Faculty Spotlight: Laura Isabel Serna

Laura Isabel Serna-

She received the PhD in American Studies from Harvard University (2006). Her dissertation was honored with both the American Studies Association's Ralph Henry Gabriel Prize and the Society for Cinema and Media Studies Dissertation Prize.

That work is the basis of her manuscript Making Cinelandia: American Films and Mexican Film Culture before the Golden Age, 1896-1936, which is under contract with Duke University Press. She has published essays in The Americas: A Quarterly Review of Inter-American Cultural History and the edited volumes Land of Necessity: Consumer Culture in the U.S. Mexico Borderlands (Duke University Press, 2009) and Convergence Media History (Routledge, 2009).

Trained as a cultural historian her primary research interests are the cultural history of cinema during the silent period (especially historical reception studies), Chicana/o and Latina/o media and culture, Silent Cinema in Mexico, and nationalism and the formation of film cultures. Prior to coming to USC she was on the faculty at Florida State University and held an Andrew W. Mellon postdoctoral fellowship at Rice University. – School of Cinematic Arts website. For more info you can contact Laura Isabel Serna at lserna@cinema.usc.edu or (213) 740-3334.
Latin Dance Night Under the Stars

"Got Salsa? Got Bachata? Merengue? What about Punta? All are welcome to join the brothers of Sigma Lambda Beta Fraternity and sisters of Zeta Phi Beta Sorority for an exciting night of fun Latin dancing under the stars at the University of Gateway Courtyard!!! The event will be held on Wednesday, November 10, 2010 from 8:30-10:30 PM.

We will begin by explaining the origins of the various dances. This will be followed by a dancing tutorial taught by Chrystian Alan where he will explain the basic steps to the dances. You will then be able to put your moves to work as we play the best of salsa/bachata/merengue and punta!

Questions? Please contact either Jose Choto (choto@usc.edu) or Adam Flores (adamflor@usc.edu). You can view our Facebook event page at the following link: http://www.facebook.com/event.php?id=668733039429777&ref=ts

CTCS 414 “Chicana/o Cinema”

Taught by:
Professor Laura Isabel Serna

This course will explore the history of Chicana/o film and media from a variety of perspectives including how Chicanas/os have been represented in mainstream U.S. films; the reception of U.S. films by Chicana/o audiences; how Chicana/o filmmakers have interpreted the Chicana/o experience cinematically or through digital media; the tension between independent and mainstream production; the relationship of Chicana/o cinema to the Civil Rights Movement, multiculturalism, third world feminism, and globalization and transnationalization. Readings focused on specific films will be supplemented by readings in literature, history, sociology, and anthropology. Our guiding question throughout the semester will be “What makes a Chicana/o film Chicana/o?” Films to be screened may include Salt of the Earth (1954), Bordertown (1935), Zoot Suit (1981), American Me (2003), Señorita Extraviada (2001), and La Mission (2009).

It is being offered Spring 2011 on Tuesdays, 10:00am-1:50pm in Room SCA 316.

If you have any questions or inquiries please contact: Laura Isabel Serna, Asst Professor, School of Cinematic Arts at lserna@usc.edu

INTERNSHIP PROGRAMS OFFICE

Want to be a Global Scholar? If so, attend an information session to find out more about the program and hear from some of the 2010 Global Fellows. The final Global Fellows Information Session will be held on October 26th, 12-1pm in STU B3. Applications are available now.

PAID INTERNSHIPS:
Grupo Gallegos – Advertising Intern (4 Openings, $12/hr)
Your 12-week internship will expose you to all aspects of our full-service agency including: strategic planning, account service, media and creative. You’ll be part of our team as we develop and implement marketing campaigns for our clients, and you’ll always have access to our top management and our top talent. You’ll be inspired with the energy created by talented people who love their work, and you’ll love our cool office vibe. Open to college juniors and seniors. Bilingual (English/Spanish) a plus—but not required. Submit your resume to: jobs@grupogallegos.com. Please specify which department you are interested in: Account Services, Strategic Planning, Media or Creative.

UNPAID INTERNSHIPS:
China Education Institute – Teaching Fellow
In China today, over 200 million Chinese students have severely limited access to quality education. While 70% of students from major urban centers graduate from college, less than 5% of students from under-resourced regions will ever attend higher education. If you are ready to make a difference after you graduate from USC, apply to be a China Education Initiative Teaching Fellow. China Education Initiative is an innovative non-profit working to address educational inequality in China by enlisting the most promising future leaders in the effort. Please submit completed applications along with a copy of your resume to recruiting@chinaeducationinitiative.org.

Questions? Contact: Leah Fine, US Recruiting and University Relations Team, leah.fine@chinaeducationinitiative.org.

For much more information: Contact the Internship Programs Office in STU B1 or log on to connectSC at http://careers.usc.edu
American Diabetes Awareness Week!

The gentlemen of Gamma Zeta Alpha Fraternity, Inc. at USC would like to invite you to support us in the fight against diabetes. Diabetes is the fifth-deadliest disease in the United States, and it has no cure.

The prevalence of Type Two diabetes is 1.5 times higher in Latinos than non-Latino whites. Approximately 10 percent of all Hispanic/Latino Americans (2 million) have diabetes. Hispanic/Latino Americans are twice as likely to have diabetes than are Caucasian Americans. Obesity and physical inactivity are the main risk factors for diabetes among Hispanic/Latino Americans. Let's come together and combat this by educating ourselves on the issue that affects our community!

For more information on this week, please go to: http://www.facebook.com/profile.php?id=504553980#!/event.php?eid=161648063857175

An Evening with Diego Luna

Admission: FREE to USC Students with valid ID; student tickets available ONLY at the USC Ticket Office counter
USC Faculty, Staff and Alumni: $5 in person or online
General Public: $15 in person or online

November 8, 2010 7:30 pm
Bovard Auditorium
Purchase Tickets

The USC Distinguished Lecture Series on Latin American Art and Culture is proud to welcome acclaimed, award-winning Mexican actor, producer, and activist Diego Luna for a special evening of conversation about film, culture, and politics. Considered one of Mexico's most important young stars, Luna has appeared in numerous films, including the iconic Y Tu Mamá También, as well as Todo El Poder, Nicotina, Frida, Before Night Falls, Rudo y Cursi, Dirty Dancing: Havana Nights, and Milk.

He made his directorial debut in 2007 with the documentary J.C. Chavez and earlier this year he directed his first feature film, Abel, which opens in the U.S. in November. The production company he co-founded with Gael Garcia Bernal and Pablo Cruz, Canana Productions, is devoted to developing projects based in Mexico and Latin America. In 2005, they launched Ambulante, a traveling documentary festival designed to enable access to documentaries in Mexico, support Mexican documentary filmmaking as a social movement, and promote cinema as "a tool for change" that "promotes basic human rights."

For more info go to: http://www.facebook.com/profile.php?id=504553980#!/event.php?eid=161733387180321
Upcoming Events!

Junior/Senior/Transfer Class Reunion & Grad School Para Los Mensos
Not sure what life after college will entail? Graduate school or full time job? Come to the 3rd Annual Grad School for Mensos on Nov. 11th from 6pm-8pm at El Centro Chicano. Our panel of graduate students, the Career Placement and Planning Office, as well as Teach for America can answer these questions and more. The discussion will be followed by a mixer where undergraduates can network with graduate students and our panelists. ALL Welcome, including Juniors, Seniors, & Transfer students are strongly encouraged to attend.

“Salsa Under the Snow”
A night of salsa dancing and entertainment
Sunday, November 7, 2010
7-10 PM
Ronald Tutor Campus Center ballroom
$3 for Dance Club members, $5 for all other USC students, $10 for the general public.
Let me know if you need any additional information. Thank you! Ana-Claudia Magana at Ana-Claudia M...agana at anaclau@usc.edu.

My name is Krystle Gomes. I am producing a play called LOL! Latina on the Loose.
It is a great one woman show about a Brazilian moving to a new country, making all the wrong choices and laughing it out loud. LOL! Latina on the Loose! is a side-splitting comedy that takes you on a journey from Brazil to Switzerland to El Salvador to America, and straight to your heart. You’ll laugh and cry as you experience the challenges she faces coming to America by herself as a teenager, and the tests she confronts in retaining her larger-than-life grandmother’s biggest teaching: "Show them your worth!" The show runs November 12-13, 19-20 8:30 PM,
So email me or call me at 714-316-9692 if you have any questions or are interested.

For more information on any of these topics below:
Upcoming Career Events
LACMA Corridos
Internship Programs Office
USC Internship Week
And Much More!

Please Visit Our E-News Extras Page at:
http://sait.usc.edu/elcentro/enewsletter_extras.asp

University of Southern California
817 West 34th Street, UUC 300
Los Angeles, California 90089-2991
Phone: (213) 740-1480
Fax: (213) 745-6721
E-mail: ecc@usc.edu

Fostering a community of critically
thinking, socially conscious Chicana/o and
Latina/o leaders: providing personal, social
and academic support through graduation
and beyond, since 1972.