

Gabrielle Camille Ferreira

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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.
- 2018-21 **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

The Role of Online Fan Communities in the Popularization of Turkish TV Dramas in Brazil

Global Fusion 2021 Virtual Conference, Texas A&M University, United States, October 29–31, 2021.

Arquétipos femininos e maternidade na telenovela brasileira: uma análise das protagonistas de *Amor de Mãe (Female Archetypes and Maternity in Brazilian Telenovela: An Analysis of the Main Characters of A Mother's Love)*

44th Brazilian Congress of Communication Sciences (INTERCOM), Catholic University of Pernambuco, Brazil, October 4-9, 2021.

As fronteiras do melodrama: negociações de telespectadores brasileiros e uruguaios na recepção da ficção televisiva turca (*Melodrama's Borders: Negotiations in the Reception of Turkish TV Dramas among Brazilian and Uruguayan Audiences*)

44th Brazilian Congress of Communication Sciences (INTERCOM), Catholic University of Pernambuco, Brazil, October 4-9, 2021.

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.

Descobrendo a Turquia: o impacto da ficção televisiva turca no cotidiano de telespectadores brasileiros e uruguaios (*Discovering Turkey: The Impact of Turkish TV dramas in the Everyday Life of Brazilian and Uruguayan Audiences*)

4th GEMInIS International Journey (JIG), Federal University of São Carlos, Brazil, September 20-24, 2021.

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.

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

15th 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*)

3rd GEMINIS International 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*)

14th 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*)

19th 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*)

17th 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

Notícias da TV (September 8, 2021), Globoplay encontra nova mina de ouro com dramalhões turcos e mexicanos (*Globoplay finds new gold mine with Turkish and Mexican dramas*)

<https://noticiasdatv.uol.com.br/noticia/televisao/globoplay-encontra-nova-mina-de-ouro-com-dramalhoes-turcos-e-mexicanos-64695>

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

- 2021 **Best Graduate Student Paper Award**, Global Fusion 2021 Virtual Conference
- 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 **Brazilian Congress of Communication Sciences (INTERCOM)**, Reviewed papers submitted to the Serial Fiction Section at the 44th INTERCOM, the biggest and most traditional communication congress in Brazil.
- 2021 **Annual Report on Graduate Programs**, Collected data about professors, students and projects for the annual report submitted to the Brazilian government through the *Sucupira Platform*, which is used to evaluate the quality of graduate programs.
- 2020-21 **Meeting for the Research in Communication (ENPECOM)**, Managed subscriptions, payments and certificates for the national meeting organized biennially by the Graduate Program in Communication at UFPR.
- 2020 **Communication and Gender Course**, Invited as a guest lecturer to the Communication and Gender Course at UFPR. Presented the key concepts of Islamic Feminism and used Turkish TV dramas to illustrate them to undergraduate students.
- 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