

**University of New Mexico
College of Arts and Sciences
Faculty Vitae**

Ronda L. Brulotte

Anthropology

February 2010

Educational History

Ph.D. 2006 University of Texas at Austin, Anthropology, Program in Folklore and Public Culture, Title: *Revealing Artifacts: Prehispanic Replicas in an Oaxacan Woodcarving Town* (Richard R. Flores, advisor).

M.A. 1999 University of Texas at Austin, Latin American Studies, Title: *www.alebrijes.com: The Commodification of Oaxacan Woodcarving in Cyberspace* (Henry H. Selby, advisor).

B.A. 1996 University of Washington, Spanish and Latin American Studies (*Magna Cum Laude*).

Employment History

Assistant Professor, Department of Anthropology, University of New Mexico 2009-present.

Affiliated Faculty, Latin American and Iberian Institute, University of New Mexico 2007-present.

Lecturer III, Department of Anthropology, Anthropology, University of New Mexico 2007-2008.

Co-Director, *Conexiones* Program in Michoacan, Mexico, Department of Spanish and Portuguese and University Honors Program, University of New Mexico, 2008.

Assistant Professor, Department of Anthropology, University of Oklahoma, 2007.

Program Specialist and Co-Editor of *la Tertulia*, Hulbert Center for Southwest Studies, Colorado College, 2005-2006.

Assistant Director and Instructor, Summer Ethnographic Field School in Oaxaca, Mexico, Department of Anthropology, California State University, Long Beach, 2005.

Teaching Assistant, Department of Anthropology, University of Texas at Austin, 2003-2004.

Teaching Assistant, Anthropology, University of Texas at Austin, 1999-2001.

Fellowships and Grants

Faculty Research Grant, Latin American and Iberian Institute (\$2000), University of New Mexico, 2009.

Faculty Enrichment Grant (\$2000), University of Oklahoma, 2007.

Presidential Travel Fellowship (\$500), University of Oklahoma, 2007.

Professional Development Award (\$200), University of Texas at Austin, 2006.

David J. Bruton Fellowship (\$2000), University of Texas at Austin, 2004.

Professional Development Award (\$100), University of Texas at Austin, 2004.

Fulbright-Hays Doctoral Dissertation Research Fellowship (\$26,500), 2002.

David J. Bruton Fellowship (\$2000), University of Texas at Austin, 2002.

International Education Fee Scholarship (\$500), University of Texas at Austin, 2002.

Tinker Foundation Research Grant, Institute of Latin American Studies (\$2000), University of Texas at Austin, 2000.

Liberal Arts Graduate Research Fellowship (\$1500), University of Texas at Austin, 2000.

Summer Research Fellowship (\$1000), Américo Paredes Center for Cultural Studies, University of Texas at Austin, 2000.

International Education Fee Scholarship (\$500), University of Texas at Austin, 2000.

Professional Development Award (\$100), University of Texas at Austin, 2000.

Friends of Latin American Studies Fellowship (\$9000), Institute of Latin American Studies, University of Texas at Austin, 1998-1999.

Foreign Language and Area Studies Fellowship (\$12,000), Institute of Latin American Studies, University of Texas at Austin, 1997-1998.

Other Funding

Latin American and Iberian Institute, University of New Mexico (\$300), funds to support travel for Mexican artisan Catarino Carrillo to participate in the Maxwell Museum of Anthropology “Artisans of the World” series, 2008.

Narrative Description of Research, Teaching and Service Interests

Through my research and teaching, I investigate issues of tourism, the economic and social meanings of material culture, and the articulation of art markets with local communities. I frame my broader theoretical interests in cultural representation, aesthetics and expressive forms, racial/ethnic formation, and globalization within the context of Latin America and, specifically, the historical development of Mexico as a site of tourism and anthropological study. My current book project, *Artifacts of Modernity: Archeological Replicas, Woodcarving and Cultural Aesthetics in Southern Mexico*, is based on dissertation research that I carried out in Oaxaca as a Fulbright-Hays Fellow from 2003-2004 and during subsequent trips. It is an ethnographic account of the archeological replica trade at the Monte Alban archeological zone. My next project focuses on culinary tourism in Oaxaca and will consider the ways in which regionally specific foods and food-related practices are constituted in a transnational cultural tourism market.

My teaching interests are in material culture, art and aesthetics, popular and expressive culture, cultural studies, tourism, ethnicity and identity, the anthropology of food, and cultural representation, with geographic emphasis on Mexico and Latin America generally. I also regularly teach introductory cultural anthropology courses. I advocate cross-subfield approaches to teaching and worked to develop a new course entitled “The Ethnography of Archeology and Community,” which I co-taught with Dr. Keith Prufer during spring semester 2009. This class explored the relationship between archeological practices and contemporary communities. Based on the success of this course, Dr. Prufer and I are now developing another cross-subfield class, “The Anthropology of Heritage,” for fall 2010.

My own professional interests and achievements were strongly shaped by opportunities to travel and study abroad presented to me while I was undergraduate student. As such, I place great value on developing and implementing experiential, field-based programs as part of an undergraduate curriculum. In the summer of 2005, I served as an assistant director and instructor for the Summer Ethnographic Field School in Oaxaca, Mexico, sponsored by the Department of Anthropology at California State University, Long Beach. I was the co-director of UNM’s 2008 *Conexiones* Program in Morelia, Mexico, an intensive summer language and culture program offered through the University Honors Program and Department of Spanish and Portuguese. In the future, I hope to develop a summer program in Mexico for anthropology majors who wish to gain an on-the-ground understanding of the methodological challenges and ethical issues involved in conducting ethnographic field work.

Scholarly Achievements

Published Articles in Refereed Journals

“Yo soy nativo de aquí”: The Ambiguities of Race and Indigeneity in Oaxacan Craft Tourism. *Journal of Latin American and Caribbean Anthropology* 14(2):457-482. 2009.

Oaxacan Woodcarving in Cyberspace: Virtual Tourism and the Crafting of Zapotec Tradition. *Text, Practice, Performance* 2:63-82. 2000.

Reviews

Review of *Made in Mexico: Zapotec Weavers and the Global Ethnic Art Market*, by W. Warner Wood, *Museum Anthropology* 32(2):159-160, 2009.

Review of *Shane, the Long Ethnographer: A Beginner's Guide to Ethnography*, by Sally Campbell, *Journal of Anthropological Research*, 64(4): 570-572, 2008.

Review of *Mayan People Within and Beyond Boundaries: Social Categories and Lived Identity in Yucatán*, by Peter Hervik. *Cultural Analysis* 6:R1-R3, 2007.

Review of *The Devil's Book of Culture: History, Mushrooms, and Caves in Southern Mexico*, by Benjamin Feinberg, *The Americas* 62(4):662-663, 2006.

Works in Progress:

Books

Artifacts of Modernity: Archaeological Replicas, Woodcarving and Cultural Aesthetics in Southern Mexico. Book manuscript in preparation.

Journal Articles

Vicarious Border Crossing: Staging Mexican Migration for Tourism, to submit to the *Journal of Latin American Cultural Studies*.

Frances Toor's Mexican Treasures: U.S. Desires, Indigenismo and Post-Revolutionary Mexico, to submit to *Journal of American Folklore*.

Chapters in Books

Artifacts of Modernity: The Roots of the Prehispanic Replica Trade at Monte Albán. In *The Intersection Between Archaeology and Community in Latin America*. Prufer, Keith M. Rebecca Zarger and Shoshaunna Parks, eds. Under contract with University Press of Colorado. Expected publication 2011.

Reviews

Review of *The World of Lucha Libre: Secrets, Revelations, and Mexican National Identity*, by Heather Levi. 2008. *Journal of Anthropological Research*. Accepted for publication.

Invited or Refereed Abstracts and/or Presentations:

Presentations at Professional Meetings

Chapulines, Gusanitos, and Cuitlacoche: The Politics of Extreme Eating in Mexico, Society for Applied Anthropology and Society for Latin American and Caribbean Anthropology, Santa Fe, NM, 2009.

Visual Regimes of Exclusion and Oaxacan Archeological Heritage, American Anthropological Association, Washington, D.C., 2007.

From Mexico's Heart: Oaxacan Cookbooks and the Representation of a Regional Ethnic Cuisine, Southwest/Texas Popular Culture Association, Albuquerque, NM, 2007.

Why Fakes Matter: Rethinking Material Culture at Monte Alban, American Anthropological Association, Washington, D.C., 2005

Consuming the Land of Seven *Moles*: Discursive Authority and Authenticity in Oaxacan Cookbook Writing," American Folklore Society, Atlanta, GA, 2005.

Competing Visions for the Utilization of an Oaxacan Archeological Site: The Case of Replica Vendors at Monte Alban, Society for Applied Anthropology, Santa Fe, NM, 2005.

Replicating Authenticity, Authenticating Replicas: A Case Study of Pre-Hispanic Replica Vending at Monte Alban, Latin American Studies Association, Las Vegas, NV, 2004.

Of Alebrijes and *Idolos*: Ambivalent Discourses of an Oaxacan Artisan Community, American Anthropological Association, Chicago, IL, 2003.

Cultural Representations of Oaxaca: Discourses of Identity, Discourses of Containment, session organizer, American Anthropological Association, Chicago, IL, 2003.

Selling Oaxaca's Past: Pre-Hispanic Replica Vendors at Monte Alban, American Folklore Society, Albuquerque, NM, 2003.

Online Encounters with the 'Authentic' and the 'Traditional': Marketing Oaxacan Folk Crafts in Cyberspace, Society for Applied Anthropology, Merida, Yucatan, Mexico, 2001.

Virtual Tourism and the Creation of the Oaxacan Cyber-'folk', American Folklore Society, Columbus, OH, 2000.

www.alebrijes.com: The Commodification of Oaxacan Woodcarving in Cyberspace, XX Student Conference on Latin America, University of Texas at Austin, Austin, TX, 2000.

Invited Lectures and Other Presentations

Art, Artifact and Authenticity: Woodcarving and Archeological Replicas in Oaxaca, Mexico, School for Advanced Research, Santa Fe, NM, 2008.

Art, Artifact and Authenticity: Woodcarving and Archeological Replicas in Oaxaca, Mexico, Hulbert Center for Southwest Studies Aficionados Luncheon, Colorado College, Colorado Springs, CO, 2007.

Narratives of Idols and Alebrijes in Oaxaca, Mexico, Department of Anthropology, Colorado College, Colorado Springs, CO, 2006.

Memoryscapes: An Exhibition of Memory, Trauma and Tourism, University of Texas at Austin, 2001.

Reconceptualizing Mexican Folk Art, Austin International Festival, Austin, TX, 2000.

Public Archeology at Varner-Hogg Plantation Park, Texas Parks and Wildlife Department, Austin, TX, 2000.

Teaching and Advisement

Doctoral Advisement

Ilse Biel (Anthropology), committee member

Topic: Zapatista communities and international activism in Chiapas, Mexico

Jennifer Cardinal (Anthropology), supervisor

Topic: Expatriate communities in a Mexican coastal resort community

Siegrid Guillaumon (Inter-institutional Ph.D., Brazil), faculty supervisor at UNM

Topic: A comparative study of religious tourism in Bahia, Brazil and New Mexico

Erin Hegberg (Anthropology), committee member

Topic: Social boundaries in the Valencia (Spain) during the Islamic period

Shirley Heying (Anthropology), committee member

Topic: War orphans in Guatemala

Erin Hudson (Anthropology), committee member

Topic: The impact of NAGPRA on contemporary archaeological practice

Ruth Jolie (Anthropology), dissertation co-supervisor

Topic: Gender roles and parental identity in Albuquerque, New Mexico

Rosemary Sallee (American Studies), committee member

Topic: Women's crafting communities

Kelley Sawyer (Anthropology), committee member

Topic: GLBT tourism in Philadelphia

Masters Advisement

Katherine Councilor (American Studies), committee member

Topic: Historic cookbooks and the making of New Mexican culture

Graduated Spring 2009

Ileana Gomez (Theater and Dance), committee member

Topic: MFA project on contemporary flamenco dance

Daniel Shattuck (Anthropology), faculty mentor

Ashley Sherry (Anthropology), faculty mentor

Undergraduate

Elijah Kamerman (Anthropology, senior honors thesis)

Topic: Curanderos and traditional healing practices

Amanda McEwen (Anthropology, McNair Faculty Mentor and honors thesis supervisor)
Topic: Urban farming in Albuquerque, NM

Classroom Teaching

University of New Mexico

- 2010S Cultural Theory and Popular Culture (ANTH 530/AMST 540, graduate), 16 students
- 2009F Cultures of the World (ANTH 130) 100 students
- 2009F Material Culture (ANTH 340), 30 students
- 2009S Cultures of the World (ANTH 130), 80 students
- 2009S The Ethnography of Archaeology and Community (ANTH 240/420), 25 students
- 2008F Cultures of the World (ANTH 130-2 sections), 110 students total
- 2008S Mexico: Culture and Society (UHON 222), 16 students
- 2008S Material Culture (ANTH 340), 30 students
- 2008F Cultures of the World (ANTH 130), 2 sections, 110 students total

University of Oklahoma

- 2007S Peoples of the World (ANTH 2203), 80 students
- 2007S Material Culture (ANTH 4163), 25 students

University of Texas at Austin

- 2004S American Public Culture (ANTH 325), 2 sections, 50 students total
- 2001F Language, Culture and Communication (ANTH 320), 80 students
- 2001S Cultural Anthropology (ANTH 302), 2 sections, 60 students total
- 2000F Cultural Anthropology (ANTH 302), 2 sections, 60 students total
- 1999S Language, Culture and Society in Latin America (ANTH 320), 30 students

Arrazola, Oaxaca (Mexico)

- 2003 English as a Second Language after school program for grades 4-6

Española Valley Public Schools

- 2002 Substitute teacher, K-12

Curriculum Development

Developed course: Ethnology and Archaeology of Communities (UNM ANTH 420) 2008, co-taught 2009S with K. Pruffer.

Study abroad: Conexiones Language and Culture Study Program in Michoacan, Mexico, revised program curriculum for summer 2008.

Developed course: Mexico: Culture and Society (UNM UHON 222) and Material Culture (UNM ANTH 340) 2008.

Service

Book and Journal Reviews

- 2009 Textbook reviewer for W.W. Norton.
- 2009 Manuscript reviewer for Museum Anthropology.
- 2008-present Book and manuscript reviewer for Journal of Anthropological Research.
- 2008 Manuscript reviewer for Urban Anthropology.
- 2007 Book reviewer for Cultural Analysis.
- 2006 Book reviewer for The Americas.

Granting Agency Reviews

- 2009-10 Resident Scholar Review Panel, School for Advanced Research, Santa Fe, NM.
- 2008-present Proposal reviewer for National Science Foundation.

Departmental and University

- 2010 Co-Chair, Ethnology Graduate Admissions Committee, Department of Anthropology, University of New Mexico.
- 2009-2010 Faculty Mentor, Ronald E. McNair Scholars Program, University of New Mexico.
- 2009-present Faculty Advisor, Undergraduate Anthropology Society, University of New Mexico.
- 2009-present National Endowment for the Humanities, Humanities Institute Initiative planning committee, University of New Mexico.
- 2009-present Book Review Committee, Journal of Anthropological Research.
- 2009-present Chair, Instructional Resources Committee, Department of Anthropology, University of New Mexico.
- 2009 Co-Chair, Ethnology Graduate Comprehensive Exams Committee, Department of Anthropology, University of New Mexico.
- 2007-present Anthropology Colloquia Series Committee, Department of Anthropology, University of New Mexico.
- 2008 Program Co-Organizer, Oaxaca Life and Art (Artisans of the World Series), Maxwell Museum of Anthropology, University of New Mexico.

- 2008 Peace Fair Organizing Committee, University of New Mexico.
- 2007 Study Abroad Interview Committee, University of Oklahoma.
- 2000-2002 Peer Mentor, Department of Anthropology, University of Texas at Austin.
- 1999-2001 Editorial Board, Text, Practice, Performance, University of Texas at Austin.
- 1997-1999 Committee Chair, XVIII & XIX Student Conferences on Latin America, Latin American Studies Student Association, University of Texas at Austin.

Other Professional Service

- 2004-2005 Volunteer Collections Assistant, Taylor Museum, Colorado Springs, CO.
- 2002 Volunteer Curator Assistant, Museum of International Folk Art, Santa Fe, NM.
- 2000-2001 Cultural Exhibits Coordinator, Austin International Children's Festival, Austin, TX.
- 1998 Intern, Sociedad Mexicana Pro-Derechos de la Mujer, evaluator for women's microfinance programs, Mexico, D.F.
- 19996-1997 AmeriCorps National Service Project, CASA Latina, Latino homeless outreach and education, Seattle, WA.