2017 *Woodrow Wilson Early Career Fellowship*, The Woodrow Wilson National Fellowship Foundation
- 2016 Faculty Travel Grant, The University of Texas at Austin
- 2016 College Research Fellowship, The University of Texas at Austin

- 2016 Summer Research Assignment, The University of Texas at Austin
- 2015 CWGS Faculty Development Program, Center for Women's & Gender Studies,
The University of Texas at Austin
- 2015 Faculty Travel Grant, The University of Texas at Austin

PRESENTATIONS

Invited Talks

Keynote Address. 13th annual Ohio State University-Indiana University Folklore Conference: 20/20 (Re)Vision: Looking Back, Thinking Forward. The Ohio State University. Columbus, OH. February 2010.

Plenary Address. "meXicana Fashion in the Borderlands: Consuming Quinceañeras." Society for the Study of Gloria Anzaldúa. Trinity University. San Antonio, TX. November 2019.

"Cinco de Mayo and Marketing Latinidad." Mexican American Studies Program, Houston Community College. Houston, TX. May 2019.

"Race and the Sonic Spectacle: The Sounds of US Latinx Quinceañeras." Department of Musicology, Scripps College. Claremont, CA. March 2019.

"Interrogating 'Heritage for Sale.'" Center for Mexican American Studies, The University of Texas at Austin. Austin, TX. September 2018.

"Quinceañera Style as Feminist Praxis: Youth, Voice, and Futurity." Women's History Month Keynote Address, Texas A&M University. Corpus Christi, TX. March 2018.

"Women of Color Feminisms: A Workshop." Program in Women's and Gender Studies, Texas A&M University. Corpus Christi, TX. March 2018.

"Quinceañera Style as Women of Color Feminist Praxis." Latin American and Border Studies Program and the Department of Philosophy, Southwestern University. Georgetown, Texas. February 2018.

"Critical Latinx Folkloristics for the 21st Century: Rhetoric, Revision, and Practice." Berkeley Folklore Roundtable, University of California, Berkeley. Berkeley, CA. December 2017.

"The Latina Body in Motion." Department of World Arts, Cultures, and Dance, University of California, Los Angeles. Los Angeles, CA. November 2017.

“What to Expect (When You’re Expecting Tenure).” Inter-University Program for Latino Research (IUPLR)-Mellon Mays Summer Institute, University of Illinois. Chicago, IL. July 2017.

“Latina Folklore!” *College Chica* Summer Seminar, Center for Mexican American Studies, The University of Texas at Austin. Austin, TX. June 2017.

“Folklore and Consumerism: A Quinceañera Case Study.” Department of American Studies, University of North Carolina. Chapel Hill, NC. October 2016.

“Culture, Capital and ‘Upscale’ Latino Consumers.” Latino Studies Program, Indiana University. Bloomington, IN. September 2016.

“Américo Paredes and the Interdisciplinary Legacy of Folklore.” Center for Mexican American Studies, The University of Texas at Austin. Austin, TX. November 2015.

“Consuming and Consumption: Ritual Food and Social Power in U.S. Quinceañera Celebrations.” Texas Foodways, Department of American Studies, The University of Texas, San Antonio. San Antonio, TX. May 2015.

“Quinceañera U.S.A: Latina/o Folkloristics in the 21st Century.” Center for Mexican American Studies, The University of Texas at Austin. Austin, TX. April 2015.

Guest lecture, MAS309: Bilingualism in the Americas. Department of Mexican American & Latina/o Studies, The University of Texas at Austin. Austin, TX. February 2015.

Conference Presentations

“Crossing the Stage”: Spectacles of Resistance.” National Meeting of the American Folklore Society. Baltimore, MD. October 2019.

“Critical Latinx Folklore and Documentary Practice.” National Meeting of the American Anthropological Association. San Jose, CA. November 2018.

“#MeToo in Folklore.” Special Panel Sponsored by the AFS Executive Board, National Meeting of the American Folklore Society. Buffalo, NY. October 2018.

“Intellectual Genealogies, Whiteness, and the Colonial Tradition of Folklore Studies in the US.” Panel on *Critical Folkloristics: Critical and Ethical Approaches for the 21st Century*, National Meeting of the American Folklore Society. Buffalo, NY. October 2018.

“Silent Partners: Allyship, Collaboration and Research Practice in American Folklore.” Cultural Diversity Committee Professionalization Series. National Meeting of the American Folklore Society. Buffalo, NY. October 2018.

“Self-Documentation as Refusal: Latinx Responses to Structural Violence.” Panel on *Latinx/Latin American Cultural Responses to a Violent World: Social Networks, Healing, Resistance, and Narratives*, National Meeting of the American Folklore Society. Minneapolis, MN. October 2017.

“Race and Racialization in Folklore Study and Practice.” Cultural Diversity Committee Professionalization Series, National Meeting of the American Folklore Society. Miami, FL. October 2016.

“Quinceañera Autotopographies: Youth, Race, and Pathologizing Poverty.” Panel on *Latina/o Youth Culture and Communities of Practice*, National Meeting of the American Folklore Society. Miami, FL. October 2016.

Chair, “Folklore 101: Foundation, Community, and Inclusion.” Cultural Diversity Committee Professionalization Series, National Meeting of the American Folklore Society. Long Beach, CA. October 2015.

“La Niña de la Portada [The Girl of the Cover Page]: Quinceañera Aesthetics and the Making of Miss Cover Girl.” Panel on *Ritual and Pageantry en las Americas*, National Meeting of the American Folklore Society. Long Beach, CA. October 2015

“Counter-’Narratives: Tradition, Transformation & Ephemeral Spaces.” National Meeting of the Cultural Studies Association. Riverside, CA. May 2015.

“Queering Quinceañeras: Ritual, Embodiment and Transformation.” National Association for Chicana and Chicano Studies, Tejas Foco. Houston, TX. February 2015.

“Examining a Critical Latino Folkloristics: Pedagogy and Theory.” National Meeting of the American Folklore Society. Santa Fe, NM. November 2014.

“Relocating ‘Latino’ Folklore: Quinceañeras in America’s Heartland.” National Meeting of the American Folklore Society. Providence, RI. October 2013.

“Seeing Clearly Through Blurred Boundaries: Performing and Documenting Latina Quinceañeras in the Midwest.” Mujeres Activas en Letras y Cambio Social (MALCS) Summer Institute. Columbus, OH. July 2013.

“Buying the Dream: Coming of Age and Commercial Culture Among American Latinos.” National Meeting of the American Folklore Society. New Orleans, LA. October 2012.

“Curating Community: Visual Narratives in Quinceañera Celebrations.” National Meeting of the American Folklore Society. Bloomington, IN. October 2011.

“‘You Only Turn 15 Once!’: Imagining an American Quinceañera.” New York Folklore Society. New York, NY. November 2010.

“Absent or Adorned: Dress Choice in American Quinceañera Celebrations.” National Meeting of the American Folklore Society. Boise, ID. October 2009.

“Marking Borders on the Body: Ritual Dress and Transnational Identities in Mexican American Quinceañera.” National Meeting of the American Folklore Society. Louisville, KY. October 2008.

“Ritual Dress and Transnationality in Mexican American Quinceañeras.” Symposium on Dress and Adornment, Indiana University. Bloomington, IN, April 2008.

“Cuando Juegue El Albur: Notions of Intimacy and Formalized Dueling in Mexican Sexy Comedies.” Central States Anthropological Society. Indianapolis, IN. March 2008.

“Creating the Authentic Quince: Food Politics and the Construction of Mexican-American Identity.” Joint Meeting of the American Folklore Society and the Folklore Studies Association of Canada. Québec, Canada. October 2007.

“Los Mujeres También Juegan/The Women Also Play: Crossing Gendered Boundaries Through Bawdy Word-Play in Mexican Popular Film.” Symposium on Obscenity, University of Iowa. Iowa City, IA. March 2007.

“Cuando Juegue el Albur/When I Played the Game: Formalized Verbal Dueling Among Mexicanos in Popular Media.” National Meeting of the American Folklore Society. Milwaukee, WI. October 2006.

“‘Como Dice el Dicho:’ Spanish Language Proverb Use Among Bilingual Speakers.” Western States Folklore Society. Berkeley, CA. April 2006.

“Prostitutes, Drunks and Saints: The Legends of Maximón.” National Meeting of the American Folklore Society, Atlanta, GA. October 2005.

“¡Hijos de la Chingada!: Psychoanalytic Interpretations of Mexican-American Male Verbal Dueling.” National Meeting of the Popular Culture/American Culture Association. San Diego, CA. March 2005.

ADVISING AND STUDENT-RELATED SERVICE

Ph.D. Students Advised

Elena Perez-Zetune 2018-present
Department of Mexican American and Latina/o Studies (MALS)

Christine Castro 2019-2020
Ph.D., American Studies

Master’s Committees

Shelby Murphy Center for Women’s and Gender Studies	2017-present (Chair)
Lario J. Albarrán Department of Mexican American and Latina/o Studies (MALS)	2018 (Chair)
Madrigal Lara Department of Mexican American and Latina/o Studies (MALS)	2018 (Chair)
Elena Perez-Zetune Department of Mexican American and Latina/o Studies (MALS)	2018 (Chair)
Seiri J. Aragon Department of Mexican American and Latina/o Studies (MALS)	2017 (Chair)
Sierra Salazar-Zepeda Center for Women’s and Gender Studies	2017 (Chair)
Kathryn McDonald Department of American Studies Teresa Lozano Long Institute of Latin American Studies	2016 (Member)

Off Campus Graduate Mentees

Deanna Ledesma Mellon Mays-IUPLR mentoring program University of Illinois, Chicago	2018-Present
Elyan J. Hill, PhD World Arts, Culture and Dance, Woodrow Wilson Foundation University of California, Los Angeles	2017-2019

Undergraduate Honors Theses

Maria Fernanda Palomares Carranco, “(Re)Visualizing Belonging: US-based Interpretations of Mexicanidad.” Mellon Mays Undergraduate Fellowship Program, 2019.

Carlee Mauier, “Coming Out of the Context: How Family Circumstance Shapes the Coming Out Narrative in Contemporary YA.” English Department Honors, 2019.

Research Supervisor (P.I.)

Aracely Lara, McNair Scholars Program, Research Mentor, COLA, 2019-present

Adriana Ibañez, Polymathic Honors Scholars Program in the College of Natural Sciences, The University of Texas at Austin. 2017-2020.

José González, Polymathic Honors Scholars Program in the College of Natural Sciences, The University of Texas at Austin. 2017-present.

Ilse Colchado, McNair Scholars Program. College of Liberal Arts, The University of Texas at Austin. 2018-2019.

Jordan Swan, Polymathic Honors Scholars Program in the College of Natural Sciences, The University of Texas at Austin. 2018-2019.

Celia Valles, Polymathic Honors Scholars Program in the College of Natural Sciences, The University of Texas at Austin. 2014-2017.

ADMINISTRATIVE AND PROFESSIONAL SERVICE

Departmental Service

Extended Budget Council, 2014-present

Undergraduate Curriculum Committee, 2014-present

Dissertation Fellowship Committee, 2017

Faculty Search Committee, Senior Search, Open Field, 2016-2017

Faculty Advisor, Future Leaders on the Rise (FLOR), 2014-2017

Faculty Search Committee, Senior Search, Queer Latina/o Studies Position, 2015-2016

Faculty Search Committee, Senior Social Scientist, Historian, 2014-2015

Faculty Search Committee, Senior Social Scientist, Sociologist, 2014-2015

University

COLA

Member, Faculty Council 2020-2022

Culture Flags Committee, 2020-2021

University Mentoring Committee, 2018-present

CENTER FOR MEXICAN AMERICAN STUDIES (CMAS)

Executive Committee, 2019-2021.

Organizer, “Consuming Fictions: Perspectives on Race and Media.” CMAS Graduate Student Research Symposium, 2019.

Organizer, “Latina/o Spirituality and Practice in the Hemispheric Americas.” CMAS Student Research Symposium, 2016.

“Clothing Speaks! (But What Does it Say?)” CMAS Student Outreach Presentation, 2016.

Castañeda Post-Doctoral Fellowship Committee, 2015.

Planning Committee, Society for the Study of Gloria Anzaldúa Conference, 2015.

CENTER FOR WOMEN’S & GENDER STUDIES (CWGS)

Contributor, Gender, Childhood and Youth Research Cluster, 2015-present.

Romero Award Scholarship Committee, 2017-2019.

Moderator and Discussant, “Latina Practices of Self Care.” CWGS Graduate Student Conference, 2016.

ADDITIONAL UNIVERSITY SERVICE

Steering Committee, Polymathic Honors Program, College of Natural Sciences, 2017-Present.

Rapoport Service Scholars Selection Committee, College of Liberal Arts, 2015-2019.

Co-Presenter, “Fantastic Folktales: La Llorona, El Cucuy, and More!” Explore UT, 2016

“Latina/o Culture and Tradition: Quinceañera.” UT Office of Organizational Development and Diversity, Division of Housing and Food Service, 2015.

Regional Service

ARTS AGENCIES

Grant Reviewer, California Endowment: Alliance for California Traditional Arts, 2019-Present

Founding Member and Executive Board President, Paso a Paso: Cultural Arts Experience, 2018-present.

Guest Folklorist and Ethnographer, “Stories from Deep in the Heart,” Texas Folklife Summer Institute, 2019.

Folk Arts Apprenticeship Program Selection Committee, Texas Folklife, 2016.

COMMUNITY ORGANIZATIONS

Advisory Board, “Poder 15!” Jolt Texas 2018 Voter Registration Campaign, 2018-2020.

“Owning Your Story: 21st Century Quinceañera Celebrations.” Lecture presented at Free Minds Academy, 2015.

SCHOOLS & MUSEUMS

“The Politics of Memory and Space.” Lecture presented at Mexic-Arte Museum, 2017.

“Re-Writing Your Own Story: Creative writing and Ethnography,” Ann Richards School for Women in Leadership, 2016.

“The Scent of Copal: Individual Rituals of Collective Remembering.” Lecture presented at Mexic-Arte Museum, 2015.

Professional Service

AMERICAN FOLKLORE SOCIETY

Board Nominating Committee (Chair, 2019-2020)	2017-present
Convener, Folklore Latino/a, Latino Americano, Caribeño Section	2018-2019
Chair, Cultural Diversity Committee	2017-2018
Convener, Chicana/o Section	2017-2018
Local Planning Committee	2017-2018
“Community: Resistance, Reclamation, and Recreation”	
Member, Cultural Diversity Committee	2015-2018
Moderator and Chair, Cultural Diversity Committee	2016-2017
“Race and Racialization in Folklore Study & Practice.”	
Moderator and Chair, Diversity Committee	2014-2015
“Folklore 101”	
Convener, Folklore Latino/a, Latino Americano, Caribeño Section	2008-2014
Convener, Chicana/o Section	2010-2013

JOURNAL EDITOR

Western Folklore (2021-2026)

EDITORIAL BOARD

Journal of American Folklore

2020-present

Aztlan: Journal of Chicano Studies

2020-present

MANUSCRIPT REVIEWER (AD HOC SINCE 2014)

American Ethnologist

Cultural Analysis

Journal of American Folklore

Western Folklore

Professional Memberships

American Studies Association

2017-present

Mujeres Activas en Letras y Cambio Social

2013-present

American Anthropological Association

2008-present

American Folklore Society

2005-present

Cultural Studies Association

2014-2016

Society for Cinema and Media Studies

2013-2015

Latin American Studies Association

2010-2012

Costume Society of America

2009-2013

Languages

English (native), Spanish (spoken, reading)