## **GRETCHEN KRISTINE PIERCE, Ph.D.**

**CURRICULUM VITAE**

## **BD21390_**

## History/Philosophy Department

## Shippensburg University

## 1871 Old Main Drive, DHC 214

Shippensburg, PA 17257

Office Phone: (717) 477-1729

gkpierce@ship.edu **BD21390_**

# **EDUCATION**

* Ph.D., History, University of Arizona (UA), May 2008
* Major Field, Latin America; Minor Field, Art History
* Dissertation Title, “Sobering the Revolution: Mexico’s Anti-Alcohol Campaigns and the Process of State-Building, 1910-1940.”
* M.A., Latin American Studies, UA, May 2002
* Major Field, History; Minor Field, Art History
* Thesis Title, “The Stamp of the Revolution: The Mexican Revolution through Postage Stamps, 1910-1968.”
* B.A., Interdisciplinary Humanities, Certificate in Latin American Studies, Arizona State University, May 2000
* Graduate of the Barrett Honors College
* *Summa Cum Laude*
* Thesis Title, “*Feministas Visuales*: The History of Mexican Feminism as Portrayed in the Lives and Works of the Photographers Tina Modotti and Lola Álvarez Bravo.”

**PROFESSIONAL EMPLOYMENT HISTORY**

* Shippensburg University (SU), History/Philosophy Department
* Associate Professor, July 2014-present; sabbatical Fall 2024, Fall 2016
* Assistant Professor, Aug. 2009-July 2014
* Northern Illinois University, Department of History
* Visiting Assistant Professor, Aug. 2008-May 2009
* Indiana University Northwest, Department of History and Philosophy
* Adjunct Professor, Aug. 2005-June 2008
* UA, History Department
* Teaching Associate, Aug. 2002-May 2004
* Teaching Assistant, Aug. 2001-May 2002
* UA, Latin American Studies Department
* Teaching and Research Assistant, Aug. 2000-May 2001

### TEACHING

**Stand-Alone Courses (SU)**

* HIS 593, Select Topics: Food/Drinks in Latin American History
* INT 300, Pot, Penicillin, and the Pill: A Global View of Drugs
* HON 360/388/396/397/398, Honors Colloquium: Reach Out
* HIS 444/490/493, Select Topics: History of Women in Latin America
* HIS 105, World History I/Historical Foundations of Global Cultures (regular and majors-only sections)
* HIS 106, World History II/Thinking Historically in a Global Age (regular and majors-only sections)
* HON 123, Chocolate, Coffee, and Coca-Cola: Commodities in Honors World History II
* HIS 349, Food/Drinks in Latin American History
* HIS 360, History of Mexico
* HIS 366, History of Brazil

**Teaching Awards and Honors**

* Center for Excellence in Teaching and Learning (CETL) Scholar Educator, Fall 2019-Spring 2021.
* H-Latam/Conference on Latin American History (CLAH) Syllabus Prize (for HIS 349), 2017.
* Professor of the Month, Alpha Phi Sorority, Mar. 2012.
* Nominated for Excellence in Teaching Award, UA, Aug. 2003.

**Teaching Grants**

* General Education Grant: SU, General Education Council, Fall 2022, Spring 2022, Fall 2019, Fall 2018, Fall 2017.
* History Department Grant: SU, Spring 2019, Fall 2018, Spring 2016, Fall 2014.
* Dean of College of Arts and Sciences (CAS) Grant: SU, Spring 2024, Fall 2018, Fall 2017, Fall 2014.
* Human Understanding Grant: SU, Spring 2025, Spring 2023, Fall 2022, Fall 2020, Spring 2018, Spring 2016, Fall 2014.
* International Studies Grant: SU, Spring 2016; Fall 2014.

**Teaching Presentations**

* “¡Buen Provecho! Bom Apetite! Thematic and Experiential Approaches to Teaching the History of Food and Stimulants,” Rocky Mountain Council on Latin American Studies (RMCLAS) Conference, Mar. 2021 (virtual, roundtable presenter).
* “Start the Semester with a Questionnaire to Map Your Students’ Needs,” CETL Workshop, Jan. 2021, Dec. 2020.
* “Encouraging Participation on Zoom,” History Department Teaching Workshop, Sept. 2020.
* “Expanding Students’ Worldview and Critical Thinking,” CETL Workshop, Aug. 2020.
* “Creating and Communicating a Sense of Belonging within Academic Majors,” CETL Workshop, Aug. 2020.
* “Creating a Comprehensive and Flexible Course Calendar,” CETL Workshop, Aug. 2020.
* “Alcohol and Other Drugs in the Classroom: Teaching the International Studies Capstone Course,” Midwest World History Association Conference, Sept. 2015.

### SCHOLARLY GROWTH

### Research Grants

* Dean of College of Arts and Sciences Supplemental Research Grant: SU (Oct. 2018)
* Faculty Professional Development Council (FPDC) Grant: SU (June 2018)
* FPDC Grant: PASSHE (June 2010)
* Michael Sweetow Fellowship: University of Arizona History Department (UAH) (June 2006)
* Ramenofsky Graduate Fellowship: UAH (June 2006)
* Fulbright-Hays Doctoral Dissertation Research Abroad Fellowship: United States Department of Education (Sept. 2004-July 2005)
* Sybil Ellingwood Pierce Fellowship in Southwest History: UAH (Apr. 2004)
* Hewlitt-Tinker Summer Research Grants: UA Center for Latin American Studies: (May 2003; May 2001)

# **Publications**

Books (Peer-Reviewed)

* “Altered States: Anti-Alcohol, State-Building, and Identity-Formation Projects during the Mexican Revolution, 1910-1940” (manuscript in progress; the University of Arizona and University of Nebraska Presses have both expressed interest).
* *Alcohol in Latin America: A Social and Cultural History*, ed. Gretchen Pierce and Áurea Toxqui (Tucson: University of Arizona Press, 2014) (co-editor, with Áurea Toxqui); paperback edition released 2017.

Journal Articles (Invited; Peer-Reviewed)

* “*Chicas Modernas* and *Chinas Poblanas*: International and National Influence in the Mexican Beer Industry and its Advertising, 1910-1940,” International Knowledge Transfer within the Brewing Industry of the 19th and 20th Century (special edition), *Jahrbuch für Wirtschaftsgeschichte/Economic History Yearbook* 65, no. 1 (2024): 63-100 <https://www.degruyter.com/document/doi/10.1515/jbwg-2024-0006/html?lang=en>.
* “Parades, Epistles, and Prohibitive Legislation: Mexico’s National Anti-Alcohol Campaign and the Process of State-Building, 1934-1940,” *Social History of Alcohol and Drugs* 23, no. 2 (Spring 2009): 151-80. <https://www.journals.uchicago.edu/doi/10.1086/SHAD23020151>.

Chapters in Edited Volumes (Invited; Peer-Reviewed)

* “*Desfanatizar y Desalcoholizar la Población*”: the Interrelated Anti-Catholic and Anti-Alcohol Campaigns,” in *Anti-Catholicism in the Mexican Revolution, 1913-1940*,ed. Jurgen Büchenau and David Dalton, 126-54 (Albuquerque: University of New Mexico Press, 2024).
* “*Pulqueros, Cerveceros,* and *Mezcaleros*: Small Alcohol Producers and Popular Resistance to Mexico’s Anti-Alcohol Campaigns, 1910-1940,” in *Alcohol in Latin America: A Social and Cultural History*, ed. Gretchen Pierce and Áurea Toxqui, 161-84 (Tucson: University of Arizona Press, 2014).
* “Fighting Bacteria, the Bible, and the Bottle: Projects to Create New Men, Women, and Children, 1910-1940,” in *A Companion to Mexican History and Culture*, ed. William H. Beezley, 505-17 (London: Wiley-Blackwell Press, 2011).

Encyclopedia Articles (Invited; Editor-Reviewed)

* “Plutarco Elías Calles,” in *Alcohol and Drugs in North America: A Historical Encyclopedia*, vol. 1: A-L, ed. David M. Fahey and Jon S. Miller, 113-14 (Santa Barbara, CA: ABC-CLIO, 2013).

Academic Blog Posts (Invited [*Points*];Editor-Reviewed)

* “Year Four: H-Latam’s *Research Corner/Rincón del Investigador/Canto do Pesquisador* Blog in 2023,” *Research Corner/Rincón del Investigador/Canto do Pesquisador*, H-Latam, Dec. 27, 2023, <https://networks.h-net.org/group/blog/20017931/blog-year-four-h-latams-research-cornerrincon-del-investigadorcanto-do> (author).
* “Who Owns the Rights to Advertisements? A Wild Goose Chase,” *Research Corner*, Nov. 29, 2023, <https://networks.h-net.org/group/blog/20014506/blog-who-owns-rights-advertisements-wild-goose-chase-gretchen-pierce-and> (author, with Claudio Escandon Mendiola).
* “Remotely Acquiring Publication-Quality Images and the Permissions to Use Them at Mexico’s Archivo General de la Nación, the Benson Latin American Collection, and the Hemeroteca Nacional de México,” *Research Corner*, Nov. 5, 2023, <https://networks.h-net.org/group/blog/20011688/blog-remotely-acquiring-publication-quality-images-and-permissions-use-them> (author, with Claudio Escandon Mendiola).
* “Keeping Up with a Research Agenda when Life Gets in the Way,” *Research Corner*, Sept. 17, 2023, <https://networks.h-net.org/group/blog/20006156/blog-keeping-research-agenda-when-life-gets-way-gretchen-pierce> (author).
* “From Doing Research to Teaching It: H-Latam’s *Research Corner/Rincón del Investigador/Canto do Pesquisador* Blog in 2022,” *Research Corner*, Dec. 28, 2022, <https://networks.h-net.org/node/23910/blog/research-corner/12110546/blog-doing-research-teaching-it-h-latam%E2%80%99s-research> (author).
* “Teaching with H-Latam’s *Research Corner* Blog: A Graduate Seminar on Historical Methods at Rutgers University,” *Research Corner*, Jan. 23, 2022, <https://networks.h-net.org/node/23910/blog/research-corner/9589140/blog-teaching-h-latam%E2%80%99s-research-corner-blog-graduate> (author, with Tatianna Seijas).
* “2021: A Research Odyssey. Or, the Second Year of H-Latam’s *Research Corner/Rincón del Investigador/Canto do Pesquisador*,” *Research Corner*, Jan. 4, 2022, <https://networks.h-net.org/node/23910/blog/research-corner/9481430/blog-2021-research-odyssey-or-second-year-h-latam%E2%80%99s> (author).
* “How We Did It: H-Latam’s *Research Corner* Blog,” *H-Net Editor Resources*, June 15, 2021, <https://networks.h-net.org/node/877/discussions/7825172/how-we-did-it-h-latams-research-corner-blog> (author).
* “Some Positive Research News in an Otherwise Dismal Year: *Research Corner/Rincón del Investigador/Canto do Pesquisador’s* First Year,” *Research Corner*, Dec. 30, 2020, <https://networks.h-net.org/node/23910/blog/research-corner/7053381/some-positive-research-news-otherwise-dismal-year> (author).
* “A Small Archival Gem: the Centro Cultural Manuel Gómez Morin in Mexico City,” *Research Corner*, Mar. 20, 2020, <https://networks.h-net.org/node/23910/blog/research-corner/6075465/small-archival-gem-centro-cultural-manuel-g%C3%B3mez-morin> (author).
* “Introduction to Research Corner,” *Research Corner*, Dec. 18, 2019, <https://networks.h-net.org/node/23910/blog/research-corner/5581397/research-corner-introduction-gretchen-pierce> (author).
* “*Pulqueras*, *Mezcaleras y Meseras*: Women’s Resistance to Mexico’s Anti- Alcohol Campaigns, 1910-1940,” *Points: The Blog of the Alcohol and Drugs History Society*, June 26, 2012, [http://pointsadhsblog.wordpress.com/2012/06/26/pulqueras-mezcaleras-y- meseras-womens-resistance-to-mexicos-anti-alcohol-campaigns-1910-1940/](http://pointsadhsblog.wordpress.com/2012/06/26/pulqueras-mezcaleras-y-%20meseras-womens-resistance-to-mexicos-anti-alcohol-campaigns-1910-1940/) (author).
* “‘Su Majestad, La Mujer’: Women’s Participation in Mexico’s Anti-Alcohol Campaigns, 1910-1940,” *Points: The Blog of the Alcohol and Drugs History Society*, June 19, 2012, [http://pointsadhsblog.wordpress.com/2012/06/19/su- majestad-la-mujer-womens-participation-in-mexicos-anti-alcohol-campaigns- 1910-1940/](http://pointsadhsblog.wordpress.com/2012/06/19/su-%20majestad-la-mujer-womens-participation-in-mexicos-anti-alcohol-campaigns-%201910-1940/) (author).
* “Holy, Hated, or Hip?: The Circuitous History of Mexico’s *Pulque*,” *Points: The Blog of the Alcohol and Drugs History Society*, May 31, 2012, [http://pointsadhsblog.wordpress.com/2012/05/31/holy-hated-or-hip-the- circuitous-history-of-mexicos-pulque/](http://pointsadhsblog.wordpress.com/2012/05/31/holy-hated-or-hip-the-%20circuitous-history-of-mexicos-pulque/) (author).

Book Reviews (Invited)

* “*Rum Histories: Drinking in Atlantic Literature and Culture* by Jennifer Poulos Nesbitt,” H-Caribbean, Jan. 24, 2024, <https://www.h-net.org/reviews/showrev.php?id=59852>.
* “*Church and State Education in Revolutionary Mexico City* by Patience A. Schell,” in *Arizona Journal of Hispanic Cultural Studies* 8 (2004): 255-56.

# **Conference Papers Presented**

International Conferences

* “*Chicas Modernas* and *Chinas Poblanas*: International and National Influence in Mexican Beer Advertising, 1910-1940,” International Knowledge Transfer within the Brewing Industry of the 19th and 20th Century Workshop (virtual), Oct. 2021.
* “Los Estados Unidos, Inglaterra, y El Salvador: La campaña anti-alcohólica mexicana y las relaciones exteriores, 1910-1940,” XV Reunión Internacional de Historiadores de México (RIHM); [“The United States, England, and El Salvador: The Mexican Anti-Alcohol Campaign and Foreign Relations, 1910-1940,” 15th International Meeting of the Historians of Mexico], Guadalajara, Mexico, Oct. 2018.
* “‘Cultivar los músculos y combatir los vicios’: Deporte, la campaña antialcohólica, y el proceso de forjar patria en la revolución mexicana, 1910- 1940,” XIV RIHM; [“‘To Cultivate Muscles and to Combat Vices’: Sports, the Anti-Alcohol Campaign, and the Process of Nation-Building during the Mexican Revolution 1910-1940,” 14th RIHM], Chicago, IL, Sept. 2014.
* “‘To Cultivate Muscles and Combat Vices’: Sports and the Anti-Alcohol Campaign during the Mexican Revolution, 1910-1940,” International Conference on Sport and Society,” Rio de Janeiro, Brazil, July 2014.
* “Forbidden Fruit: Manuel Álvarez Bravo’s Fetishistic Photographs,” Nueva Academia de San Juan de Letrán, Oaxaca Summer Institute, July 2001.

National Conferences

* “Vast Factories, Glass Bottles, and Made-up Women: Visions of Modernity in Mexican Beer and Tequila Ads, 1910–1940,” Agriculture, Food & Human Values Society/Association for the Study of Food and Society, Annual Meeting, May 2022.
* “Vast Factories, Glass Bottles, and Made-Up Women: Visions of Modernity in Mexican Beer and Tequila Ads, 1910-1940,” CLAH Session at the American Historical Association (AHA) Annual Meeting, Jan. 2022 [paper accepted but session cancelled because of COVID].
* “To Defanaticize and Dealcoholize the Population”: the Interrelated Anti-Clerical and Anti-Alcohol Campaigns,” CLAH Session at the AHA Annual Meeting (virtual), Jan. 2021.
* “‘Se prohibe la cerveza y en cambio se tolera la venta de vino’: Popular Temperance Leagues and State-Building in Sonora, Mexico, 1934-1940,” Alcohol and Drugs History Society Session at the AHA Annual Meeting, Jan. 2007.
* “Sober Revolutionaries: Class, Gender, and Ethnicity in the National and Sonoran Anti-Alcohol Campaigns, 1910-1940,” CLAH Session at the AHA Annual Meeting, Jan. 2006.

Regional Conferences

* “*La familia moderna*: Mexico’s Temperance Movement, the Alcohol Industry, and the Identity Formation Process, 1910-1940,” RMCLAS Conference, Apr. 2017.
* “*Pulqueros, Cerveceros,* and *Mezcaleros*: Small Alcohol Producers and Popular Resistance to Mexico’s Anti-Alcohol Campaigns, 1910-1940,” RMCLAS Conference, Apr. 2011.
* “Men Behaving Badly: The Reconstruction of Working-Class Masculinity and Mexico’s Anti-alcohol Campaign, 1929-1940,” RMCLAS Conference, April 2005.
* “The Stamp of the Revolution: Memory of the Mexican Revolution in Postage Stamps,” RMCLAS Conference, Feb. 2003.
* “Many Mexicos, Many Revolutions: The Case of Alcohol in Three Regions of 1920s and 1930s Mexico,” Tri-University and Phi Alpha Theta Regional Conference, Feb. 2003.
* “Pleasure Patrols: Anti-Alcohol Campaigns in Revolutionary Oaxaca, 1920-1924,” RMCLAS Conference, Apr. 2002.

Local Conferences/Presentations

* “*La familia moderna*: Mexico’s Temperance Movement, the Alcohol Industry, and the Identity Formation Process, 1910-1940,” Department of History’s Diggin’ History Series, Apr. 2017.
* “Fighting Bacteria, the Bible, and the Bottle: Projects to Create New Men and Women during the Mexican Revolution, 1910-1940,” Modern Languages 3rd Biennial Conference, SU, Apr. 2010.

### Blind Reviews/Endorsements

* Lexington Books (book endorsement), July 2023
* *Social History of Alcohol and Drugs* (article review), Mar. 2023, Dec. 2019
* Oxford University Press (textbook/online modules review), Nov. 2019
* *Journal of Global South Studies* (article review), May 2019
* PASSHE FPDC Grant (proposal review), Mar. 2019, Mar. 2015 (two), Mar. 2014
* *Bulletin of Latin American Research* (article review), Nov. 2017
* Bloomsbury Press (textbook and textbook series proposals review), Feb. 2015
* *Oxford Research Encyclopedia of Latin American History* (article review), Sept. 2014
* *Shippensburg Journal of Modern Languages* (article review—in Spanish), Aug. 2014
* *The Middle Ground Journal* (article review), May 2012
* *History of Women in the Americas* (article review), May 2011
* *Proteus: A Journal of Ideas* (article review), Dec. 2010
* *Journal of the* *North Carolina Association of Historians* (article review), May 2010
* Northern Illinois University Press (book proposal review), July 2008

**Professional Interviews**

* Brian Alberts, VinePair, for podcast on mezcal, Sept. 2024, (forthcoming).
* Rachael Gardner-Stephens, Adam Matthew Digital Limited, on archives in Latin America, Jan. 11, 2023.
* Emily Green, “Some Countries are Banning Alcohol Sales in their Lockdowns—Leading Shoppers to Panic-Buy,’ *The World*, April 9, 2020, <https://theworld.org/stories/2020-04-09/some-countries-are-banning-alcohol-sales-their-lockdowns-leading-shoppers-panic>.
* Claire Clark, “The Points Interview: Gretchen Pierce and Aurea Toxqui,” *Points: The Blog of the Alcohol and Drugs History Society*, Feb. 12, 2015, <https://www.pointshistory.org/post/the-points-interview-gretchen-pierce-and-aurea-toxqui>.

**CONTRIBUTIONS TO THE UNIVERSITY AND THE COMMUNITY**

**University Committee Membership and Leadership**

* President’s Cabinet, Fall 2022-Spring 2023
* APSCUF Executive Committee, Fall 2022-Spring 2023
* University Forum, Fall 2020-Spring 2023
* Delegate and Chair, Fall 2022-Spring 2023
* Delegate and Vice Chair, Fall 2021-Spring 2022
* Alternate, Fall 2019-Spring 2021
* APSCUF Representative Council, Fall 2010-Spring 2016, Fall 2017-Spring 2022
* APSCUF Social Justice Committee/formerly: Gender Issues and Social Justice Committee, Fall 2010-Spring 2016, Fall 2017-present
* Mentoring Underrepresented Faculty Subcommittee, Fall 2015
* Family Medical Leave Act Review Subcommittee, Fall 2013-Spring 2014 (Chair)
* Women’s and Gender Studies Steering Committee, Fall 2010-Spring 2016
* Executive Committee, Fall 2014-Fall 2015
* International Education Council, Fall 2009-Spring 2016, Fall 2017-present
* International Studies Director Search Committee, Spring 2013, Spring 2024 (Chair)
* International Educational Week Planning Subcommittee, Fall 2012-Fall 2015
* Latin American Studies Minor Planning Subcommittee, Fall 2010 (Chair)
* Fulbright Review Subcommittee, Fall 2010-Spring 2016, Fall 2017-present
* Chair, Fall 2015-Spring 2016

**University Special Assignments**

* MSCHE Self-Study Report Committee, Fall 2017-Spring 2019 (Co-Chair)
* University Strategic Planning Steering Committee, Summer 2013-Spring 2016 (Junior Faculty Representative)
* Short-Term Study Abroad Task Force, Spring 2013-Spring 2014
* Dean’s Advisory Council for Undergraduate Research, Scholarship, and Creative Activities, Fall 2012-Spring 2015
* Celebration of Student Research Conference Subcommittee, Fall 2014-Spring 2015
* Faculty Brown Bag Research Exchange Subcommittee, Fall 2012-Spring 2014
* Chair, Fall 2012-Spring 2013

**Department Committee Membership and Leadership**

* Undergraduate Prizes and Scholarship Committee, Fall 2011-present
* Chair, Fall 2012-Spring 2016, Fall 2017-Spring 2018, Fall 2020-present
* Co-chair, Fall 2011-Spring 2012, Fall 2018-Spring 2020
* Undergraduate Curriculum Assessment Committee, Fall 2009-Spring 2016, Fall 2017-present
* Undergraduate Research Committee, Spring 2010-Spring 2011 (Chair)
* Undergraduate Grade Appeal Committee, Fall 2009-Spring 2016, Fall 2017-present
* History Graduate Association, UA, Aug. 2001-May 2004
* Secretary, Aug. 2003-May 2004

**Contributions to University and Student Life**

* History Club Advisor, Fall 2011-Spring 2016
* Faculty Co-Advisor, Reach Out, Fall 2010-Spring 2016, Fall 2017-Summer 2023
* Take eight-twelve students (each year) to the Dominican Republic for a week-long service-learning trip
* Organize and oversee weekly group meetings of about 20-30 students
* Oversee committee work involving curriculum preparation, fundraising, grant-writing, public relations, cultural event planning, and record-keeping
* Mentor group leaders
* Prepare students to travel to the Dominican Republic with lessons on history, culture, language, and travel safety
* Work with the Honors Program and liaisons in the Dominican Republic to plan the trip
* Interview students to travel on the next trip

**Student Research**

* Advised 4 MA theses: Fall 2023 (3rd reader), Fall 2018-Spring 2019 (3rd reader), Summer 2018 (3rd reader), Fall 2015-Summer 2016 (1st reader)
* Advised 7 Honors Capstone projects (led to 11 national, regional, and local presentations), Fall 2020-Spring 2021, Fall 2017-Spring 2018 (2), Fall 2014-Spring 2015, Fall 2013-Spring 2014, Fall 2012-Spring 2013 (2)
* Mentored 36 undergraduate student papers, posters, or architectural models (16 since the last review) by 48 students (18 since the last review), led to 25 national, regional, and local presentations (7 since the last review), 12 publications in a local journal (7 since the last review), and 12 awards (6 since the last review), Apr. 2010-Feb. 2023
* Published (with the help of GA Abigail Koontz) “HIS 105 Architecture Project,” a book featuring the papers and/or architectural models of an additional 40 students. <https://his105archproject.pressbooks.com/> Spring 2020

**Campus Life Awards**

* Faculty Advisor of the Month Award (for Reach Out), National Residence Hall Honorary Association, SU branch, Oct. 2014
* Outstanding Contribution to the Honors Program as Faculty Mentor to Reach Out, Fall 2012-Spring 2013
* Nominated for Outstanding Faculty Advisor (for Reach Out), Campus Life Awards, Spring 2012

**Professional Service**

# Editor and moderator, H-Latam network, Nov. 2019-present

# *Research Corner/Rincón del Investigador/Canto do Pesquisador*, H-Latam, Nov. 2019- present, https://networks.h-net.org/group/291 (blog founder, editor, and occasional contributor; have published 84 posts (besides my own); 3 in the queue; 8 in Spanish, 1 in Portuguese