

Diana Leon-Boys

University of Illinois, Urbana-Champaign • Institute of Communications Research
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EDUCATION

- 2020
(2015-2020) **Ph.D., Communications & Media**
University of Illinois, Urbana-Champaign, IL
Dissertation Title: “Bienvenida a Disney, Princess Elena: Exploring Race, Age, and Gender in Disney’s *Elena of Avalor*”
Committee: Dr. Angharad N. Valdivia, Dr. Cameron McCarthy, Dr. Isabel Molina-Guzmán, Dr. Myra S. Washington
- 2013
(2011-2013) **M.A., Communication**
University of New Mexico, Albuquerque, NM
Master’s Thesis Title: “A Latina Captain in Showtime’s *Dexter*: (Un)Veiling a Progressive Image of Latinas through Discourse Analysis of Media-Audience Co-Constructions of Latinidad”
Committee: Dr. Ilia Rodriguez, Dr. Nancy Lopez, Dr. Myra S. Washington
- 2010
(2006-2010) **B.A., Communication Studies**
Southwestern University, Georgetown, TX
Capstone Title: “Latina Bodies as Hollywood Fairytale?: Latinidad and Hybridity in Lingerie and Swimwear Advertisements”
Thesis Advisor: Dr. Julia R. Johnson

LANGUAGES

English (Fluent), Spanish (Native Speaker)

RESEARCH AND TEACHING INTERESTS

- Critical Ethnic Studies
- Latina/o Communication Studies
- Latina/o Studies
- Girlhood Studies
- Gender and Sexuality Studies
- Cultural Studies
- Communication Studies
- Media and Cinema Studies
- TV and New Media
- Digital Studies
- Critical Rhetoric
- Disney

PUBLICATIONS

- Leon-Boys, D. & Valdivia, A.N. (In Progress). Disney Toy Marketing Addresses Latinxs. In R. Hains & N. Jennings (Eds.) *Children's Toys and Consumer Culture: Critical Perspectives on the Marketing of Children's Play*.
- Leon-Boys, D. & Valdivia, A.N. (In Progress). Stuck in the Middle, Disney, Children, and Latinidad. *Journal of Children and Media*.
- Leon-Boys, D., & Valdivia, A.N. (Forthcoming). Twenty-first Century Disney Girlhoods: Targeting Latinidad through Post-feminist Narratives. In C. Mitchell (Ed.) *Transnational Girlhoods Series*. New York, NY: Berghahn Press.
- Leon-Boys, D. (In Press). America's Favorite Doll?: Conflicting Discourses within the American Girl Collection. Book Review of *Playing With America's Doll: A Cultural Analysis of the American Girl Collection*, by Emilie Zaslow. *Girlhood Studies: An Interdisciplinary Journal*.
- Leon-Boys, D. (2019). Book Review of *In Search of Belonging: Latinas, Media, and Citizenship*, by Jillian M. Báez. *Feministas Unidas, INC*.
- Leon-Boys, D. (2019). Decentering Latinidad through Audience Constructions in *Dexter*. In Hernandez, L., Bowen, D., De Los Santos- Upton, S., & Martinez, A. (Eds.). *Latina/o Communication Studies: Theories, Methods, and Practice*. Maryland: Lexington Books.
- Leon-Boys, D., & Kristensen, M. (2018). Race, Cyborgs, and the Pitfalls of Biopolitical Discourse in *Black Mirror's* "Men Against Fire." In A. Cirucci & B. Vackery (Eds.) *Black Mirror and Critical Media Theory*. Maryland: Lexington Books.
- Johnson, J. R., Gonzalez, M., Ray, C., Hager, J., **Leon, D.**, Spalding, S., & Brigham, T. (2011) Daring pedagogy: Dialoguing about intersectionality and social justice. In S.M. Pliner & C.A. Banks (Eds.) *Teaching, Learning, and Intersecting Identities in Higher Education* (pp. 179-200). New York, NY: Peter Lang Publishers.

PEER-REVIEWED CONFERENCE PRESENTATIONS

- 2019 *Disney Girls: Disney Channel's U.S. Latina and Disney Junior's Latinoamericana*. 2019 Ethnicity, Race, and Indigenous Peoples Conference. Spokane, WA. September
- Elena of Avalor: Girl Power or Domesticity?* Kentucky Gender and Women's Studies 2019 Conference. Lexington, KY. September
- Disney Toy Marketing Addresses Latinxs*. International Communication Association. Washington, D.C. May
- From Flexible Latin American-ness to Specific Mexicanidad: Disney's Use of Strategic Ambiguity*. International Girls Studies Association. Notre Dame, IN. February

- 2018 *A Latina Princess Ready to Rule: The (Ethnic) Production of Elena of Avalor*. National Communication Association. Salt Lake City, UT. November
- Mamá PhD: Panel discussion*. National Communication Association. Salt Lake City, UT. November
- María Jesús Alvarado Rivera, Intersectional Feminism, and Trump's Abortion Ban For Girls in Immigration Custody*. National Communication Association. Salt Lake City, UT. November
- Vamos a Jugar: Mentorship and Social Bonding for the Latina/o/x Studies Division and La Raza Caucus: Panel discussion*. National Communication Association. Salt Lake City, UT. November
- Latinx Representation in Hollywood: Disney, Latinidad, and Representation*. Flow Conference at the University of Texas. Austin, TX. September
- Popular Culture Resistance through Language: Jane the Virgin Complicates Latinidad*. Union for Democratic Communication. Chicago, IL. May
- 2017 *Elena of Avalor: A Latina Princess & the Celebrity Praise for Disney's Diversification*. The National Women's Studies Association. Baltimore, MD. November
- "You Knew All of This. All Along": Race and Biopower in Black Mirror*. Midwest Popular Culture Association. St. Louis, MO. October
- Disney Invests in Youth of Color: Elena of Avalor in the Digital Age*. Interdisciplinary Encounters: Exploring Knowledge-Making Across Boundaries: UIUC Graduate Science and Technology Studies Workshop. Urbana-Champaign, IL. March
- 2016 *The Spanglish of the Narco State: Language Resistance in a Neoliberal Post-Racial Era*. International Association of Inter-American Studies. Santa Barbara, CA. October
- Mistaken Motherhood: Language as Identity Marker*. Latina/o Studies Association. Pasadena, CA. July
- 2011 *Positive Latina Portrayals?: Complexities in LaGuerta's Portrayal on Showtime's Dexter*. Eighth International Congress of Qualitative Inquiry. Urbana-Champaign, IL. May
- 2010 *Latina Bodies: Hollywood Fairytale? Latinidad and Hybridity in Lingerie and Swimwear Ads*. National Communication Association. San Francisco, CA. November
- Broken Bridges: Activism and the Academy: Panel discussion*. National Communication Association. San Francisco, CA. November

INVITED LECTURES, TALKS, AND INSTITUTES

- 2019 *Combining Discursive and Ethnographic Techniques in Qualitative Research: My Circuit of Culture Approach*. Invited Lecture by Visualizing the Global Context (MDIA 590). The University of Illinois at Urbana-Champaign. September

What is Diversity? Keynote Speaker for the Diversity and Inclusion Networking Exchange. The University of Illinois at Urbana-Champaign. April

“La Primera Princesa Mexicana:” Disney’s Use of Mexicanidad at California’s Magic Kingdom Park. Panelist for the Latina/Latino Studies Department Graduate Student Symposium. The University of Illinois at Urbana-Champaign. February

Postfeminism and Disney. Invited Lecture by Sex and Gender in Popular Media (MACS 356). The University of Illinois at Urbana-Champaign. February

- 2018 *Theme Parks as Sites of Audience Research*. Invited Lecture by Introduction to Media Studies (MACS 101). The University of Illinois at Urbana, Champaign. October

Coco and Día de los Muertos through the Eyes of Disney. Invited Lecture by Disney’s Global Media (MACS 199). The University of Illinois at Urbana, Champaign. September

Disney and Social Media. Invited Lecture by Contemporary Rhetoric (COMM 5332). The University of Texas at El Paso. March

Global Disney. Invited Lecture by Interpersonal Communication (COMM 2350). The University of Texas at El Paso. March

Exploring Graduate School. Panelist for Careers in Economics (ECON 198). The University of Illinois at Urbana-Champaign. February

- 2017 *Disney’s Latina Pre-Tween Audience: A Critical Discursive Analysis of Disney’s First Latina Princess*. Dish it Up Lunch On Us Series, Women’s Resource Center. University of Illinois at Urbana-Champaign. December

- 2016 *Complicating Latina Portrayals: (Un)Veiling Invisible Racism in Dexter*. USC Annenberg’s Summer Doctoral Institute for Diversity in Media and Culture. Los Angeles, CA. June

Latinidad, Gender, and Popular Culture. Community of Scholars Research Symposium Presenter, University of Illinois at Urbana- Champaign. October

- 2015 *Success in LAS for International Students*. Presenter for Transfer Advantage (LAS 199) The University of Illinois at Urbana-Champaign. September

TEACHING, RESEARCH, AND ACADEMIC PROFESSIONAL EXPERIENCE

University of Illinois at Urbana-Champaign

- 2019 Race, Gender, and Power (GWS 201) Instructor of Record, Fall 2019,
Department of Gender and Women's Studies, Urbana-Champaign, IL
- Introduction to Latina/Latino Studies (LLS 100) Instructor of Record, Summer
2019, Department of Latina of Latina/Latino Studies, Urbana-Champaign, IL
- Introduction to Media Studies (MACS 101) Instructor of Record, Spring 2019,
Media and Cinema Studies, Urbana-Champaign, IL
- 2016-2019 Research Assistant, Prof. Angharad N. Valdivia
Project: *The Gender of Hybridity* book, Urbana-Champaign, IL
- 2018 Race, Gender, and the Body (LLS 387) Instructor of Record, Fall 2018,
Department of Latina/Latino Studies, Urbana-Champaign, IL
- 2016- 2018 Graduate Mentor, Office of Minority Student Affairs,
Urbana-Champaign, IL
- 2015- 2017 Graduate Academic Coach, Irwin Academics Center,
Urbana-Champaign, IL

Gonzaga University

- 2018-2019 International and Intercultural Communication Online Course
(COML 598) Instructor of Record, Master's in Communication
and Leadership Studies, Spokane, WA

University of New Mexico

- 2013 Nonverbal Communication (C&J 323) Instructor of Record, Spring 2013,
Department of Communication and Journalism, Albuquerque, NM
- 2012-2013 Public Speaking (C&J 130) Instructor of Record: Invitational Rhetoric,
Department of Communication and Journalism, Albuquerque, NM
- 2011-2012 Public Speaking (C&J 130) Instructor of Record: Aristotelian Approach,
Department of Communication and Journalism, Albuquerque, NM

AWARDS AND FELLOWSHIPS

- 2019-2020 University of Illinois Institute of Communications Research Block Grant
Fellowship (**highly competitive one-year full fellowship awarded to
outstanding doctoral students, approx. \$20,000**) University of Illinois, Urbana-
Champaign, IL

- 2019 Teacher Ranked as Excellent by their Students for Summer 2019, University of Illinois, Urbana-Champaign, IL
- Teacher Ranked as Excellent by their Students for Spring 2019, University of Illinois, Urbana-Champaign, IL
- 2018 Teacher Ranked as Excellent by their Students (**with outstanding instructor ratings**) for Fall 2018, University of Illinois, Urbana-Champaign, IL
- ICR Fall 2018 Conference Travel Award, University of Illinois, Urbana-Champaign, IL (\$400)
- ICR Student Summer Research Award, University of Illinois, Urbana-Champaign, IL (\$1,000)
- 2015-2018 University of Illinois Distinguished Fellowship (**highly competitive three-year full fellowship, \$25,000/year**), University of Illinois, Urbana-Champaign, IL
- 2017 Lynne Blanton Student Travel Fund Award, University of Illinois, Urbana-Champaign, IL (\$500)
- 2016 ICR Spring 2016 Conference Travel Award, University of Illinois, Urbana-Champaign, IL (\$350)
- 2013 Outstanding Master's Student Award, Department of Communication and Journalism, University of New Mexico, Albuquerque, NM
- 2006-2008 Sarofim Scholarship in Theatre, Southwestern University, Georgetown, TX

SERVICE

University of Illinois at Urbana-Champaign

- 2019-Present Graduate Student Representative for the College of Liberal Arts and Sciences Strategic Planning Committee (Promoting Diversity and Inclusion Task Force), University of Illinois, Urbana-Champaign, IL
- 2017-Present Graduate Student Representative for College of Media's Diversity Committee, University of Illinois, Urbana-Champaign, IL
- 2017 Community of Scholars Table Talk Facilitator, University of Illinois, Urbana-Champaign, IL
- 2016 Community of Scholars Tour Guide, University of Illinois, Urbana-Champaign, IL
- 2015 Community of Scholars Research Presenter, University of Illinois, Urbana-Champaign, IL

University of New Mexico

- 2012 Graduate Student Search Committee Member for Lecturer II position in Multimedia Journalism, University of New Mexico, Albuquerque
- 2012 Graduate Student Representative for Graduate Admissions Committee, University of New Mexico, Albuquerque
- 2011 Graduate Student Representative for the Department of Communication and Journalism at the Graduate Professional Student Association, University of New Mexico, Albuquerque

Journal and Conference Manuscript Reviews (ad hoc):

- 2018-2019 *Latina/o Comm Studies Division and La Raza Caucus of the National Communication Association*
- 2017-2019 *Feminist Media Studies*
- 2017 *Women's Studies Quarterly*, Special Issue: Beauty.

PROFESSIONAL MEMBERSHIPS

Current:

- National Communication Association
- International Communication Association
- Latina/o Studies Association
- National Women's Studies Association
- NWSA Girls and Girls Studies Caucus
- International Girls Studies Association

Former:

- Graduate Professional Student Association (University of New Mexico)
- Raza Graduate Student Association (University of New Mexico)
- Western States Communication Association

PROFESSIONAL EXPERIENCE**Academic Program Specialist**

2013-2015

A Legacy of Giving

Austin, TX

- Presented/delivered academic assemblies to 20 schools in the Austin area (elementary-high school) about various topics dealing with philanthropy and social concerns
- Contributed to curriculum writing and design, utilizing knowledge of relevant technological programs to support the creation of new visual lessons
- Worked with education committee to assist with plans for school recruitment, implementation, and expansion of program
- Created and managed positive relationships with all campus staff members and principals in assigned schools

- Co-created a new module about health and wellness, including lesson plans, white board animations, and after school activities for elementary, middle, and high school students.

Teaching Artist

2010-2011

Creative Action

Austin, TX

- Guided high school ‘at-risk’ students in the devising of original theatrical pieces
- Engaged high school students in dialogue concerning healthy teen relationships and teen dating violence
- Devised lesson plans and worked alongside other Theatre Action Project staff members in order to bolster the curriculum according to individual schools, grades, classrooms, etc.
- Supported the development of lesson plans/curricula with a stronger emphasis on diversity and multicultural understandings

Sportscaster / News Intern

2009 –2010

Univision Communications

Austin, TX

- Assisted in the conception and coordination of sports-related assignments for daily local news, including coverage of community based sporting events
- Reported sports-related news stories from the field
- Collaborated with other sportscasters on writing stories for the newscast
- Edited and archived b-roll and news footage

Promotions Assistant/ Community Affairs Assistant

2007- 2010

Univision Communications

Austin, TX

- Collaborated with team to increase community awareness of Univision and their Latina/o outreach programs
- Worked alongside local Latina/o organizations in order to seek solutions to support the Latina/o community
- Co-organized 1st annual Copa Univision soccer tournament
- Translated commercials and Public Service Announcements from English to Spanish