

Gabrielle Camille Ferreira

MASTER'S STUDENT IN COMMUNICATION

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Education

Federal University of Paraná (UFPR)

Curitiba, PR, Brazil

MS IN COMMUNICATION

2019-21

- Graduate thesis: "The Discovery of Turkey by the Latin Americans: The Reception of Turkish TV Dramas in Brazil and Uruguay"
- Advisor: Prof. Dr. Valquíria Michela John

Federal University of Paraná (UFPR)

Curitiba, PR, Brazil

BS IN COMMUNICATION

2014-18

- Undergraduate thesis: "The Phenomenon of Turkish TV Dramas: The Reception of Fatmagul in Brazil"
- Advisor: Prof. Dr. Valquíria Michela John

Experience

2020-
present

Research Assistant, Member of the OBITEL/UFPR, a part of the Ibero-American Observatory of Television Fiction (OBITEL). The group is currently developing a project that explores narrative innovations adopted by Brazilian telenovela *A Mother's Love (Amor de Mãe)* within the context of the COVID-19 pandemic.

2018-
present

Research Assistant, Member of the Center for Studies in Serial Fiction (NEFICS). The group conducts researches on gender, identity and representation in serial fiction.

2016-17

Teaching Assistant, Supervised and assessed second-year students' assignments for the Graphic Design undergraduate course. Topics approached during the course included art movements, color theory, typography and visual hierarchy.

Presentations

ORAL PRESENTATIONS

Growing up Between Television and Streaming: The Case of Brazilian Soap Opera *Young Hearts (Malhação)*

Television Histories in Development Conference, Netherlands Institute for Sound and Vision, Netherlands, September 30–October 1, 2021. [FORTHCOMING]

Taking the TV out of Turkish TV Dramas: Online Distribution of Turkish Productions in Brazil

International Association for Media and Communication Research (IAMCR 2021), United States International University-Africa, Kenya, July 11–15, 2021. [FORTHCOMING]

Percepções sobre as telenovelas turcas no Brasil e no Uruguai (*Perceptions of Turkish TV Dramas in Brazil and Uruguay*)

XV Congress of the Latin American Association of Communication Researchers (ALAI), Pontifical Bolivarian University, Colombia, November 9–13, 2020.

From Subversives to Conservatives: Perceptions of Turkish TV Dramas in Brazil

Global Fusion 2020 Virtual Conference, Southern Illinois University Carbondale & Edwardsville, United States, October 9–11, 2020.

The Phenomenon of Turkish TV Dramas in the Land of Telenovelas: Fatmagul and its Reception in Brazil

The Fourth Biennial CARGC Symposium, Annenberg School for Communication, University of Pennsylvania, United States, May 8, 2020.

O resgate do melodrama: uma análise do interesse das telespectadoras brasileiras pelas narrativas melodramáticas clássicas a partir da recepção da telenovela turca Fatmagul (*Rescuing Melodrama: An Analysis of Brazilian Viewers' Interest for Classical Melodramatic Narratives Based on the Reception of Turkish TV Drama Fatmagul*)
International Congress in Communication and Consumption (COMUNICON), Superior School of Advertising and Marketing, Brazil, October 8–11, 2018.

O consumo das telenovelas turcas no Brasil: uma análise do comportamento das telespectadoras de Fatmagul (*The Consumption of Turkish TV dramas in Brazil: A Behaviour Analysis of Fatmagul's Viewers*)
III International GEMInIS Journey (JIG), Federal University of São Carlos, Brazil, August 28–30, 2018.

O fenômeno da ficção televisiva turca: a recepção da telenovela Fatmagul no Brasil (*The Phenomenon of Turkish TV Fiction: The Reception of Fatmagul in Brazil*)
XIV Congress of the Latin American Association of Communication Researchers (ALAI), University of Costa Rica, Costa Rica, July 30–August 1, 2018. [Presented by Dr. Valquíria Michela John]

A narrativa transmidiática e a criação do universo da telenovela infantil Carrossel (*The Transmedia Narrative and the Creation of the Universe of Children's Telenovela Carrossel*)
XIX Congress of Communication Sciences in the South Region (INTERCOM SUL), Assis Gurgacz College, Brazil, May 31–June 2, 2018.

Pop Punk: Quando o punk rock assumiu o mainstream (*Pop-Punk: When Punk Rock Admitted Being Mainstream*)
XVII Congress of Communication Sciences in the South Region (INTERCOM SUL), Pontifical Catholic University of Paraná, Brazil, May 26–28, 2016.

POSTER PRESENTATIONS

As telenovelas turcas na América Latina: um comparativo entre a recepção no Brasil e no Uruguai (*Turkish Telenovelas in Latin America: A Comparison Between the Reception in Brazil and Uruguay*)
XXVII Jornadas de Jóvenes Investigadores de la Asociación de Universidades Grupo Montevideo (AUGM), Federal University of São Carlos, Brazil, October 23–25, 2019.

Media appearances

ONLINE NEWS

Metrópoles (March 3, 2021), Globo importa novelas turcas para recuperar público mais tradicional (*Globo Imports Turkish Telenovelas to Regain Traditional Audiences*)
<http://metropoles.com/brasil/de-olho-no-publico-conservador-globo-importa-novelas-turca>

Southern Illinois University Edwardsville (October 28, 2020), SIUE and SIUC's Annual Global Fusion Conference an International Success
<https://siue.edu/news/2020/10/SIUEandSIUCsAnnualGlobalFusionConferenceanInternationalSuccess.shtml>

Grants & Awards

2019–21 **Graduate Research Scholarship**, Coordination for the Improvement of Higher Education Personnel (CAPES)

2020 **Best Graduate Student Paper Award**, Global Fusion 2020 Virtual Conference

2017 **Teaching Assistantship**, Federal University of Paraná (UFPR)

Development

2020 **Online Summer Program in Japanese Cultural Studies**, Sainsbury Institute for the Study of Japanese Arts and Cultures, United Kingdom

2019 **Specialization in Trends Management and Coolhunting**, Pontifical Catholic University of Paraná, Brazil

2017 **Tenri University Summer Japanese Language Course**, Tenri University, Japan

Service

- 2021 **Annual Report on Graduate Programs**, Collecting data about professors, students and projects for the annual report submitted to the Brazilian government through the *Sucupira Platform*, used to evaluate the quality of graduate programs.
- 2020-21 **Meeting for the Research in Communication (ENPECOM)**, Managing registrations, payments and certificates for the national meeting organized biennially by the Graduate Program in Communication at UFPR.
- 2020 **Lattes Curriculum Workshop**, Conducted a workshop for prospective students in the Graduate Program in Communication at UFPR to instruct them on how to create a curriculum on the *Lattes Platform*, an integrated database of Brazilian researchers.
- 2016 **Media, Public Space, and Education Project (MEP)**, Participated in an educommunication project at UFPR that consisted in analyzing the repercussion of news, and, based on the value conflicts identified, developing didactic material for high school students.
- 2016 **Courses and Careers Fair**, Presented the BS in Communication at UFPR for prospective students at the annual Courses and Careers Fair.

Languages

Portuguese | Native

English | Advanced (TOEFL iBT 113)

Spanish | Advanced

French | Intermediate (DELF B2)

Other skills

Microsoft Office Suite | Proficient

ATLAS.ti | Advanced

NVivo | Advanced

LaTeX | Advanced

Python | Beginner