

# 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-present

- Graduate thesis: "Turkish TV Dramas in Latin America: A Comparison Between the Reception 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 research 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 develops researches related to serial fiction, gender, identity, and representation.

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

#### 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.

## Grants & Awards

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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

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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

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2021 **Annual Report on the Graduate Program in Communication**, Collecting data about professors, students and projects for the annual report submitted by the Graduate Program in Communication at the Federal University of Paraná to the Brazilian government through the Sucupira Platform.

2020-21 **Meeting for the Research in Communication (ENPECOM)**, Managing inscriptions, payments and certificates for the national meeting organized biennially by the Graduate Program in Communication at the Federal University of Paraná.

- 2020 **Lattes Curriculum Workshop**, Conducted a workshop for prospective students in the Graduate Program in Communication at the Federal University of Paraná to instruct them on how to create their curriculums on the Lattes Platform.
- 2016 **Media, Public Space, and Education Project (MEP)**, Participated in an educommunication project at the Federal University of Paraná 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 the Federal University of Paraná for prospective students at the annual Courses and Careers Fair.

## Languages

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**Portuguese** | Native

**English** | Advanced (TOEFL iBT 113)

**Spanish** | Advanced

**French** | Intermediate (DELF B2)

## Other skills

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**Copywriting** | Experience working as a copywriter in advertising agencies

**LaTeX** | Experience writing documents with LaTeX

**Python** | Beginner using pandas, Matplotlib and seaborn to analyse and visualize data