

RAIANA DE CARVALHO

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Syracuse University
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EDUCATION

- Ph.D. in Mass Communications** 2020 – present
S.I. Newhouse School of Public Communications
Syracuse University, Syracuse, NY, USA
Advisor: Dr. Anne Osborne
- M.A. in Communication Studies** 2017 – 2019
School of Communication Studies
Kent State University, Kent, OH, USA
Advisor: Dr. Yesim Kaptan
- B.A. in Social Communication and Journalism** 2009 – 2014
College of Culture and Art
Federal University of Ceará, Fortaleza, CE, Brazil
Advisor: Dr. Inês Vitorino Sampaio | Co-Advisor: Dr. Lidia Marôpo

PUBLICATIONS & MANUSCRIPTS

Journal Articles

- de Carvalho, R.** (Forthcoming). Remembering Marielle Franco: Haunting online presence and the memorialization of resistance on social media. *Media, Culture & Society*.
- Corsbie-Massay, C. L., Riley, B. K., **de Carvalho, R.** (2022). Examinations of the unprofitability of authentic Blackness: Insights from Black media professionals. *Journal of Applied Communication Research*, 50(3), 327-343.
<https://doi.org/10.1080/00909882.2022.2083433>
- Marôpo, L., **de Carvalho, R.**, & Jorge, A. (2021). Children's cancer narratives on YouTube: Agency and entrepreneurship in Brazilian CarecaTV. *Global Studies of Childhood*, 11(4), 318-330. <https://doi.org/10.1177/2043610620967018>.
- de Carvalho, R.**, Marôpo, L., & Sampaio, I. (2016). Entre a dor e a superação: Adolescentes com câncer discutem sua representação nas notícias [Between pain and overcoming: Adolescents with cancer debate their representation in the news]. *Animus Revista*

Interamericana de Comunicação Midiática, 15(30), 224-240,
<https://doi.org/10.5902/2175497719171>

Book Chapter

Jorge, A., Maropo, L., **de Carvalho, R.** (2020). Sick children and social media. In L. Green, D. Holloway, K. Stevenson, L. Haddon, & T. Leaver (Eds.), *Routledge Companion to Digital Media and Children* (pp. 414-423). London: Routledge.
<https://doi.org/10.4324/9781351004107>

Invited Resubmission

de Carvalho, R., Santia, M., & Ramasubramanian, S. Framing the Yanomami people during COVID-19: A thematic analysis of the U.S. media coverage of the indigenous health emergency in Brazil. *Ethnic and Racial Studies*.

Manuscript In Progress

Ramirez, A. & **de Carvalho, R.** “Wednesday Adams and the Outcasts of Nevermore: Analyzing Monstrosity, Othering, and Latinidad within Netflix’s Wednesday”

TEACHING EXPERIENCE

Syracuse University

PRL 643: Diversity in Public Relations

Spring 2023

Instructor of Record

Issues surrounding diversity and inclusion within the public relations field; theoretical perspectives on the various dimensions of diversity and its value in public relations; strategies to manage the shifting media landscape; case study analyses and discussions of media issues public relations professionals and firms confront.

COM 344: Media, Diversity, & Latinx

Fall 2022

Instructor of Record

Explores concepts in diversity and media such as social identity, stereotyping, ideology, hegemony, and intersectionality. Apply concepts to explore Latinx representation in entertainment media and popular culture. Analysis of media portrayals of Latinx and how they affect different audiences, informed by a sociological, cultural, and critical perspective.

Kent State University

COMM 15000: Introduction to Human Communication

Spring 2018

Instructor of record

Fall 2018

An inquiry into the nature and function of human communication in interpersonal, group and public contexts (public speaking course)

Spring 2019

COMM 26501: Introduction to Health Communication Fall 2017
 Teaching Assistant Spring 2018
Introduction to the roles of communication in health, health and risk behavior, health care, and health promotion, including interpersonal, organizational and media contexts.

Federal University of Ceará

ICA2002: Aesthetics and Mass Communications Spring 2012
 Teaching Assistant
Explores theories and methods for analyzing aesthetics in mass media content, popular culture, and contemporary art.

SCHOLARLY AWARDS

Outstanding Teaching Award 2023
 Doctoral Program Committee
 S.I. Newhouse School of Public Communications

2023 AEJMC-MCSD Diversity and Inclusion Career Development Fellowship 2023
 Committee on Career Development and Mass Communication and Society Division
 Association for Education in Journalism and Mass Communication (AEJMC)

Top Student Paper 2022
 Third Place, James W. Carey Memorial Award
 Cultural and Critical Studies Division (AEJMC)

Bachelor's Thesis Award 2016
 First Place, Adelmo Genro Filho National Award
 Brazilian Association of Researchers in Journalism (SBPJor)

RESEARCH POSITIONS

Syracuse University

Graduate Research Assistant - Code^Shift Research Lab Fall 2022-
 Projects: News coverage of indigenous communities; Anti-racism and present
 difficult dialogues.
 Principal Investigator: Dr. Srivi Ramasubramanian

Summer Research Assistant Summer 2022
 Project: Media coverage of intersex & transgender athletes.
 Principal Investigator: Dr. Anne Osborne

Graduate Research Assistant

Project: Constructions of Blackness among Black media professionals.

Principal Investigator: Dr. Charisse L'Pree Corsbie-Massay

Fall 2021

Spring 2021

Summer Research Assistant

Project: Q-Study Cleveland Baseball Team name change.

Principal Investigator: Dr. Dennis Kinsey

Summer 2021

Federal University of Ceará**Undergraduate Research Assistant**

Project: Young people and media consumption in times of convergence.

Principal Investigator: Dr. Inês Vitorino Sampaio

Spring 2013

Fall 2013

REFEREED CONFERENCE PRESENTATIONS

de Carvalho, R. (June 2024). Negotiating identities and political (dis)engagement: An exploration of women's political experiences during Brazil's presidential election. Accepted for presentation at the *International Communication Association (ICA) 74th Annual Conference*, Gold Coast, Australia.

de Carvalho, R., Santia, M., & Ramasubramanian, S. (June 2024). Framing the Yanomami people during COVID-19: A content analysis of U.S. media coverage of the indigenous health emergency in Brazil. Accepted for presentation at the *International Communication Association (ICA) 74th Annual Conference*, Gold Coast, Australia.

Arias, E. & **de Carvalho, R.** (March 2024). Memory building through film: An analysis of post-dictatorship Latin American cinema. Accepted for presentation at the *Middle Atlantic Council of Latin American Studies (MACLAS) Conference*, Hamilton, NY.

de Carvalho, R. (Aug 2023). From celebrity politics to political fandom: An exploration of political engagement during Brazil's presidential election. Presented at the *Association for Education in Journalism and Mass Communication (AEJMC) 106th Annual Conference*, Washington D.C., USA.

Ramasubramanian, S., **de Carvalho, R.**, Brown, C., Couri, D., Wilson, J., Wolfe, A. (May 2023). Action-based anti-racism dialogues: A trauma-informed approach for organizational change-making. Presented at the *International Communication Association (ICA) 73rd Annual Conference*, Toronto, Canada.

de Carvalho, R. & Green, K. (Nov 2022). Mi Gente: Representations of Latinx in Netflix's *Gentefied*. Presented at the *National Communication Association (NCA) 108th Annual Convention*, New Orleans, LA, USA.

- de Carvalho, R.** (Aug 2022). Remembering, resisting: A rhetorical analysis of the memorialization of Brazilian activist Marielle Franco on YouTube. Presented at the *Association for Education in Journalism and Mass Communication (AEJMC) 105th Annual Conference*, Detroit, MI, USA.
* *Top Student Paper Award, Third Place (Cultural & Critical Studies Division)*
- de Carvalho, R.** (May 2022). Visual stories of metastasis, emotionality, and well-being: A social semiotic analysis of metastatic breast cancer selfies on Instagram. Presented at the *International Communication Association (ICA) 72nd Annual Conference*, Paris, France.
- Wen, R., & **de Carvalho, R.** (Aug 2021). Exploratory research on health knowledge, negative emotions, risk perceptions, and intentions to practice the preventive guidance during the COVID-19 pandemic. Poster presentation at the *Association for Education in Journalism and Mass Communication (AEJMC) 104th Annual Conference*, online.
- de Carvalho, R.** (July 2021). Emotional expression in the digital rhetoric of metastatic breast cancer patients: A qualitative content analysis of Metavivors' archives of feelings on Instagram. Presented at the *International Association for Media and Communication Research (IAMCR) Annual Conference*, online.
- de Carvalho, R.** (May 2019). Opportunities and challenges for digital health journalism in Brazil: The case of the Networked Oncological Causers, Presented at the *International Communication Association (ICA) 69th Annual Conference*, Washington, DC, USA.
- Marôpo, L., Jorge, A., **de Carvalho, R.**, & Sampaio, I. (July 2016). Digital rights and young people with cancer: Perspectives from Portugal and Brazil. Presented at the *International Association for Media and Communication Research (IAMCR) Annual Conference*, London, UK.
- de Carvalho, R.** & Marôpo, L. (June 2013). Construindo sentidos sobre a mídia: a visão de adolescentes com câncer sobre a sua representação nas notícias [Meaning-making about the media: The view of adolescents with cancer about their representation in the news]. Presented at *XV Congresso de Ciências da Comunicação (INTERCOM) da Região Nordeste*, Mossoró-RN, Brazil, June 2013.
- de Carvalho, R.** & Reinaldo, G. (Sept 2012). Cinema, fluxos e imersão: Um olhar sobre os filmes Gerry e Last Days [Cinema, flux, and immersion: A look into the movies Gerry and Last Days]. Presented at the *XXXV Congresso Brasileiro de Ciências da Comunicação (INTERCOM)*, Fortaleza, CE, Brazil.
- Leitao, M., Fernandes, M. M., Vasconcelos, P., **de Carvalho, R.** & Reinaldo, G. (Sept 2011). Chapeuzinho Vermelho: Como a tradução intersemiótica contribuiu para a produção A garota da capa vermelha [Little Red Riding Hood: How semiotic translation contributes to the production of the Red Riding Hood movie]. Presented at *XXXIV Congresso Brasileiro de Ciências da Comunicação (INTERCOM)*, Recife, PE, Brazil.

de Carvalho, R. & Rodrigues, I. & Rios, R. (June 2011). Exclusão digital e comunicação cidadã na Internet: a experiência da Agência Jovem de Notícias [Digital gap and citizen communication on the Internet: The Young News Agency experience] Presented at *XIII Congresso de Ciências da Comunicação (INTERCOM) na Região Nordeste*, Maceió, AL, Brazil.

de Carvalho, R. (June 2010). Análise do discurso retórico versus parrhesia: marcas de objetividade e subjetividade em matéria da Veja [Analysis of rhetorical discourse versus parrhesia: marks of objectivity and subjectivity in an article from Veja magazine]. Presented at the *XII Congresso de Ciências da Comunicação (INTERCOM) da Região Nordeste*, Campina Grande, PB, Brazil.

GUEST LECTURERS, INVITED TALKS, PANEL CHAIRS

Panel Chair/Moderator. “Media During Polarized Times”. Refereed Research Paper Session, Cultural and Critical Studies Division, AEJMC, August 9, 2023, Washington, DC.

Panel Chair/Moderator. “Conducting Media Research in Africa and Latin America: Experiences from Professors and Doctoral Students.” Panel accepted to AEJMC, August 8, 2023, Washington, DC.

Panel Chair/Moderator. “Pathways to Academia: BIPOC Experiences.” Organized with the Graduate School BIPOC Alliance Initiative (GSBA). Syracuse University, April 20, 2023.

Invited On-Site Instructor. “MS Communications & MS Communications Management 2023 Summer Immersion Program - Theme: Inclusion, Diversity, Equity, and Accessibility (IDEA).” Assisted students with their final immersion projects. Syracuse University, June 23-25, 2023.

Invited Guest Lecturer. “Using NVivo for Qualitative Analysis.” Lecture for students in COM 606: Qualitative Methods in Mass Communication. Syracuse University, March 8, 2023.

Invited Guest Lecturer. “Mega sport events, national identities, and soft power: Constructing Brazilianness during the 2014 World Cup.” Virtual lecture for students in COM 410: International Mass Communications. Penn State University, February 27, 2023.

Invited Talk. “Complex Identities on Streaming TV: A textual analysis of Latine Representation on Netflix’s *Gentefied*.” Presented at the Newhouse Impact Symposium. Syracuse University, November 11, 2022.

Invited Research Poster Presentation. “Negotiating Identities during the 2022 World Cup and Brazil’s Presidential Race: A Study Among Foreign Born Brazilians in the U.S.” Presented at the Newhouse Impact Symposium. Syracuse University, April 8, 2022.

Invited Talk. “Understanding the Brazilian presidential elections: Introduction to The Guardian’s documentary ‘Marielle & Monica.’” Presented at the Bleier Center for Television and Popular Culture. Syracuse University, September 13, 2022.

Invited Talk. “Expressing emotions about the metastatic breast cancer (MBC) experience online: A textual analysis of Instagram top posts for MBC hashtags.” Presented to students in COM 606: Qualitative Methods in Mass Communication. Syracuse University, January 31, 2021.

PROFESSIONAL EXPERIENCE

Editorial Assistant

Assign submissions to handling editors; internal communication with authors, production, and editors; update social media accounts.

August 2023
–Present

Ambientes Magazine

Writer and editor: wrote and edited articles for printed and online editions focused on local architecture and art.

Sept 2013
–July 2017

Encine NGO

Media Educator: planned and conducted workshops on user-generated content at Brazilian public middle schools.

Apr 2013

Simmetria Communication

Intern Public Relations: worked as a public relations intern for the non-profit Peter Pan Association, which assists children living with cancer. Updated its website and social media. Wrote and sent press releases to local news media.

July 2012
–Dec 2012

University Radio FM of the Federal University of Ceará

Web Content Producer: updated the website and social media for the University Radio FM. Produced and hosted “Brasil Novos Sons,” a weekly radio program about Brazilian music.

Feb 2011
–Dec 2011

Catavento Communication and Education NGO

Web Content Producer and Workshop Facilitator: updated the website and social media of the Youth News Agency project. Conducted workshops on citizen journalism at Brazilian public high schools.

Sept 2009
–Dec 2010

MEDIA APPEARANCE

WAER 88.3

Interview for the Newhouse Impact Podcast Series.
Episode “Disrupting Racial Stereotypes”

(<https://www.waer.org/podcast/newhouse-impact/2023-09-26/disrupting-racial-stereotypes>)

Media and Culture Podcast

Interview for the AEJMC Cultural and Critical Studies Division Podcast.

Episode “Remembering Marielle Franco: A Conversation with Raiana de Carvalho”

(<https://open.spotify.com/episode/6L4XjXh0h5hjkLjVFg69zQ>)

SERVICE & COMMUNITY INVOLVEMENT

Peer-reviewer: International Communication Association Conference	Nov-Dec
Reviewer for Ethnicity and Race in Communication Division (3 manuscripts)	2024
Reviewer for Political Communication Division (2 manuscripts)	
The Graduate School BIPOC Alliance (GSBA) (Syracuse University)	Spring 2023-
Steering Committee Member	present
Cultural & Critical Studies Division (AEJMC)	Aug 2022
Graduate Student Liaison	–present
University Senate Women's Concerns Committee (Syracuse University)	Jan 2022
Graduate Student Representative	–Dec 2022
Graduate Student Organization (Syracuse University)	Mar 2022
Academic Program Senator for the Mass Communications program	–May 2023
Brazilian Student Association (BRASA)	May 2021
Mentor for prospective graduate students for the program “BRASA PRÉ pós graduação”	–Dec 2021
Graduate Studies Committee (Kent State University)	Aug 2018
Graduate Student Representative	–May 2019
Communication Graduate Student Association (Kent State University)	Aug 2018
Graduate Student Member	–May 2019
The Society of Global Cultures (Kent State University)	Aug 2018
Founding Member, Secretary & Treasurer	–May 2019

PROFESSIONAL TRAINING, SYMPOSIUMS, SEMINARS

Graduate Training

AEJMC-MCSD Diversity and Inclusion Career Development Fellowship Washington D.C., NY, USA & Online through the year	August 2023- May 2024
Summer Institute in Computational Social Science Syracuse University Syracuse, NY, USA	June 12-16, 2023
Faculty Development/Future Professoriate Program (FPP) Newhouse School of Public Communications, Syracuse University Syracuse, NY, USA	Fall 2022 –Spring 2023
Mentoring Women of Color Workshop International Communication Association (ICA) Paris, France	May 27, 2022
Scholarly Summer Writing Institute with NVivo and Citavi Webinars by NVivo QSR International	Jun 15-18, 2021
ComSciCon - The Communicating Science Workshop for Graduate Students Online Workshops for New York based Universities	May 21-22, 2021
<u>Undergraduate Training</u>	
Workshop Adolescents in Conflict with the Law for Communication Students Terre des Hommes Lausanne no Brasil and ANDI - Communication and Rights Fortaleza-CE, Brazil	Aug 2013
International Seminar Childhood and Communication: Rights, Democracy and Development Brazil's Ministry of Justice, Human Rights Secretariat of the Presidency of the Republic and ANDI - Communication and Rights Brasília-DF, Brazil	Mar 2013
Workshop The Role of Media in the Construction of Social Reality and in the Recognition of Social Minorities Federal University of Ceará - Graduate Program in Communication Science Fortaleza-CE, Brazil	Sept 2012
Latin American Seminar Radio and Education - Voices in Tune Catavento NGO - Communication and Education Fortaleza-CE, Brazil	Aug 2010

Cinema and Video Course Sept 2009
Casa Amarela Eusélio de Oliveira and Federal University of Ceará –Dec 2009
Fortaleza-CE, Brazil

Workshop on Citizen Journalism and WEB 2.0 Sept 2009
Catavento NGO - Communication and Education –Dec 2009
Fortaleza - CE, Brazil

MEMBERSHIP AFFILIATIONS

- National Communication Association (NCA) 2022 – present
- Association for Education in Journalism and Mass Communications (AEJMC) 2021 – present
- International Communication Association (ICA) 2021 – present