

# Yvette Chairez

Texas A&M University – San Antonio

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Research Specializations: visual and performance rhetorics relating to Chicanx/Latinx cultural productions; new materialism and theories of the uncanny; new directions in Writing Studies at Hispanic Serving Institutions

## EDUCATION

- Ph.D. Department of English, University of Texas at San Antonio, 2023  
“[H]ow we are supposed to conduct ourselves”: *Crafting Maternal Facultad Counterstories to Combat Mexican-American Master Narratives of Motherhood*  
Chair: Sue Hum; Committee: Bridget Drinka, Kimberly Garza, Kristie Fleckenstein
- M.A. Department of English, Texas A&M University San Antonio, 2018  
“Try and get me”: *Fashion, Rebellion, and Bodily Autonomy on Display at the 2017 Amber Rose SlutWalk*
- B.S. School of Marketing and Communication, University of Maryland, 2007  
“Ugly Advertising: Analyzing Lululemon’s Approach to Ad Aesthetics”

## TEACHING EXPERIENCE

Introduction to Rhetoric	Spring 2025
Visual Studies	Fall 2024
Intersectional Shakespeare	Spring 2024
Composition II	Fall 2023, Spring 2024, Fall 2024
Composition I	Fall 2023 (synch and asynch)
Advanced Comp	Fall 2021 (hybrid), Spr 2022 (hybrid), Fall 2022, Spr 2023
Literary Criticism	Spring 2020 (asynch), Fall 2020 (synch), Spring 2021 (synch)
Technical Writing	Fall 2019, Spring 2020 (asynch), Fall 2021 (hybrid), Spring 2025

## PUBLICATIONS

### BOOKS

- 2026 Chairez, Yvette. *The Infamous Mexican Foremothers: Historical Significance and Contemporary Influence* (working title). Crossed Crow Books. Series editor: Mark Norman, host of *The Folklore Podcast*.
- 2026 Chairez, Yvette and Marie Bravo-Moix, eds. *Fashioning the Borderlands: Clothing and Adornment as a Rhetorical Tool of Resistance and Identity (Re)Construction in Latine/x America*. Palgrave: London.

## BOOK CHAPTERS

- 2026 Chairez, Yvette. "Mexico's Martyred Green Girl: Uncovering the Ecological Uncanny in Caribbean Fragoza's 'Ini y Fati'." *Green Women: A Companion*. Peter Lang, Oxford. Editor: Simon Bacon.
- 2026 Chairez, Yvette. "ChOOF: Toward a Theory of Chicana Object-Oriented Feminism through the Eco-Critical Fashion and Art of Barbara Sanchez-Kane." *Fashioning the Borderlands: Clothing and Adornment as a Rhetorical Tool of Resistance and Identity (Re)Construction in Latine/x America*. Palgrave: London.
- 2023 Chairez, Yvette. "Rhetorical Uteri: A Comparative Visual Rhetorical Analysis of Next Nature Network's 'First Artificial Womb for Humans' and Ani Liu's *The Surrogacy*." *Performing Maternities*. Eds. Kate Aughterson and Jess Moriarty. Intellect Books, forthcoming.
- 2022 Chairez, Yvette. "Trauma as Nonordinary Reality: An Autohistoria Teoría." *El Mundo Zurdo* 8. Aunt Lute Books, 2022, pp. 133-139.

## JOURNAL ARTICLES

- 2022 Chairez, Yvette, Victoria Ramirez Gentry, and Sue Hum. "Differences Within Difference: Everyday Praxis from Latinx Lived Experience." *Composition Studies*, 50<sup>th</sup> Anniversary Issue, 50.1, pp. 55-61.

## BOOK REVIEWS

- 2021 Chairez, Yvette. "Leticia Alvarado, *Abject Performances: Aesthetic Strategies in Latino Cultural Productions*." *Chiricu Journal: Latina/o Literatures, Arts, and Cultures*. Vol 5, Num 2, pp. 265-267.

## CONFERENCES

### PANELS CREATED

- 2023 Case Studies on Latina Identity Construction Through Fashion: Frida Kahlo, Gloria Anzaldua, and "Mabel Mora". Popular Culture Association Conference, April 5-8.
- 2020 Who Defines Us?: A Translingual Movement Against Assumptions Toward Latinx Writing Majors in Hispanic-Serving Institutions. National Council of Teachers of English, March 3-4.

### PAPERS PRESENTED

- 2025 "Uncanny Semiotics: Visual Tools of Subversion in Martine Gutierrez's Cultural Adaptations." Modern Language Association Conference. January 9-12.
- 2024 "From the Dead: Mexico's Death-Scented Mourning Shawl Repurposed in Monica Martinez-Diaz's *A Trajectory of Grief*." Northeast Popular Culture Association Conference, October 3-5.
- 2024 "Stratford-Upon-West-Texas: A Case Study on the Globe of the Great Southwest." Adapting, Performing, and Translating Shakespeare in the U.S.-Mexico Borderlands, Texas A&M University – San Antonio, March 5-7.
- 2023 "Anti-Fashion as Nouveau-Latinx Fashion: A Case Study on *Only Murders in the Building*'s Mable Mora." Popular Culture Association Conference, San Antonio, Apr 5-8.

- 2022 “Toward a Theory of Abject Narratology: Narration as an Act of Invocation in Erika L. Sanchez’s *I Am Not Your Perfect Mexican Daughter*.” Bridges and Borders: Crossings in Language and Culture, Carnegie Mellon University, April 15-16.
- 2020 “Speculating Safe Spaces: An Autoethnographic Approach to the Contemporary History of Women Writing in Libraries, Coffee Houses, and Our Own Offices.” Conference on College Composition and Communication, March 20-24 (canceled due to COVID-19).
- 2020 “Unnaming Miscarriage: A Performance of Feminist Verbal Hygiene.” University of Texas at San Antonio Graduate Research Symposium, February 17-19.
- 2019 “An Anzaldúan Approach to Unpacking Contested Memories in Creative Non-fiction.” El Mundo Zurdo, San Antonio, October 31-November 2.
- 2019 “Performance Rhetoric as Praxis in the Composition Classroom: A Case Study Employing Digital Archives of the 2017 Amber Rose SlutWalk.” Conference on College Composition and Communication, March 7-11.

#### **PANELS MODERATED**

- 2024 Monsters and the Monstrous Feminine. Northeast Popular Culture Association Conference. October 4-7. Virtual.
- 2024 The Body, Fashion, and Popular Culture: Clothing as an Embodiment and Enactment of Political Identity. Northeast Popular Culture Association Conference. October 4-7. Virtual.

#### **DIGITAL HUMANITIES**

- 2025 “SouthSide Cultural Institutions: Quinceañera Boutiques.” Documentary photography project for Texas A&M University – San Antonio Special Collections and Archives’ History of the South Side initiative, forthcoming.
- 2024 Latin@ Stories: A Conversation with Yvette Chairez. Interviewed by Elena Foulis, Latin@ Stories Podcast.
- 2023 Chairez, Yvette. “The Globe of the Great Southwest.” *An Archive of Latinx Shakespeare*. Carla Della Gatta, founder/editor, March.

#### **AWARDS AND RECOGNITIONS**

- 2024 Charles Bazerman New Scholar Fellowship, Writing Across the Curriculum Clearinghouse. Awarded to invent student-centered solutions for integrating the organization’s collections into writing and composition course work, and to create an accompanying guidebook for users of the digital archives.
- 2024 Caminos Hacia el Exito Faculty Fellow for Academic Innovation, Texas A&M University – San Antonio. Awarded to implement experiential learning pedagogy in ENG 3312 Introduction to Rhetoric

#### **GRANT COMMITTEE WORK**

- 2024 Subject Lead. National Endowment for the Humanities – Using AI to Support the Writing and Archiving of Oral History Narratives Among Minority College Students in the San Antonio Area

- 2022 Research Assistant. United States Department of Agriculture's Hispanic Serving Institution Collaborative Grant – #Eco-JEDI: Building a City-Wide Collaboration to Facilitate Career Readiness in Food and Agriculture Science through Science Literacy and Counter-Storytelling
- 2018 Research Assistant. National Science Foundation's Hispanic Serving Institution Collaborative Grant – Writing Across the Curriculum: Writing for the Public in Predominantly Minority Communities

## **INVITED TALKS**

- 2024 “The Duende People of Mexico, or, the small, sometimes invisible men who live in your walls.” Writing the Occult: The Fae. British Society of Speculative Fiction, Fantasy, and Horror Writing, April 7
- 2024 “Fostering a Culture of Wonder: How to capitalize on the joy Dual Credit and Early College students bring to our classrooms.” Dual Credit/Early College Faculty Development Series. Texas A&M University – San Antonio, April 18

## **COMMUNITY PERFORMANCES AND WRITING WORKSHOPS**

- 2024 Instructor, Experimental Fiction Workshop. Texas A&M University – San Antonio Writing Club, April 20.
- 2024 Instructor, Protest Reading of *Enter Ghost* by Isabella Hammad. Organized and performed by students in Intersectional Shakespeare. Adapting, Performing, and Translating Shakespeare in the U.S.-Mexico Borderlands, Texas A&M University – San Antonio, March 5
- 2018 Member, Creative Non-Fiction cohort. Instructor: travel memoirist Stephanie Elizondo Griest. Macondo Writers Workshop, July
- 2018 Co-teacher/Writer-in-Community, Children's Poetry Workshop. Lead teacher: San Antonio Poet Laureate Andrea “Vocab” Sanderson, Gemini Ink Organization
- 2017 Hamlet, *Ofelio y Ophelia*, Latinx Shakespeare Symposium, Texas A&M-San Antonio