

Gabrielle Camille Ferreira

MASTER'S STUDENT IN COMMUNICATION

✉ gabriellectaf@gmail.com | 🏠 gabriellectacmille.github.io | 🐦 @brilleferreira

Education

Federal University of Paraná

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

Curitiba, PR, Brazil

BS IN COMMUNICATION

2014-18

- Undergraduate thesis: "The phenomenon of Turkish TV fiction: the reception of Fatmagul in Brazil"
- Advisor: Prof. Dr. Valquíria Michela John

Experience

2020-present

Researcher at the OBITEL/UFPR, Member of the OBITEL/UFPR, a research group that is a part of the Brazilian branch of the Ibero-American Observatory of Television Fiction (OBITEL). The group is currently developing a research about innovations in Brazilian telenovelas' narratives.

2018-present

Researcher at the NEFICS, Member of the NEFICS, a center for studies in serial fiction in the Graduate Program in Communication at the Federal University of Paraná that develops researches related to telenovelas, series, gender, and representation.

2016-17

Teaching Assistant, Supervised and assessed undergraduate students' work for the Visual Programming course in the BS in Communication at the Federal University of Paraná.

Awards, Fellowships, & Grants

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

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

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

Presentations

ORAL PRESENTATIONS

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

XV Congreso de la Asociación Latinoamericana de Investigadores de la Comunicación (ALAIC), Pontifical Bolivarian University, Colombia, November 9–13, 2020.

From subversives to conservatives: perceptions of Turkish TV dramas in Brazil

Global Fusion 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 from 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 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 Congreso de la Asociación Latinoamericana de Investigadores de la Comunicación (ALAIIC), University of Costa Rica, Costa Rica, July 30–August 1, 2018.

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 Asociación de Universidades Grupo Montevideo (AUGM), Federal University of São Carlos, Brazil, October 23–25, 2019.

PAPERS ACCEPTED

A consolidação dos estereótipos de gênero nas protagonistas femininas das telenovelas turcas (*The consolidation of gender stereotypes in female protagonists of Turkish TV dramas*)

International Seminar Fazendo Gênero 12 (Doing Gender), Federal University of Santa Catarina, Brazil, July 2021.

Outreach & Professional Development

SERVICE AND OUTREACH

2020 **Lattes Curriculum Workshop**, Instructor (Gave 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 Lattes Plataforma, an information system maintained by the Brazilian federal government to manage information on science, technology, and innovation), Federal University of Paraná, Brazil

2020-21 **Meeting for the Research in Communication (ENPECOM)**, Organization (Managing inscriptions and payments for a national event in Communication organized by the Graduate Program in Communication at the Federal University of Paraná), Federal University of Paraná, Brazil

2016 **Media, Public Space, and Education Project (MEP)**, Participant (Participated in an educommunication project at the Federal University of Paraná. It consisted in analyzing the repercussion of news, and, based on the value conflicts identified, developing didactic material for schools), Federal University of Paraná, Brazil

2016 **Courses and careers fair**, Collaborator (Presented the BS in Communication at the Federal University of Paraná for prospective students at the annual Courses and Careers Fair), Federal University of Paraná, Brazil

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

Languages _____

Portuguese, Native

English, Advanced (TOEFL iBT 113)

Spanish, Advanced

French, Intermediate (DELF B2)

Other skills _____

LaTeX, Experience writing documents with LaTeX

Copywriting, Experience working as a copywriter in advertising agencies

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