

Dr. Andrea Medrado

Born in Salvador, Brazil, 13.03.1977, British and Brazilian citizen

E-mail: andreamedrado@id.uff.br

Languages: Portuguese (native), English (advanced), Spanish (intermediate)

CURRENT POSITIONS

2014-date	Tenured Assistant Professor in Digital Communication , Department of Social Communication, Postgraduate Programme in Media and Everyday Life, Fluminense Federal University (UFF). [http://www.ppgmidiaecotidiano.uff.br/site/index.php/team-member/andrea-meyer-landulpho-medrado/?lang=en]
2016-date	Co-chair at the Community Communication and Alternative Media Section of the International Association for Media and communication Research (IAMCR). [https://iamcr.org/s-wg/section/community-communication]
2017-date	Co-Investigator - e-Voices Redressing Marginality Network, networking grant funded by the Arts and Humanities Research Council (AHCR UK – reference AH/R003785/1)
2019-date	Vice-Coordinator , Postgraduate Programme in Media and Everyday Life, UFF.

PREVIOUS POSITIONS (selected)

2012-2014	Lecturer in Advertising , Department of Corporate and Marketing Communications, Bournemouth University, UK
2012	Creative Writer at 8ito Comunicação (Advertising Agency). Wrote advertising copy for an election campaign for Mayor of the City of Recife, Brazil (July-Aug, 2012).
2010-2012	Postdoctoral Researcher at the Department of Media Arts, Royal Holloway University of London. [https://www.royalholloway.ac.uk/mediaarts/home.aspx]
2010-2011	Visiting Lecturer , The Ealing School of Design, Arts and Media, University of West London. [https://www.uwl.ac.uk]
2010	Creative Writer at GPS Comunicação (Advertising Agency). Wrote advertising copy for an election campaign for Governor of the State of Goiás, Brazil (July-Aug, 2010).
2006-2010	Visiting Lecturer , School of Media Arts and Design, University of Westminster. [https://www.westminster.ac.uk/about-us/faculties/westminster-school-of-media-arts-and-design]
2006	Creative Writer at Imagine Comunicação (Advertising Agency). Wrote advertising copy for an election campaign for Governor of the State of Maranhão, Brazil (July-Aug 2006).
2005-2006	Advertising Copywriter , Objectiva Comunicação, Salvador, Brazil [http://www.objectiva.com.br/comunicacao/]

EDUCATION

2006-2010	Ph.D. in Media Studies , Communication and Media Research Institute (CAMRI), University of Westminster. Dissertation title: "The Waves of the Hills: Community and Radio in the Everyday Life of a Brazilian Favela"
2002-2004	Master of Arts in Communication & Society , School of Journalism and Communication, University of Oregon (Fulbright Scholar). Thesis title: "Community Television: A Case Study from Favela da Rocinha, Brazil"
1995-1999	Bachelor's Degree , Major in Social Communication (Advertising), Catholic University of Salvador

RESEARCH EXPERIENCE (selected)

2018	Co-Investigator of the International Network e-Voices Redressing Marginality , funded by the UK's Arts and Humanities Research Council
2014-date	Principal Investigator of the project " Citizen Communication and the Voices of the Favelas in Times of Convergence ", with funding from Brazil's National Council for Technological and Scientific Development (CNPq – 2017)
2010-2012	Postdoctoral Researcher in the project "Multiplatforming Public Service Broadcasting", led by Dr James Bennett, funded by the Arts and Humanities Research Council (AHRC)
2007-2008	Research Assistant in the project "The Changing Production Ecology of Preschool TV in Britain", led by Dr Jeanette Steemers, funded by the Arts and Humanities Council (AHRC)

TEACHING EXPERIENCE (selected)

2014-date	Assistant Professor , Department of Social Communication, Postgraduate Program in Media and Everyday Life, Fluminense Federal University, Brazil ♦ Teach courses at doctoral, master's, and undergraduate level on digital technologies; digital media, empowerment and surveillance; interactive advertising; advertising copywriting; political communication; research methods; media history ♦ Supervise undergraduate, Master's and Doctoral students ♦ Short course taught during visit to Universidad de Las Americas in Quito, Ecuador: Contando Histórias a Través de Las Redes Sociales (in Spanish)
2012-2014	Lecturer , Department of Corporate and Marketing Communications, Bournemouth University ♦ Taught courses at undergraduate level on: Persuasion and Influence; Contemporary Media and Popular Culture; Political Communication ♦ Supervised undergraduate and Master's students ♦ Acted as level tutor for 1 st year undergraduate students, providing academic support and guidance to new students.
2011-2012	Visiting Lecturer , Department of Media Arts, Royal Holloway University of London. Taught courses at undergraduate level on: Film and TV Histories
2010-2011	Visiting Lecturer , School of Applied Social Sciences, London Metropolitan University. Taught courses at undergraduate level on: Political Economy of the Media; Community Audio Media; Studying Broadcast Media.
2006-2010	Visiting Lecturer , School of Media Arts and Design, University of Westminster. Taught courses at undergraduate level on: Story Sound Image and Text; Media and Society.

OTHER ADMINISTRATIVE ROLES AT FLUMINENSE FEDERAL UNIVERSITY (selected)

2019-date	Co-Editor – Revista Mídia e Cotidiano (Media and Everyday Life Journal) – edited by members of the Postgraduate Program in Media and Everyday Life
2019-date	Organising Committee – Congresso Nacional de Comunicação Cidadã and Seminário ALAIC – to be held between October 22 nd and 25 th 2019 at Fluminense Federal University
2014- 2019	Communication Manager – Responsible for managing and updating the website and social media accounts of the Department of Social Communication (supervised a team of students until January 2019)
2017-2018	Leader of the Organizing Committee – International Seminar on Media and Everyday Life – took place between May 14 th and 16 th 2018 at Fluminense Federal University

AWARDS AND SCHOLARSHIPS (selected)

2018	AHRC Networking Grant – Highlight for International Development – 60,000 GBP
2018; 2017	Prêmio UFF Vasconcellos Torres for Science and Technology
2016	Patricia Acioli Human Rights Award (1 st prize, academic papers) – 15,000 Reais
2006-2010	Overseas Research Scholarship (full tuition coverage for Ph.D. at Westminster)
2002-2004	Fulbright Scholarship (fully funded 2-year Master's Program at the University of Oregon)

COMMUNITY OUTREACH PROJECTS AT FLUMINENSE FEDERAL UNIVERSITY (selected)

2018-present	Project Dissemina – Aims to promote the inclusion of African-Brazilians in the advertising and journalism industries and to improve media representations of black Brazilians
2018	Organized two events at the Maré Museum, the first museum to be located inside a favela in Brazil. Together with students, researchers, media professionals and favela residents, we promoted a debate about the achievements and challenges of favela media activism.

PUBLICATIONS (2019 and 2020 only - selected)

- Medrado, A., Do Vale, S., and Cabral, A. (2020). A Mediação de Vídeos pelo YouTube: Política Conectiva na Comunicação de um Partido e de Dois Movimentos Sociais. *Revista Eptic* V.22, No. 1, p. 197-216.
- Medrado, A. (2019). Community, Media, and the City. In: Krajina, Z.; and Stevenson, D. (Eds.) *The Routledge Companion to Urban Media and Communication*. London and New York: Routledge, p.425-445..
- Medrado, A., Do Vale, S., and Cabral, A. (2019). Connective Politics, Videos, and Algorithms: YouTube's Mediation of Audiovisual Political Communication. In: Veneti, A., Jackson, D., and Lilleker, D. (Eds.). *Visual Political Communication*. Palgrave Macmillan, p. 265-283. DOI: 10.1007/978-3-030-18729-3
- Medrado, A. (2019). Comunidade na Cidade: Mídias Comunitárias como Infraestruturas Comunicacionais Urbanas. *Revista Eco-Pós* Vol. 22. N.2.
- Rega, I., and Medrado, A. (2019) (Eds). *Activism, Art-ivism and Digital Media to Reduce Marginalisation: Sharing Experiences and Lessons from Brazil, Kenya, Syria, and Costa Rica*. AHRC Industry Report. Available: <http://evoices.cemp.ac.uk/outputs-for-practitioners/>