

# George Pacheco, Jr. Ph.D.

Graduate Director/Assistant Professor of Communication

Angelo State University

Department of Communication, Mass Media and Theatre

ASU Station #10895

San Angelo, TX 76909

[gpachecojr@gmail.com](mailto:gpachecojr@gmail.com)

office: (325) 942 - 2130, ext. 359

fax: (325) 942 - 2551

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## EDUCATION

University of Southern Mississippi    PhD. Speech Communication    August 2008

- *Dissertation:* Pacheco, Jr., G. (2008). Rhetoric with humor: An analysis of Hispanic/Latino comedians' uses of humor.  
*Advisor:* Dr. John C. Meyer

West Texas A&M University    M.A. Communication Studies    December 2004

- *Thesis:* Pacheco, Jr., G. (2004). Voices from the margins: A rhetorical analysis of David Gonzales' *Homies* and Hispanic/Latino stereotypes.  
*Co-Advisors:* Drs. Russell Lowery-Hart & Trudy Hanson

West Texas A&M University    B.A. Speech Communication    August 2003

*Advisor:* Dr. Russell Lowery-Hart

## PROFESSIONAL EXPERIENCE

Angelo State University: *Department of Communication, Mass Media and Theatre (CMMT)*

- *Graduate Director*    January 2011 – Present
- *Assistant Professor of Communication*    August 2007 – Present

**Undergraduate Courses:** Intercultural Communication, Media & Culture Studies, Performance Studies, Advanced Performance Studies, Interpersonal Communication, Directing Speech Activities, Public Speaking, Small Group Comm., Nonverbal Comm., Honors Public Speaking.

**Graduate Courses:** Intercultural Communication, Introduction to Communication Graduate Studies, Qualitative Communication, Small Group Communication.

The University of Southern Mississippi: *Department Speech Communication*

- *Graduate Teaching Assistant*    August 2004 – June 2007

**Undergraduate Courses:** Oral Communication, Business and Professional Communication

William Carey University: *Department of Theatre and Communication*

- *Adjunct Instructor* Winter 2006

**Undergraduate Courses:** Organizational Communication

Copiah-Lincoln Community College

- *Adjunct Instructor* Fall 2006

**Undergraduate Courses:** Oral Communication

West Texas A&M University: *Department of Art, Communication, and Theatre*

- *Graduate Teaching Assistant* August 2003 – May 2004

**Undergraduate Courses:** Basic Public Speaking

Guy P. Yates Speech, Theater, and Mass Media Summer Camp

- Forensics Instruction: Assistant Instructor 2004
- Lincoln-Douglas Debate: Assistant Instructor 2002
- Oral Interpretation: Assistant Instructor 2000

### **AREAS OF SPECIALIZATION**

Research Interests

- Rhetorical / Qualitative Studies in Humor, Critical-Cultural Communication, Hispanic/Latino Communication, Stereotypes, Identity, and First- Generation College Students, Service-Learning.

Teaching Interests

- In addition to research areas: Rhetorical Criticism, Rhetorical Theory, Rhetoric of Humor, Intercultural Communication, Ethnographic/Narrative Communication, Culture and Identity, Small Group, Business and Professional Communication and Public Speaking.

### **RESEARCH**

Peer Reviewed Publications

- Lowery-Hart, R., & Pacheco, Jr., G. (2011). Understanding the First-Generation student experience in Higher Education through a Relational Dialectic Perspective. *New Directions for Teaching and Learning*, 127/1.
- Pacheco, Jr., G., & Boone, J. (2009). Katrina lessons learned: Lone Star rhetoric in response to Hurricane Ike. *Texas Speech Communication Journal*, 34/1.

Invited Book Chapters

- Pacheco, Jr., G & Meyer, J. (forthcoming 2012). Persuasive humor. In S. T. Wahl. *Persuasion in everyday life*, Pearson.

- Pacheco, Jr. G. (forthcoming). Profiling today's Hispanic/Latino. In. Gasca, F. O., Manzanarez, M., Ortego, G. B., Never, A., & Wilson, J. J. *Encyclopedia of Latino Issues Today*, Greenwood Press/ABC/CLIO.

#### Works in Progress/Under Review

- Pacheco, Jr. G., & Lowery-Hart, R. (Under Review). Voices form the margins: *Homies* and a critical vernacular.
- Pacheco, Jr. G. (Under Review). Comedians as social critics.
- Nelson, D., & Pacheco, Jr. G. (Under Review). Mex vs. BC: Notions of rhetorical strategy and Latino/a parody.

#### Scholarship of Teaching and Innovation

- Pacheco, Jr. G., Pacheco, B., Runia, R., & Harris, J., Building a *Community of Respect*, (Lead Author). Peer reviewed and accepted Southern Association of Colleges and Schools (SACS) Quality Enhancement Plan (QEP) for Angelo State University. Spring 2011.
- Pacheco, Jr. G. Arts@ ASU Production of "One Flew over the Cuckoo's Nest" (Chief). Auditioned and Peer Selected. Spring 2011.
- Presenter, Center for Innovative Teaching and Research (CITR) Faculty Workshop on "Service Learning" (part 1); Angelo State University. Spring 2011.

#### Conference Papers and Presentations

- Pacheco, Jr. G., & Boone, J. (2012). Should we laugh or should we cry? Editorial Cartoonist "Jonik" uses critical humor to challenge political arguments. A paper to be presented at the annual meeting of the Southern States Communication Association, San Antonio.
- Nelson, D., & Pacheco, Jr. G. (2011). Mex vs. BC: Notions of rhetorical strategy and Latino/a parody. A paper presented at the annual meeting of National Communication Association, New Orleans.
- Pacheco, Jr. G. (2011). Rhetorical humor: Social and critical joke telling. Laughter and Humor in Interaction International Conference, Boston.
- Pacheco, Jr. G. (2011). Comedians as social critics. A paper presented at the annual meeting of the Southern States Communication Association, Little Rock.
- Pacheco, Jr. G. (2011). The rhetoric of humor: An examination of the Big Three Theories of Humor. A paper presented at the annual meeting of the Southern States Communication Association, Little Rock.

- Lowery-Hart, R., & Pacheco, Jr., G. (2010). Understanding the First-Generation student experience in Higher Education through a Relational Dialectic Perspective. A paper presented at the annual meeting of the National Communication Association, San Francisco.
- Pacheco, Jr. G. (2010). Reaching students through humor: Using humor to teach the basic course. A paper presented at the annual meeting of the Southern States Communication Association, Memphis.
- Pacheco, Jr. G., & Verdon, T. (2010). So you thought racism was dead: A look at President Obama joking. A paper presented at the annual meeting of the Southern States Communication Association, Memphis.
- Pacheco, Jr. G., & Schabot, D. (2009). Please explain to me why my poetry doesn't rhyme: Teaching unwritten rules to international students and students from diverse cultural backgrounds. A paper presented at the annual meeting of the National Communication Association, Chicago.
- Pacheco, Jr., G. (2009). "Mex vs BC (Born Citizen)": Which is the superior cultural product? A rhetorical look at the Latino Comedy Project's cultural parody. A paper presented at the annual meeting of the Southern States Communication Association, Norfolk.
- Pacheco, Jr., G., & Boone, J. (2009). Louisiana lessons learned: Lone Star rhetoric in response to Hurricane Ike. A paper presented at the annual meeting of the Southern States Communication Association, Norfolk.
- Pacheco, Jr., G. (2009). Laughing away credibility: RNC/DNC speakers' uses of humor to discredit the opponents' leadership capabilities. A paper presented at the annual meeting of the Southern States Communication Association, Norfolk.
- Pacheco, Jr., G. (2008). The translocal properties of performing literature: An intercultural experiment. A paper presented at the annual meeting of the National Communication Association, San Diego.
- Pacheco, Jr., G. (2008). Excuses are like \_\_\_ holes, they all stink: An Analysis of The Latino Comedy Project's "The National Excuse" parody. A paper presented at the annual meeting of the Southern States Communication Association, Savannah.
- Pacheco, Jr., G. (March 29, 2007). Stories of survival: Using narratives to explore a church's role in Hurricane Katrina relief. A paper presented at the Annual Meeting of the Southern States Communication Association, Louisville.

- Pacheco, Jr., G. (April 7, 2006). Head of State on the Presidential Campaign Trail. A paper presented at the Annual Meeting of the Southern States Communication Association, Dallas.
- Pacheco, Jr., G. (September 30, 2004). Analyzing the Homies: The Influence of Pop Culture on Social Stereotypes. A paper presented at the Annual Meeting of The Texas State Speech Communication Association, Dallas.
- Pacheco, Jr., G. (October 1, 2000). Ethnographic Group Performance, An ethnography performed at the Annual Meeting of The Texas State Speech Communication Association, Dallas

### **UNIVERSITY AND DEPARTMENTAL SERVICE**

#### AY 2011-12

- Quality Enhancement Plan (QEP) Research & Development Subcommittee
- Graduate Director, Angelo State University, CMMT.
- Student Government Association (SGA) Faculty Advisor; Angelo State University.
- Lambda Pi Eta Faculty Advisor; Angelo State University, Dept of CMMT.
- Masters Thesis Advisory Committee for Jennie Canon (outside member) ; Angelo State University

#### AY 2010-11

- Graduate Director, Angelo State University, CMMT.
- Chair, QEP Proposal Team
- Presenter, CITR Faculty Workshop on “Service Learning”
- Student Government Association (SGA) Faculty Advisor; Angelo State University.
- Lambda Pi Eta Faculty Advisor; Angelo State University, Dept of CMMT.
- Committee on Faculty Development and Enrichment; Angelo State University, (2 year appointment, 2<sup>nd</sup> year).
- Course Overload for University Studies, Compensated.
- Course Overload, CMMT, Compensated
- Chair, CMMT Graduate Committee.

#### AY 2009-10

- Student Government Association (SGA) Faculty Advisor; Angelo State University.
- Invited Speaker; The Blending of Culture: Latino Influence on America Panel; The ASU Multicultural Movie Series, Angelo State University.
- Lambda Pi Eta Faculty Advisor; Angelo State University, Dept of CDJ.
- Committee on Faculty Development and Enrichment; Angelo State University. (2 year appointment, 1<sup>st</sup> year).
- Faculty Search Committee; Angelo State University Dept. of CDJ.

- CDJ Undergraduate Communication Curriculum Liaison; Angelo State University Dept. of CDJ.
- Faculty Search Committee; Angelo State University Dept of CMMT.

#### AY 2008-09

- Approved member of Graduate Faculty.
- Committee on Faculty Development and Enrichment; Angelo State University.
- Co-Director of U.I.L. Speech and Debate Regional Competition; Angelo State University.
- Faculty Search Committee; Angelo State University Dept. of CDJ.
- Department Head Search Committee; Angelo State University Dept. of CDJ.
- Graduate Advisory Committee for Anthony J. Munoz; Angelo State University College of Graduate Studies, Degree Field: Animal Science.
- SOAR Advisor; Angelo State University Dept of CDJ.
- 3 hour overload at the request of the Department.
- Communication Scholarship Committee; Angelo State University Dept. of CDJ.

#### AY 2007-08

- Co-Director of U.I.L Speech and Debate Regional Competition; Angelo State University.
- Studio One Performance Troup Faculty Advisor; Angelo State University, Dept. of CDJ.
- Directed Studio One Performances for SOAR ASU; Angelo State University.
- Directed Studio One Performances at Discover ASU; Angelo State University.
- Directed Studio One Performance; TSCA San Antonio, TX.
- Faculty Search Committee; Angelo State University Dept. of CDJ.
- Communication Program Committee.

#### AY 2006-07

- Faculty Search Committee; The University of Southern Mississippi Dept of Communication, Graduate student member.

### **PROFESSIONAL SERVICE**

#### AY 2011-12

- Editor-Elect, Texas Speech Communication Journal; Texas Speech Communication Association. (elected position)
- Past-Chair, Latino/a Communication Studies Division; National Communication Association. (elected position)
- Past-Chair, La Raza Caucus; National Communication Association. (elected position)
- Vice-Chair, Popular Culture Division; Southern States Communication Association. (elected position)
- Chair, Committee on Minority and Retention, Southern States Communication Association.

AY 2010-11

- Chair, Latino/a Communication Studies Division; National Communication Association. (elected position)
- Chair, La Raza Caucus; National Communication Association. (elected position)
- Vice Chair Elect, Popular Culture Division; Southern States Communication Association. (elected position)
- Chair, Committee on Minority Recruitment and Retention, Southern States Communication Association.
- Chair, District 15; Texas Speech Communication Association. Re-Elected, 2 year apt.

AY 2009-10

- Vice Chair, Latino/a Communication Studies Division; National Communication Association. (elected position)
- Vice Chair, La Raza Caucus; National Communication Association. (elected position)
- Vice Chair Elect, Popular Culture Division; Southern States Communication Association. (elected position)
- Committee on Minority Recruitment and Retention, Southern States Communication Association.
- Invited Speaker, Spotlight on John C. Meyer: Communication Theory Outstanding Scholar. The Southern States Communication Association Annual Meeting, 2010, Memphis, Tennessee.
- Panel Chair, Student Papers in Rhetorical and Communication Theory. The Texas Speech Communication Association Annual Meeting, 2009, Dallas, Texas.
- Chair, District 15; Texas Speech Communication Association. Re-Elected, 2 year apt.
- Committee Member; Tall Cotton District Student of the Year Committee, National Forensics League.

AY 2008-09

- Chair, District 15; Texas Speech Communication Association.
- Vice Chair-Elect, Latino/a Communication Studies Division; National Communication Association.
- Vice Chair-Elect, La Raza Caucus; National Communication Association.
- Reviewer, La Raza Caucus; National Communication Association annual conference submissions.
- Reviewer, Latino/a Communication Studies Division; National Communication Association annual conference submissions.

AY 2007-08

- Chair, District 15; Texas Speech Communication Association.

AY 2004-05

- Panel Chair, The West Wing: Fact or Fiction. Texas Speech Communication Association Annual Meeting, 2004, Dallas, Texas.

### **PROFESSIONAL DEVELOPMENT WORKSHOPS**

- ASU Summer Institute on Teaching and Learning: Highland Lakes Campus, Marble Falls Texas, Summer 2010.
- Advanced Microsoft Word Training; Angelo State University, San Angelo Texas, Spring 2010.
- Scholarly Writing Retreat; Lewis and Clark College, Portland Oregon, Summer 2009.
- SOAR Advisor Training, Angelo State University, San Angelo Texas, Summer 2009.
- Grant Writing Workshop, Angelo State University, San Angelo Texas, Spring 2009.

### **COMMUNITY AND SERVICE LEARNING**

Concho Valley Regional Food Bank, San Angelo TX

- President-Elect, CVRFB Board of Directors (elected position) 2011/2012
- Board of Directors 2008 – Present

San Angelo Central High School, San Angelo TX

- Speech and Debate Volunteer Tournament Judge 2008 – Present

National Forensics League District Tournament, San Angelo TX

- Department Liaison and Judge Spring 2010

Angelo State University

- Carver Learning Center Mentoring, SAISD San Angelo, TX (COMM 3355, Course Director, Spring 2011).
- Carver Learning Center Mentoring, SAISD San Angelo, TX. (Course Director, COMM 3331, Spring, 2010)
- Concho Valley Regional Food Bank Marketing Plan, San Angelo, TX. (Course Director, Spring, COMM 6341, 2008).
- Qualitative Research for United Blood Services, San Angelo, TX. (Course Director Spring, COMM, 6341, 2008).

The University of Southern Mississippi

- Assisted living Oral History Project: Bedford Care Assisted Living, Hattiesburg, MS. (Participant)
- Assessing crisis communication with Hurricane Katrina relief workers: True Light Baptist Church, Hattiesburg, MS. (Participant)

West Texas A&M University

- Volunteer Mentor: Valley View Jr. High School, Amarillo, TX. (Participant)

- Story telling at the Canyon Public Library, Canyon, TX. (Participant)
- Mentor for Teen Leadership Amarillo/Canyon, Canyon, TX. (Participant)

### **CORPORATE TRAINING & DEVELOPMENT**

Canyon Independent School District: Canyon, TX April 2003

- *Training to be followed:* A training session created for Canyon Independent School District, Department of Transportation

Nazareth Mercantile: Nazareth, TX October 2003

- *Cultural Stories:* A performance based training session open to the community centered on the importance of sharing cultural narratives.

### **AWARDS / ACHIEVEMENTS**

- Recipient; “University Educator of the Year”, Texas Speech Communication Association, 2011.
- Nominated for “University Educator of the Year”, Texas Speech Communication Association, 2010.
- Recipient of the President’s Excellence Award in Leadership/Service, College of Liberal Arts; Angelo State University, 2010.
- Nominated for Silent Leadership Award; Student Government Association Annual Rammy’s Awards, Angelo State University, 2009/2010.
- Nominated for The American Society of the History of Rhetoric’s 2008 Dissertation Award for “*Rhetoric with humor: An analysis of Hispanic/Latino comedians’ uses of humor*”.
- Graduate Student Travel Funding Award; Department of Communication at The University of Southern Mississippi, 2005-2007.
- American Forensics Association National Tournament Quarter Finalist 2000
- American Forensics Association National Tournament Qualifier 2000
- Texas Forensics Association State Champion in Duo Interpretation 1999
- 2<sup>nd</sup> place Dramatic Interpretation Texas Forensics Association State Tournament 1999

### **PROFESSIONAL MEMBERSHIPS**

National Communication Association	2003 – Present
Southern States Communication Association	2004 – Present
Texas Speech Communication Association	2000 – Present
Texas Educational Theater Association	2007 – 2008
Western States Communication Association	2004
Panhandle Story Tellers Guild	1999 – 2004
Texas Forensics Association	1997 – 2000