

# Dr. Alex L. Fattal

## Curriculum Vitae

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The Pennsylvania State University  
CM - Film-Video and Media Studies  
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### Education

Postdoctoral Fellowship, Pontificia Universidad Javeriana, Facultad de Ciencias Sociales,  
Bogotá, Colombia.  
Major: Social Science

Postdoctoral Fellowship, Harvard University, Mahindra Humanities Center, Cambridge, MA, 2015.  
Major: Humanities, Social Sciences  
Dissertation Title: Guerrilla Marketing: Information War and the Demobilization of FARC  
Rebels in Colombia

Ph D, Harvard University, Graduate School of Arts and Sciences, Cambridge, MA, 2014.  
Major: Anthropology  
Supporting Areas of Emphasis: Critical Media Practice, Film and Visual Studies  
Dissertation Title: Guerrilla Marketing: Information War and the Demobilization of FARC  
Rebels

MA, Harvard University, Graduate School of Arts and Sciences, Cambridge, MA, 2008.  
Major: Anthropology  
Supporting Areas of Emphasis: Critical Media Practice, Film and Visual Studies

graduate level coursework, Universidad de los Andes, Facultad de Ciencias Sociales, Bogotá,  
Colombia, 2003.  
Major: Anthropology

BA, Magna cum laude, Duke University, Trinity College of Arts and Sciences, Durham, NC, 2001.  
Major: Comparative Area Studies (interdisciplinary)  
Supporting Areas of Emphasis: Spanish Language and Literatures, Documentary Studies  
Dissertation Title: The Role of Photography in the South African Liberation Struggle

undergraduate study abroad, Universidad de Chile, Facultad de Filosofía y Humanidades,  
Santiago, Chile, 1999.  
Major: Philosophy  
Supporting Areas of Emphasis: Literature

### Professional Positions

#### Academic

Postdoctoral Fellow, Pontificia Universidad Javeriana. (May 15, 2016 - Present).  
Advancing my research agenda and giving one lecture per year.

Visiting Scholar, Universidad de los Andes. (August 2015 - December 2015).

Andrew Mellon Postdoctoral Fellow, Harvard University. (July 2014 - July 2015).

## Professional Memberships

International Association for Media and Communication. (February 1, 2017 - Present).

The International Association for Media and Communication Research - IAMCR - is the preeminent worldwide professional organisation in the field of media and communication research.

Its members promote global inclusiveness and excellence within the best traditions of critical scholarship in the field.

IAMCR aims to support and develop media and communication research throughout the world. It particularly encourages the participation of emerging scholars, women and those from economically disadvantaged regions.

IAMCR is supported by the voluntary contributions of many people, including more than 80 Section and Working Group chairs and deputies, 30 members of its International Council, a five-member Executive, many members of various committees and task forces, and almost 2,000 active members of the association.

As President, and on behalf of all my IAMCR colleagues, I welcome you to our association and encourage you to join us.

Latin American Studies Association. (March 1, 2013 - Present).

The Latin American Studies Association (LASA) is the largest professional Association in the world for individuals and institutions engaged in the study of Latin America. With over 12,000 members, nearly 60 percent of whom reside outside the United States, LASA is the one association that brings together experts on Latin America from all disciplines and diverse occupational endeavors, across the globe.

LASA's mission is to foster intellectual discussion, research, and teaching on Latin America, the Caribbean, and its people throughout the Americas, promote the interests of its diverse membership, and encourage civic engagement through network building and public debate.

Every year, specialists on Latin America gather at the LASA International Congress. Featuring over 900 sessions, including plenary sessions and informal meetings, the Congress is the world's premier forum for expert discussion on Latin America and the Caribbean. The next International Congress will be held in Barcelona, Spain, May 23 – May 26, 2018.

LASA members enjoy a wide variety of benefits as noted on the "Membership Information" link. Membership is available to individuals and institutions sharing the Association's commitment to the field of Latin American studies.

The Association advances the Latin Americanist community in numerous other ways. It provides access to the Latin American Research Review, the premier U.S.-based journal in Latin American studies; it publishes the LASA Forum, a quarterly newsletter; it alerts members to professional opportunities; it recognizes scholarly achievement and it represents Latin Americanists' interests and views before the U.S. government and at times to governments elsewhere.

American Anthropological Association. (March 1, 2006 - Present).

The American Anthropological Association is the world's largest association for professional anthropologists, with more than 10,000 members. Based in Washington, D.C., the Association was founded in 1902, and covers all four main fields of anthropology (cultural anthropology, biological/physical anthropology, archaeology, and linguistic anthropology).

While 75% of our members are employed in higher education or are students of anthropology, about 25% of our members work in the public, private, and non-governmental sectors, beyond the academy. The Association is organized into 40 sections, each reflecting specialized domains of knowledge. We publish a portfolio of 22 journals, offer career planning and professional development services, support college and university departments, award numerous prizes and fellowships, sponsor a paid summer internship program, a summer field school in ethnography and occupational therapy, and stage research conferences in the Fall and Spring each year. We also have a public education initiative that highlights the contributions made by anthropological research to important and enduring topics such as race and migration.

The Association is proud to belong to a number of inter-organizational collaborations, including the World Council of Anthropological Associations, the International Union of Anthropological and Ethnological Sciences, the Consortium of Social Science Associations, the National Humanities Alliance, and the American Council of Learned Societies.

## **Awards and Honors**

Fulbright IIE, U.S. Department of State. (June 1, 2018). <http://http://www.iie.org/fulbright#.WK7ZexlrLOY>.

## **Teaching**

### **Teaching Experience**

#### **Penn State**

COMM 410, International M C, 5 courses  
COMM 419, World Media Sys, 2 courses  
COMM 494, Research Projects, 1 course

### **Directed Student Learning**

Joseph Cruz, Candidacy Committee Member (April 2, 2017 - Present).

Juan Felipe Forero Duarte, ""Media, Culture, and Conflict in Colombia"." Internships Supervised (July 2015 - December 2016).

Emeling Navas, "Research Assistance, Film Production." Research Supervisor (August 2017 - December 2017).

Meghan Reinhardt, "From the 'Golden Hour' to the 'Golden Minute': How Social Media has changed Crisis Communication." Thesis Advising (August 2017 - May 2018).

## **Research**

### **Intellectual Contributions**

#### **Articles Published in Refereed Journals**

Fattal, A. (2017). Uploading the News after Coming Down from the Mountain: The FARC's

Uncanny Experiment with Online Television. *International Journal of Communication*. Invited. <http://http://ijoc.org/index.php/ijoc/article/view/6198/2144>.

Fattal, A. (2016). Participatory Realism: Photographing the Precarity and Resilience of Childhood in South Africa. *Transition*(121), 40-48.

### **Book Reviews**

Fattal, A. (2016, August). [Review of the book *Review: Ieva Jusionyte, Savage Frontier: Making News and Security on the Argentine Border*. Berkeley, CA: University of California Press, 2015]. *Media, Culture & Society*

### **Manuscripts Accepted for Publication**

#### ***Book, Scholarly-New, Refereed***

Fattal, A. *Shooting Cameras for Peace: Youth, Photography, and the Colombian Armed Conflict*. [Accepted November 2017].

Fattal, A. *Guerrilla Marketing: Brand Warfare and the Demobilization of FARC Rebels in Colombia*. [Accepted October 2017].

### **Manuscripts Submitted for Publication**

#### ***Journal Article, Refereed***

Fattal, A. Target Intimacy: Notes on the Convergence of the Militarization and Marketization of Love in Colombia. *Current Anthropology*. [Submitted July 2017].

### **Other Works**

#### ***Blog, Nonrefereed***

Fattal, A. (2016). 2016 Will Be Colombia's Year, and Why it Matters. *Huffington Post*.

### **Presentations Given**

Fattal, A., (December 2, 2017). "Colombian Anthropology: Between War and Peace," American Anthropological Association, Annual Meeting, Washington D.C., peer-reviewed/refereed. International.

Fattal, A., (December 2, 2017). "Guerrilla Marketing: Visibility after Camouflage," American Anthropological Association, Annual Meeting, Washington D.C., peer-reviewed/refereed. International.

Fattal, A., (November 9, 2017). "Dreams — a work in progress," School for Visual Arts, New York City. National.

Fattal, A., (July 28, 2017). "Fotos en Cazucá: Un Dialogo de Visiones // Photos of Cazucá: A Dialogue of Visions," TEDx, Fulbright Colombia, Bogota.

Fattal, A., (July 16, 2017). "The FARC and the Culture Industry: What the Media Spectacle of the FARC's 10th Conference Says about its Prospects for Political Reintegration," IAMCR, Cartagena, Colombia.

Fattal, A., (June 8, 2017). "Medios, Mercancía y Industria Cultural: Un Análisis de la Décima Conferencia de las FARC," Congreso de la Asociación Latinoamericana de Antropología, Los

- Business Pendientes de la Paz: Los desafíos de la construcción territorial, Bogotá.
- Fattal, A., (April 6, 2017). "Periodization Problems: Consequences of Colombia's "individual demobilization" program," Colombian Peace Process, Rutgers University, Center for Latin American Studies, New Brunswick, NJ.
- Fattal, A., (April 5, 2017). "Towards a Surrealist Visual Anthropology," Brown Bag lunch series, Center for Global Studies, Penn State University, University Park, PA. National.
- Fattal, A., (March 13, 2017). "Target Intimacy: Notes on the convergence of the militarization and marketization of love in Colombia," Cultures of Militarism, Wenner-Gren Foundation, Sintra, Portugal, peer-reviewed/refereed, Invited. International.
- Fattal, A., (February 25, 2017). "Leadership and Crisis: Personal Lessons from Colombia and Iran," Hart Leadership Program, 30 years, Duke University, Hart Leadership Program, Durham, NC. International.
- Fattal, A., (December 15, 2016). "Brand Warfare in Colombia: Counterinsurgency, Commodity Logics, and the Demobilization of FARC Rebels," Princeton University, Department of Anthropology, Princeton, NJ, peer-reviewed/refereed. National.
- Fattal, A., (November 18, 2016). "Media as Evidence and Object: Politics at the Intersection of Method and Analysis," American Anthropological Association, Society for Cultural Anthropology, Minneapolis, MN.
- Fattal, A., (November 11, 2016). "The Good Life Deferred, Or Risks of Remobilization," Workshop on Latin America and the Caribbean, University of Chicago, Workshop on Latin America and the Caribbean, Chicago, IL.
- Fattal, A., (October 21, 2016). "Mobilizing Desires, Demobilizing Combatants: Consumer Marketing and the Paradox of Individual Demobilization," Anthropology Colloquium, Penn State, Department of Anthropology, University Park, PA.
- Fattal, A., (October 19, 2016). "New Approaches to Ethnographic Filmmaking," New Approaches to Ethnographic Filmmaking, Massachusetts Institute of Technology, New Approaches to Latin American Filmmaking, Cambridge, MA.
- Fattal, A., (August 4, 2016). "Medios Participativos: La Dialectica de Proceso y Producto en Disparando Cámaras para la Paz," Colloquio Facultad de Ciencias Sociales, Pontificia Universidad Javeriana, Facultad de Ciencias Sociales, Bogotá.
- Fattal, A., (July 7, 2016). "Fotografía y el Labor de la Memoria," Fotografía: Mas que un Instante de Memoria, Centro Nacional de Memoria Historica, Bogotá.
- Fattal, A., (May 29, 2016). "Rearmament and the Periodization of Colombian History," Latin American Studies Association, New York City, peer-reviewed/refereed. International.
- Fattal, A., (May 9, 2016). "Book Workshop: Guerrilla Marketing," Book Workshop: Guerrilla Marketing, University of Chicago, Center for Contemporary Theory, Hyde Park, Chicago, IL, peer-reviewed/refereed. National.
- Fattal, A., (April 30, 2016). "Vendiendo una Contrainsurgencia Humanitaria," Universidad de Antioquia, Cultura, Violencia, Territorio, Medellín, Colombia.
- Fattal, A., (April 11, 2016). "Brand Warfare in Colombia," Security Seminar Series, Brown University, Watson Institute for International Affairs, Providence, Rhode Island.

Fattal, A., (April 9, 2016). "Brand Warfare and the Demobilization of FARC Rebels in Colombia," Inventing the New, Lambart Family Conference, Northwestern University,, Evanston, IL.

Fattal, A., (April 7, 2016). "Uploading the News after Coming Down from the Mountain: The FARC's Experiment with Online Television," Convergence and Disjuncture in Global Digital Culture, University of Pennsylvania, Annenberg School of Communication, Project for Advanced Research in Global Communication, Philadelphia, PA.

Fattal, A., (March 25, 2016). "Dreams from the Concrete Mountain, a work in progress," Crimescapes: Space, Law, and the Making of Illegality in the Americas, University of Florida, Center for Latin American Studies, Gainesville, FL.

## **Contracts, Grants, and Sponsored Research**

### **Contract**

Fattal, A. Contract, "Film Production: Dreams from the Mountain," Colombian Ministry of Culture, Foreign Governments and International Agencies. Total requested: \$20,000.00. Total awarded: \$20,000.00. (Submitted: April 2017, Date Funding Awarded: October 2017). <http://www.proimagenescolombia.com/>.

### **Fellowship**

Fattal, A. L. (Principal Investigator). Fellowship, % Credit = 100%, "Fulbright Visiting Scholar," Department of State, Federal. Total awarded: \$26,000.00. (Funded: January 2, 2018 - May 30, 2018).

### **Grant**

Fattal, A. Grant, "Summer Faculty Research Funding," Dean's office, College of Communications. Total requested: \$4,750.00. Total awarded: \$4,750.00. (Submitted: April 2017, Date Funding Awarded: May 4, 2017, Funded: May 15, 2017 - August 15, 2017).

Fattal, A. Grant, "Fejos Postdoctoral Fellowship in Ethnographic Film," Private Foundation. Total requested: \$10,000.00. Total awarded: \$10,000.00. (Submitted: 2015, Date Funding Awarded: 2016, Funded: May 1, 2016 - August 1, 2016).

### **Sponsored Research**

Fattal, A. Sponsored Research, "UK Arts and Humanities Research Council," Oxford University, Foreign Governments and International Agencies. (Submitted: September 2015, Date Funding Awarded: September 2016). <http://http://www.cw.ox.ac.uk/>.

### **Other**

Fattal, A., "Don Davis Summer Funding," Don Davis Endowment, College of Communications. (Submitted: April 21, 2016, Date Funding Awarded: May 2016, Funded: May 2016 - August 2016).

## **Impact in Society of Research Scholarship and Creative Accomplishment**

Interview, "Colombia's FARC rebels launch a political party, trading bullets for blazers," Newspaper, Washington Post, [https://www.washingtonpost.com/world/the\\_americas/colombias-farc-rebels-launch-a-political-party-trading-bullets-for-blazers/2017/09/01/86c9595e-8c28-11e7-9c53-6a169beb0953\\_story.html?utm\\_term=.c0ddc52914c9](https://www.washingtonpost.com/world/the_americas/colombias-farc-rebels-launch-a-political-party-trading-bullets-for-blazers/2017/09/01/86c9595e-8c28-11e7-9c53-6a169beb0953_story.html?utm_term=.c0ddc52914c9). (September 2, 2017).

"[The FARC] put out some sweeping commercials, very much classic political marketing, playing on themes such as health and corruption rather than speaking in dogmatic terms about the oligarchy," said Alex Fattal, a professor of media studies at Penn State University who has studied the FARC. "They are clearly looking for a national political platform."

Interview, "Colombian telenovela has passion, drama — and a million bucks from the U.S. government", "Newspaper, Miami Herald, <http://www.miamiherald.com/news/nation-world/world/americas/colombia/article155890529.html>. (June 13, 2017).

Interview, "War, Peace... and Clowns," Radio, "On the Media" from WNYC, <http://www.wnyc.org/story/war-peace-and-clowns/>. (October 5, 2016).

Interview, "After five decades in the jungle, Colombian guerrillas get a PR makeover as they prepare for peace," Newspaper, Los Angeles Times, <http://www.latimes.com/world/mexico-americas/la-fg-colombia-farc-peace-snap-story.html>. (September 25, 2016).

Interview, "The FARC agree to hand in their weapons and become a normal political party," Journal or Magazine, The Economist, <https://www.economist.com/news/21707728-scenes-colombian-guerrillas-last-conference-armed-group-farc-agree-hand>. (September 23, 2016). The conference showed that the FARC are beginning their "transformation from a clandestine guerrilla insurgency into a media savvy, culturally hip movement, primed for politics", said Alex Fattal, an American anthropologist who has been studying the group's media strategy. Judging by its coming-out party, the transformation will take a bit of time. The 200 or so journalists who made the trek were invited to stay in a rebel camp to experience the "conditions of guerrilla life".

Interview, "FARC guerrillas imagine what peace would look like at jungle conference," Newspaper, The Guardian, <https://www.theguardian.com/world/2016/sep/22/farc-colombia-guerrilla-conference-peace-deal>. (September 22, 2016).

"It's a strange mix of an internal consultative process about the peace accord ... and a mini Farc Woodstock," said Alex Fattal, an American anthropologist from Penn State University studying the Farc's media strategy.

## **Service**

### **Service to the University**

#### **Campus**

##### **Faculty Advisor**

Faculty Advisor, Panorama, Advisor. (June 2017 - Present).

#### **Department**

##### **Committee Work**

Media Studies Program Review Committee, Attendee. (October 2017 - Present).

Pockrass Memorial Lecture Committee, Attendee. (September 2017 - Present).

Lifestyle Committee, Co-Organizer. (February 10, 2017 - May 15, 2017).

### **Service to the Disciplines and to the Profession**

**Editorial Board**

Member of Editorial Board, Boletín de Antropología, Board Member. (January 2015 - Present).

**Participation in or Service to Professional and Learned Societies**

Member of Editorial Board, Anthropological Quarterly, Board Member. (January 2015 - Present).