

Consuelo Carr Salas
 Department of Rhetoric and Writing Studies
 San Diego State University
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EDUCATION

August 2017 Ph.D.	University of Texas at El Paso Rhetoric and Composition
December 2011 Master of Arts	University of Texas at El Paso English
December 2009 Bachelor of Arts	University of Texas at El Paso English

TEACHING POSITIONS

August 2020 – present San Diego State University	Assistant Professor Rhetoric and Writing Studies
August 2017 – June 2020 University of North Carolina at Charlotte	Assistant Professor English in Writing Studies
August 2011 – May 2017 University of Texas at El Paso	Graduate Teaching Assistant English

PROFESSIONAL GROWTH

BOOKS

Edited Collection

Abarca, M.E., & Salas, C. C. (Eds.). (2016). *Latin@s' Presence in the Food System: Changing How We Think About Food*. Fayetteville, AK: University of Arkansas Press.
 - Awarded “Third Best in the world, category of Professionals,” 2017 Gourmand World Cookbook Awards

REFEREED JOURNAL ARTICLES

Hammelman, C., Salas, C. C., & Tornabene, S. (2023). Paving over taquerias to put up condos: constructing urban imaginaries of migrant foodscapes via digital food narratives. *Food, Culture & Society*, DOI: [10.1080/15528014.2023.2263703](https://doi.org/10.1080/15528014.2023.2263703)

Salas, C.C., Hammelman, C., Tornabene, S. (1 May 2022). “Looking for true Mexican food in Charlotte”: Insights into How Authenticity Is Produced, Experienced, and Interpreted in Migrant Food Spaces. *Gastronomica*. 22(2), p. 29–42.
 doi: <https://doi.org/10.1525/gfc.2022.22.2.29>

Dura, L., **Salas, C. C.**, Medina-Jerez, W., & Hill, V. (2018). *De aquí y de allá: Changing Perceptions of Literacy through Food Pedagogy, Asset-Based Narratives, and Hybrid Spaces*. In K. Vieira, V. Portillo, J. Luther, D. Blakesley, and S. Parks (Eds.). *Best of the Journals in Rhetoric and Composition 2017*, (pp. 26 – 50). Anderson: Parlor Press. (Reprinted from *Community Literacy Journal*. 15(1), p. 21 -39.

Dura, L., **Salas, C. C.**, Medina-Jerez, W., & Hill, V. (2015). *De aquí y de allá: Changing Perceptions of Literacy through Food Pedagogy, Asset-Based Narratives, and Hybrid Spaces*. *Community Literacy Journal*. 10(1), p. 21 -39.

REFEREED BOOK CHAPTERS

Salas, C. C. (2017). Unlikely Dinner Guests: Inviting “Everyday” People to the Table of Visual Imagery. In Anita August (Ed.). *Visual Imagery, Metadata, and Multimodal Literacies Across the Curriculum* (pp. 125 – 144). Hershey: IGI Global.

Salas, C. C. (2017). The Commodification of Mexican Women on Mexican Food Packaging. In Melissa A. Goldthwaite and Kristin K. Winet (Eds.). *Food Feminism and Rhetoric* (pp. 189 - 199). Chicago: Southern Illinois University Press.

Salas, C. C., & Abarca M. E. (2016). Food Marketing Industry: Cultural Attitudes Made Visible. In Meredith Abarca and Consuelo Carr Salas (Eds.). *Latin@s’ Presence in the Food System: Changing How We Think About Food* (pp. 203 – 222). Fayetteville, AK: University of Arkansas Press.

Abarca M. E., & **Salas C.C.** (2016). Introduction. In Meredith Abarca and Consuelo Carr Salas (Eds.). *Latin@s’ Presence in the Food System: Changing How We Think About Food*. (pp. xiii – xxx). Fayetteville, AK: University of Arkansas Press.

NON-REFEREED JOURNAL ARTICLES

Perez-Quñones, M. & **Salas, C. C.** (2021 May /June). How the *ideology of monolingualism* drives us to *monolingual interaction*. *Community and Culture Forum, Interactions ACM*. 28(3). p. 66 -69. <https://doi.org/10.1145/3457871>

PUBLICATIONS IN PROCESS

Salas, C.C., Perez-Quñones, M., Gonzales, L., (Chapter accepted, Book Manuscript under review). Negotiating digitally-mediated environments: Exploring how bilingual and multilingual users interact with monolingual interfaces. In Sara Vogel, Enrique Suárez, Beth Semel, Chris Proctor, (Eds.) *Learning Machines: Sociology of Language Perspectives on Digitally Mediated Learning*. de Gruyter Mouton.

Salas, C.C. A Story from the Borderlands: Colonial Legacies, Tortillas, and Neplanta within the Home Kitchen. To be submitted to *The Journal of Multimodal Rhetorics*.

Salas, C. C. How the Sleeping Mexican Still Has Life. To be submitted to *enculturation*.

Salas, C.C., Jenkins, B. Flewelling, E. Valentine, K. Edwards, D. Institutionalize Change in an Age of Institutional Uncertainty. To be submitted to *College Composition and Communication*.

UNPUBLISHED, REFEREED PAPERS BEFORE PROFESSIONAL CONFERENCES REFERRED INTERNATIONAL CONFERENCES

Salas, C. C. (2020). "Writing Across the Border between Student and Faculty." *Writing Research Across Borders V Conference*. Xi'an, China. (Cancelled due to Covid-19 Pandemic.)

Salas, C. C. (2017). "The Role of Writing Center Tutors in English Language Acquisition. Multilingual Students and Tutors: Cultivating New Writing Center Practices Across Borders." *Writing Research Across Borders IV Conference*. Bogotá, Colombia.

Salas, C. C. & Gomez, M. (2017). "Writing Center Tutors and Language Acquisition: Negotiating Macro with Micro Issues." *Writing Research Across Borders IV Conference*. Bogotá, Colombia.

Salas, C. C. (2016). "Decommodifying Mexican Ethnic Stereotypes paired with Mexican Foods." *International Food Studies Conference*. Berkeley, California.

Salas, C. C. (2016). "'Single Story' Cultural Attitudes in the Food Industry Made Visible." *Scarborough Fare: Global Foodways and Local Foods in a Transnational City ASFS/AFHVS/CAFS Annual Meeting and Conference*. Toronto, Ontario, Canada.

Salas, C. C. (2015). "Bilingual Tutors Collaborating with L2 Learners to Create Points of Praxis." *Second Conference on Latin American Writing Centers and Programs*. Bogotá, Colombia.

Salas, C. C. (2013). "Commodified Perceptions of Cultures in *The Mad, Mad, Mad, Mad Sixties Cookbook: More than 100 Retro Recipes for the Modern Cook*." Media and Food Studies. *Third International Food Studies Conference*. Austin, Texas.

REFEREED NATIONAL/STATE CONFERENCES

Salas, C.C., Tinoco, L. Pihlaja, B. (2026). "Adoption and Resistance of AI: Student Perspectives from an HSI." *Conference on College Composition and Communication*. Cleveland, OH.

Salas, C.C. (2026). Feminist Workshop: "Food as Intersectional Feminist Work, Resistance, Hope, and Community." *Conference on College Composition and Communication*. Cleveland, OH.

Salas, C.C. Tinoco, L. Pihlaja, B. (2025). "Perception and Use of Large Language Models in Students' Writing Process at Hispanic Serving Institutions." *SigDoc*. Lubbock, TX.

Salas, C.C. (2025). "A story from the borderland: Colonial legacies, Tortillas, and Neplanta

- within the Home Kitchen.” *Embodying the Borderlands: La Frontera, nuestra comunidades, nuestro cuerpos. Latin American Studies Association*. San Francisco, CA.
- Salas, C.C., Valentine, K., Jenkins, B., Edwards, E., Flewelling, E. (2025). “Using a Pencil to Adjust the Cassette Tape: Rewinding and Recording Over Dominant Western Rhetorical Practices in First-year Writing Classrooms.” *Conference on College Composition and Communication*. Baltimore, MD.
- Salas, C.C. (2024). Colonial Legacies in our Food and Food Stories: Feminists Narratives of Tortilla Making. Paper presented at the Feminist Workshop: Feminist Latinx Imagination and Experience Through Testimonio at the *Conference on College Composition and Communication*. Spokane, WA.
- Salas, C.C., Louie, M. Harn, E.G. (2023). *Embracing Food as Hope Unlearning the Binary Between Home and Academic Discourses in the Writing Classroom*. Conference on College Composition and Communication. Chicago, Illinois.
- Salas, C.C. (2022). “The Commodification of Everyday Life: The History and Power of Images.” *Rhetoric Society of America*. Baltimore, Maryland.
- Barrera Eddy, S., **Salas, C.C.**, Tinoco, L. (2022). “Not Simply Teaching about them: Creating Antiracist Writing Programs and Departments.” *Conference on College Composition and Communication*. Live, Virtual.
- Salas, C.C., Gonzales, L., Evia, C., and Perez-Quñones, M. (2021). “Ideology of monolingualism: How ignoring bilingualism makes society less inclusive” at the *Research in Equity and Sustained Participation in Engineering, Computing, and Technology (RESPECT)* Conference. Live, Virtual
- Salas, C.C., Looby, K. Ornat, N. (2021). “Copy, Paste, and Adapt: A Cross- Disciplinary Collaborative Study of Information Literacy Retention,” at the *American Library Association* Conference. Recorded, Virtual
- Salas, C. C. (2020). “Veg(etari)an Rhetorics and Community Values.” *Rhetoric Society of America*. Portland, Oregon. (Cancelled due to Covid-19 Pandemic.)
- Salas, C. C. (2020). “Addressing ‘Language, Translingualism, and Monolingualism’ with Self-Identified ‘Monolingual’ Speakers.” *Meeting in the Middle*. Charlotte, North Carolina.
- Salas, C. C. (2020). “Expanding the Humans in the Academy: Looking in Unlikely Places for Knowledge.” *Modern Language Association*. Seattle, Washington.
- Salas, C. C. (2019). “Stories of Latinx Foodways.” *Association for the Study of Food and Society*. Anchorage, Alaska.
- Salas, C. C. Tinoco, L., Ramos, S. and Pihlaja, B. (2019). “*Testimonios*: The Performance

of First-year Tenure Track Faculty.” *Conference on College Composition and Communication*. Pittsburgh, Pennsylvania.

Salas, C. C. (2018). “Creative Research Methods: An Approach to Studying Food.” *Cultural Rhetorics Conference: Entering the Conversation!* East Lansing, Michigan.

Salas, C. C., Looby, K. (2018). “Community and Collaboration on Campus: Faculty/Librarian Partnerships.” *UWP Conference on Writing Studies*. Charlotte, North Carolina

Looby, K., **Salas, C. C.**, (2018). “Conquering the Technology Laden Classroom.” *The Innovative Library Conference*. Radford, Virginia.

Salas, C. C. (2018). “Consumption of Cultural Identity: Buying and Selling Mexican Foodstuffs.” *Conference on College Composition and Communication*. Kansas City, Kansas.

Salas, C. C. (2017). “Food-Based Pedagogies: Opening the Classroom Space.” *National Council of Teachers of English*. St. Louis, Missouri.

Salas, C. C. (2017). “The Role of Writing Center Tutors in English Language Acquisition.” *International Writing Centers Association*. Chicago, Illinois.

Salas, C. C. (2017). “Undergraduate FYW Program Philosophy: Foundation of an Independent Department.” *Association of Rhetoric and Writing Studies*. El Paso, Texas.

Salas, C. C. (2017). “Consumption of Cultural Identity: Product Packaging Selling Mexican Culture.” *National Association of Chicano/Chicana Studies*. Irvine, California.

Salas, C. C. (2017). “From Past to Present: Uncovering How the Sleeping Mexican Man Still Has Life.” New Spaces in Latinx Compositions and Rhetorics. *Conference on College Composition and Communication*. Portland, Oregon.

Salas, C. C. Miles, L., LaPrade, P., Lucero, A., & Arms, L. (2017). “A Workshop: Cultivating Interdisciplinary Relationships: Incorporating Information Literacy in Writing Classrooms, Writing Programs, and Across the Curriculum.” *Conference on College Composition and Communication*. Portland, Oregon.

FUNDED RESEARCH GRANTS

Funded, \$1,440. Student’s Perception and Use of Large Language Models in their Writing Process. Mentoring Undergraduate Student Excellence Program. San Diego State University.

Funded, (Co-PI with Karen Koss, Cali Linfor, and Kathryn Valentine), \$149,505. Humanities

Initiatives at Hispanic-Serving Institutions “Creating Expansive Approaches to the Teaching (CEAT) of Writing in a Southern California Border Region,” National Endowment of the Humanities.

Funded, \$2,550 for 2021-2022 The College of Arts and Letters IRA Award. San Diego State University.

Funded, \$2,550 for 2021-2022 Wendelmoot Memorial Fund for RWS. San Diego State University.

Funded, \$6,000 Faculty Research Grant, “How the Sleeping Mexican Still Has Life.” Office of the Vice Chancellor for Research and Economic Development, University of North Carolina at Charlotte, 2019.

Funded, \$8,410 Scholarship of Teaching and Learning, “Multi Discipline Collaboration in the Teaching of Inquiry and Critical Thinking,” Center for Teaching and Learning, University of North Carolina at Charlotte, 2018.

Funded, (Co-PI with Colleen Hammelman), \$1,000 Local Event Grant, “Latinx Foodways in the New South,” Association for the Study of Food and Society, April 2018.

Funded, \$3,000 Course Enhancement Grant, “UTEP Library Information Literacy Course Enhancement Grant,” The University of Texas at El Paso Library, 2014.

Funded, (Co-PI with Meredith E. Abarca), \$1,500 Mini Grant, “What the Study of Food Adds to the Humanities,” Humanities Texas, 2014.

Funded, (writer with William Medina-Jerez, Lucia Durá, Meredith E. Abarca) \$5,000 Research Grant, “Using Corn to Bridge Home & School Literacies: A Culture-based, After-School Curriculum Merging Science, Math, Geography, History, Reading and Writing,” College of Education, University of Texas at El Paso, 2014.

GRANTS SUBMITTED

Submitted, \$4,000 for 2025-2026 Instructional Related Activities. San Diego State University.

Submitted, \$250,000 (Co-PI with Lizbett Tinoco, Beau Pihlaja), Collaborative Research “Perception, Use and Effect of Large Language Models in Students’ Writing Process and Voice at Hispanic Serving Institutions,” National Endowment of the Humanities.

Unfunded, \$9,955 University Grant Program, “Creating Bilingual Interfaces for Bilingual Users.” Office of Research Advancement, San Diego State University, 2020.

Unfunded, \$6,500 Critical Thinking Grant, “Power of Persuasion: Mexican Food Images and Their Circulation.” College of Arts and Letters, San Diego State University, 2020.

Unfunded, (Co-PI with Colleen Hammelman), \$750 Chancellor’s Diversity Challenge Fund,

“Latinx Foodways in the New South,” Chancellor’s Office, University of North Carolina at Charlotte, 2019.

PARTICIPATION IN PROFESSIONAL ASSOCIATIONS

National Council of Teachers of English (NCTE)

Conference on College Composition and Communication (CCCC)

Latina/o Caucus, NCTE/CCCC

Rhetoric Society of America (RSA)

Association for the Study of Food and Society (ASFS)

TEACHING EFFECTIVENESS

DISSERTATION COMMITTEE MEMBER

- | | |
|-------------|---|
| 2023 – 2025 | Michelle Crooks, Ed.D. Educational Leadership, San Diego State University
Reimagining Rhetoric: Supporting Students of Color Through Culturally Relevant Pedagogy in College Composition
Dissertation, 3 rd Reader |
| 2018 – 2022 | Candace Chambers, Ed.D. Urban Urban Literacy, University of North Carolina at Charlotte
The Pedagogical Experiences of Online Correctional Education English Composition Faculty: A Transcendental Phenomenological Study.
Dissertation, 2 nd Reader |

MA THESIS CHAIR

- | | |
|-------------|---|
| 2024-2025 | Steven Moreno-Terrill M.A. Liberal Art Studies
San Diego State University
Title: TBD |
| 2022 – 2023 | David Ornelas M.A. Rhetoric and Composition
San Diego State University
White Bodies, Muscles, and Abs: Digital and Visual Rhetoric Within Gay Centered Media |
| 2022 – 2023 | Matthew Louie M.A. Rhetoric and Composition
San Diego State University
Exploring the Successes and Challenges of Anti-Racist and/or Linguistically Inclusive Writing Assessment in First-Year Composition |
| 2021 – 2022 | George Shaffer M.A. Rhetoric and Composition
San Diego State University
Writing out of coloniality: Questioning Delinking as decolonial strategy in alphabetic world |
| 2021 – 2022 | Michael Shaitrit M.A. Liberal Arts and Sciences
San Diego State University |

Storytelling in Music as a Cultural Immunogen

2021 – 2022 Nicole Golden M.A. Rhetoric and Composition
 San Diego State University
 The Practice of Story: Japanese American Identity through Podcast

MA PROJECT DIRECTOR

2025- 2026 Emma Thomas, M.A. Rhetoric and Composition
 San Diego State University
 Title: TBD

2025-2026 Lydia Rojratanakiat, M.A. Rhetoric and Composition
 San Diego State University
 Fluent in Displacement: No Homeland, All Ethos

2024-2025 Danna Yunis M.A. Rhetoric and Composition
 San Diego State University
 Storytelling in Soundbites and Remixing as Resistance

2021 – 2022 Jennifer Davis M.A. Rhetoric and Composition
 San Diego State University
 Cultural Rhetorics in the First-Year Composition Classroom

2021 – 2022 Matthew Farris M.A. English, Rhetoric and Composition Concentration
 San Diego State University
 Advancing Zoomusicology: The Stakes of Aesthetics and Speciesism

2019 – 2020 Charlotte Bedell M.A. English, Rhetoric and Composition Concentration
 University of North Carolina at Charlotte.
 ‘It’s...really just passing those simple recipes down’: A Portrait of
 Minerva as a Cook.

2019 – 2020 Olivia Love – Dembrosky, M.A. Liberal Studies
 University of North Carolina at Charlotte.
 Chitterlings: From Necessity to Delicacy.

MA THESIS COMMITTEE MEMBER

2024-2025 Amy Fong, M.A. Rhetoric and Composition
 San Diego State University
 Title: TBD

2023-2024 Shara Narsipur, M.A. Rhetoric and Composition
 San Diego State University
 Voices of the Valley: An Oral History of Water Rhetoric in the Cyborg
 Imperial Valley

2019 – 2020 Paul Hunter M.A. English, Technical Communication Concentration
University of North Carolina at Charlotte.
*The Grimoire as Technical Manual: A Critical Genre-Based Analysis of
The Sixth and Seventh Books of Moses.*

MA PROJECT COMMITTEE MEMBER

2021 – 2022 Rachel Fernandez M.A. Rhetoric and Composition
San Diego State University
Mutual Boundaries

2021 – 2022 Daniel Rodriguez M.A. Rhetoric and Composition
San Diego State University
Meeting the Pedagogical Needs of First-Generation Students: A First-year
Composition Curriculum. 2nd Reader

2019 – 2020 Hayley B. Rogers M.A. English, Technical Communication Concentration
University of North Carolina at Charlotte.
Visual Rhetoric and the Ethics of Brain Scans in Online Advertising
3rd Reader

2018 – 2019 Mrinalini Uchil M.A. English, Technical Communication Concentration,
University of North Carolina at Charlotte.
Website Design and Implementation, 3rd Reader

Participation in Teaching Training or Teaching Conferences

August 2025 RWS Fall 2025 Pedagogy Conference, “Expanding Beyond Dominant
Western Rhetorical Practices in First-year Writing Classrooms.” Co-
presented with Erin Flewelling and Ben Jenkins.

August 2025 RWS Fall 2025 Pedagogy Conference, “Entering a conversation with our
reader: Discussions of Grammatical Choices in the age of AI.” Co-
presented with Tait Arnold

January 2021 RWS Winter 2021 Pedagogy Conference, “Diversity Inclusion
Committee.” Co-presented with Katherine Valentine and Cali Linfor.

August 2021 RWS Fall 2021 Pedagogy Conference “Linguistic Justice Summer 2021
Reading Group.” Co-presented with Karen Koss and Cara Thompson.

August 2021 RWS Fall 2021 Pedagogy Conference “Anti Racist Workgroup.” Co-
presented with Sarita Tanori, Matthew Fowler, and Cali Linfor.

Curriculum Development and Teaching Innovations

Spring 2025 RWS 415, Writing Rhetorically: Genre, Audience, and Style

Spring 2022 RWS 603, Cultural Rhetorics

Spring 2022	RWS 410, Cultural Rhetorics
Spring 2022	RWS 696, Foodways Rhetorics
Fall 2021	RWS 596, Decolonial Rhetorics
Spring 2021	RWS 510, Cultural Rhetorics

SERVICE

Service for the Department

Rhetoric and Writing Studies, Academic Review/Self Study Committee Member | 2024 - 2025

A working group designed to create the department's self study and participate in the academic review.

Rhetoric and Writing Studies, Action Plan BA in Rhetoric and Writing Studies Committee Member | 2024 – 2025

A working group designed to create an action plan for the undergraduate major.

Rhetoric and Writing Studies, Director of Lower Division Writing Search Committee Member | 2023 - 2024

Rhetoric and Writing Studies, Diversity and Inclusion Planning Member | 2020 - 2024

Department Committee to assess Department Diversity and Inclusion Practices

Rhetoric and Writing Studies Antiracism, Equity, and Inclusion Workgroup Member | 2020 - 2023

A working group designed to:

1. Develop and employ anti-racist practices in curriculum and pedagogy
2. Examine existing departmental policies and practices and larger structural issues to understand and address issues of inequity and anti-blackness
3. Create equitable and inclusionary programs and classrooms as well as their associated policies and practices.

Rhetoric Society of America Student Chapter Co-Faculty Advisor | 2020 - Present
Revive the RSA student chapter at SDSU.

Rhetoric and Writing Studies, Pedagogy Seminar Participant Recruiter | 2020 - 21

Recruited Dr. Lizbett Tinoco to speak on antiracist writing program development.

Recruited Dr. Laura Gonzales to speak on multilingual students in the writing classroom.

Recruited Dr. Aja Martinez to speak on her book *Counterstory*.

Service for the Profession

Reviewer, *Food, Culture & Society*, the journal of the *Association for the Study of Food and Society* | July 2024 – Present

Editorial Review Board Member, *Xchanges: An Interdisciplinary Journal of Technical Communication, Rhetoric, and Writing Across the Curriculum* | July 2022 – Present

Editorial Review Board Member, International Exchanges on the Study of Writing, *The WAC Clearinghouse* | October 2020 – Present