



10TH TEXAS TECH UNIVERSITY HISPANIC/LATINX RESEARCH & CREATIVITY SYMPOSIUM

APRIL 15, 2025

PRESENTATION SCHEDULE

8:00-9:15 a.m. - CoMC 156 - Zoom Meeting ID: 281 558 5156 (in Spanish)

Reescrituras de la nación en la televisión Argentina: el caso de *El Hipnotizador* -

María Caña Jiménez (Virginia Tech University)

Plataformas de streaming y la Generación Z: representación, identidad y hábitos de consumo de los latinos en EU -

Melissa Santillana

9:30-10:45 a.m. - CoMC 156 - Zoom Meeting ID: 281 558 5156

Panel - Contemporary Perspectives on Hispanic/Latinx-Oriented Marketing

Enrique Becerra (Texas State University), Dino Villegas, Kent Wilkinson

9:30-10:45 a.m. - CoMC 414 - Zoom Meeting ID: 205 168 6716 - Graduate Student Session

"You can feel like you belong in safe places": Defining servingness in Hispanic Serving Institutions through a photovoice study

Jolina López

Exploring the perspectives of American identity from elementary teachers - Fátima Hernández

11:00 a.m.-12:15 p.m. - CoMC 414 - Zoom Meeting ID: 205 168 6716

San Carlos de los Jupes: Potemkin Village in Eighteenth-Century Colorado - Andrew Gibb

Bilingual sentence processing of the Spanish *ser* passive: An eye-tracking study of Spanish

dominance and language proficiency - Gema López Hevia (Southern Methodist University) & James Lee

Transportation from CoMC to McKenzie-Merket Alumni Center departs the R05 parking lot on the east side of CoMC at 12:20 p.m.

12:30-1:45 p.m. - McKenzie-Merket Alumni Center - Zoom Meeting ID: 281 558 5156

"Es un pájaro, es un avión": The Twenty-First-Century Animated Mexican Superhero

Vinodh Venkatesh (Virginia Tech University) – Luncheon Keynote (lunch provided)

Orgullo y Poder and HSI Essay Contest scholarship winners will be announced.

Transportation from McKenzie-Merket Alumni Center to CoMC departs the McKenzie-Merket parking lot (south side) at 1:45 p.m.

2:00-3:00 p.m. - CoMC 156 - Zoom Meeting ID: 281 558 5156

Portrait of a Chicana artist: Gloria Anzaldúa - Cordelia Barrera

Infrastructure as scale in Onetti's *The Shipyard* - Pavel Andrade

2:00-3:15 p.m. - CoMC 414 - Zoom Meeting ID: 205 168 6716

Characterizing Spanish-Speaking broadcast meteorologists' challenges communicating multiple hazards in landfalling

tropical cyclones - Jennifer Henderson, Rodolfo Hernández-Pérez (Howard University), Erik Nielsen (Texas A&M University),

Zayanya Ramírez-Díaz & Isabella Rico

Who are you missing? Improving research outcomes by adopting exhaustive literature search strategies -

Howard Rodríguez Mori

3:30-4:45 p.m. - CoMC 156 - Zoom Meeting ID: 281 558 5156

Panel -Eating latinidad: Emilia Pérez and the limits of representation - Melissa Santillana, Paola Guerrero, Javier Morales Riech

3:30-4:45 p.m. - CoMC 265 - Zoom Meeting ID: 205 168 6716

How collective remittances contribute to the overall wellbeing of the sending communities in rural areas in Mexico -

Nadia Flores-Yeffal

Accordion book: Gaps as passages - Marina Petric

5:00-6:00 p.m. - CoMC 265 - Zoom Meeting ID: 205 168 6716

Panel - Teaching strategies to affirm Latinx students' knowledge and belonging in higher education -

Britta Anderson, Yunuen Velázquez, Paola Guerrero & Sylvia Flores

