

ALMMACR

ASSOCIATION FOR LATINO MEDIA, MARKETS
& COMMUNICATION RESEARCH



Hispanic/Latino Media & Marketing

2024 International Conference



MSU Kellogg Center, East Lansing, Michigan

almmacr.com/conference

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<https://kelloggcenter.com/>

APRIL 5 2024

DAY ONE

7:30am-9:00am

8:30am-9:00am

Continental Breakfast - Lincoln Room Lobby

Conference Inauguration - Lincoln Room Lobby

Dr. Teresa Mastin

MSU Vice President and Vice Provost, Incoming President for the Association for Journalism and Mass Communication.

Welcoming remarks and logistics, *Manuel Chavez* and *Miguel Cabañas*, Michigan State University

9:00am - 10:30am

Panel 1: Disinformation and False Information in the Latino Media - Room 103

Alejandro Alvarado, Florida International University

Erich de la Fuente, Adjunct Professor of International Relations and Crisis Management in Global Affairs at Florida International University

Juan Rosa, National Director of Civic Engagement at NALEO Educational Fund

Cristina Tardaguila, Research Consultant at the Digital Democracy Institute of the Americas

Carlos Chirinos, Director of "El Detector" at Televisa Univision

Discussant: Alejandro Alvarado, Florida International University

Panel 2: Cultural Interpretation on Hispanic/Latino Representations - Room 104

"El fantasma como espacio de reivindicación feminista: Miradas subversivas contra la espectacularización de la violencia en México en Vuelven (Tigers are not afraid)" *Ana Ponce Castañeda*, Michigan State University

"This is the Güey: Latinx Ethnic Construction in the Estar Guars Universe," *Miguel A. Cabañas*, Michigan State University

"De la empresa periodística al grupo mediático. El caso de las Empresas El Mundo (1945-1960)." *Luis Rosario*, Universidad Ana G. Mendez, Puerto Rico

Discussant: Miguel A. Cabañas, Michigan State University

10:45am - 12pm

Panel 3: Latino Scholars in Communication, Media, and Information Studies - Room 103

Federico Subervi, University of Wisconsin

Kent Wilkinson, Texas Tech University

Manuel Chavez, Michigan State University

Miguel Cabañas, Michigan State University

Panel 4: An Examination of Hispanic Marketing and Media Consumption Behaviors: A Round Table - Room 104

Santiago Reyes, Florida State University

Stephanie Matos, Florida State University

Katherinne Peralta Laguna, Florida State University

Helen Lazo, Florida State University

Sasha Madrid, Florida State University

Discussant: Sindy Chapa, Florida State University



APRIL 5 2024

12:15pm - 1:30pm

Keynote: The Ethics In Journalism | Lunch - Lincoln Room

Leopoldo Gomez, Televisa/Univision News President
Erich de la Fuente, School of International and Public Affairs, Florida International University
Presented by Tim Vos and Manuel Chavez, MSU School of Journalism
SPONSORED BY THE NEIL SHINE ETHICS LECTURE MSU School of Journalism

1:30pm - 3:00pm

Panel 5: "La formación en Comunicación y los nuevos escenarios de actuación profesional en LATAM, EU y Europa" - Room 103

Rafael Gonzalez Pardo, Tolima School of Comunicación, Director and President of FELAFACS (Federación Latinoamericana de Facultades de Comunicación Social)
Santiago Gomez, Dean of the Social Sciences, Humanities and Arts School at Universidad Autónoma de Bucaramanga, FELAFACS Secretary
Marisela Bustillo, Universidad Nacional Autónoma de Honduras, Social Sciences School, Journalism Department, FELAFACS Central América and Caribbean representative
Jorge Salazar, Universidad Javeriana, Director, FELAFACS Andines representative

Discussant: Sindy Chapa, Florida State University and FELAFACS representative of associated countries.

Panel 6: Consumer Behavior and Advertising - Room 104

"The Effect of Hispanics' Ethnic Identification and Social-Media Engagement on Intentions Toward Social Network Site Advertising,"

Enrique P. Becerra, Texas State University
Pradeep Korgaonkar, Florida Atlantic University

"Luxury Consumption Shifts Among Hispanic and Non-Hispanic Consumers in a Post-Covid World"

Talalah Khan, Florida State University
Sindy Chapa, PhD., Florida State University

"Connecting through Social Media: A Study of Social Media Consumption between Hispanic and Non-Hispanic Populations in the US,"

Sindy Chapa, Florida State University
Ashley Johns, Florida State University
Katherinne Peralta, Florida State University

Discussant: Enrique Becerra, Texas State University



APRIL 5 2024

3:15pm-4:30pm

Panel 7: COVID's Impacts on Local Latino Communities - Room 103

Ariadne A. Gonzalez, Texas A&M International University

Stuart Davis, Baruch College

Lucinda Holt, Texas Tech University

Vinicio Sinta, University of Texas -Arlington

Discussant: Kent Wilkinson, Texas Tech University

Panel 8: Constructing and Reconstructing Information for Latino Communities during Natural Disasters - Room 104

Luis Rosario, Universidad Ana G. Mendez, Puerto Rico

Yadira Nieves, Universidad Interamericana de Puerto Rico

Manuel Chavez, Michigan State University

Alex Benitez, Michigan State University

Federico Subervi, University of Wisconsin

Discussant: Bruno Takahashi, Michigan State University

5:00pm

Campus Premier of the National Science Foundation Documentary: Documenting a Tragedy: Hurricane Maria - Lincoln Room.

Robert Gould, Michigan State University. Commentator Federico Subervi

Presented by *Bruno Takahashi* and *Manuel Chavez*

6:45pm

Reception and Evening Dinner - Red Cedar Room



APRIL 6 2024

8:00am - 9:00am

Continental Breakfast -Red Cedar Room

9:00am - 10:30am

Panel 9: Media Production and Entertainment - Room 103

How do Hispanics feel about boycotts? An examination of Hispanics' attitudes towards corporate boycotts in a multicultural setting

Olivia Bravo, The University of West Indies, Jamaica

Sindy Chapa, Florida State University

Rhythm and Resonance: An Analysis of Female Representation in Reggaeton Music

Alessandra Noli Peschiera, Florida State University

Derrick Raphael Pacheco, Florida State University

Stephanie Bonilla, Florida State University

Exploring Skopos Theory in Film Translation: Audience Perceptions of Cultural Adaptation in American and Latin American Cinema

Allen Yarrington, Florida State University

Katherinne Peralta, Florida State University

Santiago Reyes, Florida State University

10:45am - 12pm

Panel 10: Round table Doctoral Student Perspectives and Peer Advising - Room 103

Kent Wilkinson, Texas Tech University

Sindy Chapa, Florida State University

Manuel Chavez, Michigan State University

Carolina Perez, Texas Tech

Ana Ponce, Michigan State University

Alessandra Noli Peschiera, Florida State University

Derrick Pacheco, Florida State University

Discussant: *Yadira Nieves-Pizarro, Universidad Interamericana de Puerto Ric*



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APRIL 6 2024

12:15pm

Keynote: Ethics in Journalism - Red Cedar Room
Melissa Sanchez, ProPublica -Reporting on issues that hurt
Presented by *Manuel Chavez, MSU School of Journalism*

SPONSORED BY THE NEIL SHINE ETHICS LECTURE MSU School of Journalism

1:30pm

Award Ceremony and Closing
Presented by Manuel Chavez & Miguel Cabañas, Michigan State University

2:00pm

Executive Committee ALMMACR Meeting - Red Cedar Room

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