

Mauro Pereira Porto

Curriculum Vitae

August 2010

PERSONAL DATA

Assistant Professor
Department of Communication
Tulane University
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EDUCATION

- 1996-2001 Ph.D. in Communication - University of California, San Diego (UCSD).
Dissertation title: *Media Framing and Citizen Competence: Television and Audiences' Interpretation of Politics in Brazil*.
Dissertation Committee: Daniel Hallin (Chair), Michael Schudson, Ellen Seiter, Samuel Popkin, and Akos Rona-Tas.
- 1991-1993 M.A. in Political Science - University of Brasília (UnB), Brazil.
- 1984-1988 B.A. in Communication - University of Brasília (UnB), Brazil.

TEACHING POSITIONS

- 2005-Current Assistant Professor
Department of Communication, Tulane University, New Orleans.
- 2004-2005 Visiting Assistant Professor
Department of Communication, Tulane University, New Orleans.
- 2001-2004 Professor
School of Communication, University of Brasília (UnB), Brazil.
- 1995-1996 Professor
Institute of Political Science and International Relations, University of Brasília (UnB), Brazil.
- 1993-1995 Adjunct Professor
Institute of Political Science and International Relations, University of Brasília (UnB), Brazil.

OTHER TEACHING EXPERIENCE

- 2009 Instructor of two courses with the theme *Mídia, Democracia Representativa e Accountability* [Media, Representative Democracy, and Accountability]. First course, with 10 hours, at the Federal University of Rio Grande do Sul, Porto Alegre, Brazil, December 7-8. Second course, with 6 hours, at the University of Brasilia, Brazil, December 15.
- 2007 Instructor of the course on “Journalism and Social Policies,” Facultad Latinoamericana de Ciencias Sociales (FLACSO), Guatemala City, Guatemala, August 3-16.
- 2003 Visiting Professor at the Graduate Program in Social Sciences, Facultad Latinoamericana de Ciencias Sociales (FLACSO), Guatemala, Guatemala City, November-December.
- 1998-2001 Teaching Assistant, Department of Communication, University of California, San Diego (UCSD). Courses: Introduction to Communication; Introduction to Communication as Social Force; Introduction to Communication and Culture; Communication and Culture; American News Media; Law, Communication and Freedom of Expression.

PUBLICATIONS

Books

Televisão e Política no Brasil: A Rede Globo e as Interpretações da Audiência [Television and Politics in Brazil: TV Globo and the Interpretations of the Audience]. Rio de Janeiro: E-Papers, 2007.

Articles

“Telenovelas and Representations of National Identity in Brazil,” *Media, Culture and Society*, Vol. 33, n. 1, forthcoming, 2011.

With Daniel Hallin: “Introduction: Media and Democratization in Latin America,” *International Journal of Press/Politics*, Vol.14, n. 3, 2009, pp. 291-295.

“Frame Diversity and Citizen Competence: Towards a Critical Approach to News Quality,” *Critical Studies in Media Communication*, Vol. 24, n. 4, 2007, pp. 303-321.

“Framing Controversies: Television and the 2002 Presidential Election in Brazil,” *Political Communication*, Vol. 24, n. 1, 2007, pp. 19-36.

“TV News and Political Change in Brazil: The Impact of Democratization on TV Globo’s Journalism,” *Journalism*, Vol. 8, n. 4, 2007, pp. 381-402.

“Fighting AIDS among Adolescent Women: Effects of a Public Communication Campaign in Brazil,” *Journal of Health Communication*, Vol. 12, n. 2, 2007, pp. 121-132.

“Political Controversies in Brazilian TV Fiction: Viewers’ Interpretations of the Telenovela *Terra Nostra*,” *Television and New Media*, Vol. 6, n. 4, 2005, pp. 342-359.

“The Principle of Diversity in Journalism: *Jornal Nacional* and Political Deliberation in Brazil,” *Brazilian Journalism Research*, Vol. 1, n. 1, 2005, pp. 135-154.

“Realism and Politics in Brazilian Telenovelas,” *Media International Australia*, n. 106, 2003, pp. 35-45.

“Mídia e Deliberação Política: O Modelo do Cidadão Interpretante” [Media and Political Deliberation: The Interpreting Citizen Model], *Política e Sociedade*, n. 2, 2003, pp. 67-108.

“Novos Apresentadores ou Novo Jornalismo? O *Jornal Nacional* Antes e Depois da Saída de Cid Moreira” [New Anchors or New Journalism? The Newscast *Jornal Nacional* Before and After the Replacement of Cid Moreira], *Comunicação e Espaço Público*, Vol. 5, n. 1/2, 2002, pp. 9-31.

“A Mídia Brasileira e a Eleição Presidencial de 2000 nos EUA: A Cobertura do *Jornal Folha de S. Paulo*” [The Brazilian Media and the 2000 US Presidential Election: The Coverage by the Newspaper *Folha de S. Paulo*], *Cadernos do Ceam*, Vol 2, n. 6, 2001, pp. 11-32.

“La Crisis de Confianza en la Política y sus Instituciones: Los Medios y la Legitimidad de la Democracia en Brasil” [The Confidence Crisis of Politics and its Institutions: Mass Media and the Legitimacy of Democracy in Brazil], *América Latina Hoy*, n. 25, 2000, pp. 23-33.

“Telenovelas, Política e Identidad Nacional en Brasil” [Telenovelas, Politics, and National Identity in Brazil], *Ecuador Debate*, n. 49, 2000, pp. 205-234 (Refereed).

With Liziane Guazina: “A Política na TV: O Horário Eleitoral da Eleição Presidencial de 1994” [TV Politics: Political Advertising in the 1994 Presidential Election], *Contracampo*, n. 3, 1999, pp. 5-33.

“Muito Além da Informação: Mídia, Cidadania e o Dilema Democrático” [Beyond Information: Media, Citizenship, and the Democratic Dilemma], *São Paulo em Perspectiva*, Vol. 12, n. 4, 1998, pp. 17-25.

“Telenovelas and Politics in the 1994 Brazilian Presidential Election,” *The Communication Review*, Vol. 2, n. 4, 1998, pp. 433-459.

“As Imagens e a Expressão de Valores Políticos: Sugestões para a Pesquisa Sobre Televisão” [Images and the Expression of Political Values: Suggestions for Research on Television], *Textos de Cultura e Comunicação*, n. 37/38, 1997, pp. 167-186.

“O Poder da Televisão: Relações entre TV e Política” [Television Power: Relations between TV and Politics], *Comunicação & Educação*, Vol. 3, n. 3, 1997, pp. 14-18.

“Televisão, Audiências e Hegemonia: Notas para um Modelo Alternativo na Pesquisa de Recepção” [Television, Audiences, and Hegemony: Notes for an Alternative Model in Reception Research], *Comunicação & Política*, Vol. 3, n. 3, 1996, pp. 120-145.

“Televisão e Voto: A Eleição de 1992 Para Prefeito de São Paulo” [Television and Voting: The 1992 Election in the City of São Paulo], *Opinião Pública*, Vol. 4, n. 1, 1996, pp. 41-50.

“Telenovelas e Política: O CR-P da Eleição Presidencial de 1994” [Telenovelas and politics: The SR-P of the 1994 Presidential Election], *Comunicação & Política*, Vol. 1, n. 3, 1995, pp. 55-76.

“Telenovelas e Imaginário Político no Brasil” [Telenovelas and Political Imaginary in Brazil], *Cultura Vozes*, Vol. 88, n. 6, 1994, pp. 83-93.

Book Chapters

“The Media and Political Accountability”. In: Timothy Power and Matthew Taylor (eds.). *Corruption and Democracy in Brazil: The Struggle for Accountability*. Notre Dame: University of Notre Dame Press, forthcoming, 2011.

“The Changing Landscape of Brazil’s News Media.” In: David Levy and Rasmus Kleis Nielsen (eds.). *The Changing Business of Journalism and its Impact on Democracy*. Oxford: Reuters Institute for the Study of Journalism, forthcoming, 2010.

“Democratization and Election News Coverage in Brazil.” In: Jesper Stromback and Lynda Kaid (eds.). *The Handbook of Election News Coverage around the World*. New York: Routledge, 2008, pp. 252-272.

“A Mídia e a Avaliação das Políticas Públicas Sociais” [The Media and the Evaluation of Social Policies]. In: Guilherme Canela (ed.). *Políticas Públicas Sociais e os Desafios para o Jornalismo*. São Paulo: Cortez, 2007, pp. 182-190.

“A Pesquisa Sobre a Recepção e os Efeitos da Mídia: Propondo um Enfoque Integrado” [Media Effects and Reception Research: Proposing an Integrated Framework]. In: Giovandro Ferreira and Luiz Cláudio Martino (eds.). *Teorias da Comunicação*. Salvador: EdUFBA, 2007, pp. 245-268.

“Political Advertising and Democracy in Brazil.” In: Lynda Kaid and Christina Holtz-Bacha (eds.). *The Sage Handbook of Political Advertising*. Newbury Park: Sage, 2006, pp. 129-143.

“La Construcción de una Cultura Política Democrática” [The Development of a Democratic Political Culture]. In: Ismael Crespo Martínez and Antonia Martínez Rodríguez (eds.). *Política y Gobierno en América Latina*. Valencia: Tirant Lo Blanch, 2005, pp. 289-309.

“Diversité Médiatique et Délibération Politique: Le Cas de la Nouvelle Télévisuelle au Brésil” [Media Diversity and Political Deliberation: The Case of Brazilian Television]. In: Patrick Brunet and Martin David-Blais (eds.). *Valeurs et Ethique Dans les Medias*. Saint-Nicolas: Presses de l’Université Laval, 2004, pp. 115-137.

With Bruna Bastos and Rodrigo Vasconcelos: “A Televisão e o Primeiro Turno das Eleições Presidenciais de 2002: Análise do Jornal Nacional e do Horário Eleitoral” [Television and the First Round of the 2002 Presidential Election: Analysis of Political Ads and of the Newscast Jornal Nacional]. In: Antônio Albino Rubim (ed.). *Eleições Presidenciais em 2002 no Brasil: Ensaio sobre Mídia, Cultura e Política*. São Paulo: Hacker, 2004, pp. 68-90.

“Enquadramentos da Mídia e Política” [Media Framing and Politics]. In: Antonio Albino Rubim (ed.). *Comunicação e Política: Conceitos e Abordagens*. Salvador: EdUFBA, 2004, pp. 73-104.

“Mass Media and Politics in Democratic Brazil.” In: Maria D’Alva Kinzo and James Dunkerley (eds.). *Brazil since 1985: Economy, Polity and Society*. London: ILAS, 2003, pp. 288-313.

“Telenovelas e Controvérsias Políticas: Interpretações da Audiência sobre Terra Nostra” [Telenovelas and Political Controversies: Audience Interpretations about Terra Nostra]. In: Vera França, Maria Helena Weber, Raquel Paiva, and Liv Sovik (eds.). *Estudos de Comunicação*. Porto Alegre: Sulina, 2003, pp. 104-124.

With Carlos Pio: “Teoria Política Contemporânea: Política e Economia Segundo os Argumentos Elitistas, Pluralistas e Marxistas” [Contemporary Political Theory: Politics and Economics According to Elitist, Pluralist, and Marxist Theories]. In: Maria das Graças Rua and Maria Izabel de Carvalho (eds.). *O Estudo da Política: Temas Selecionados*. Brasília: Paralelo 15, 1998, pp. 291-314.

“Dilemas da Racionalidade: O Caso dos Efeitos dos Mídia no Comportamento Político” [Dilemmas of Rationality: The Case of Media Effects on Political Behaviour]. In: Leôncio Camino, Louise Lhullier, and Salvador Sandoval (eds.). *Estudos de Comportamento Político*. Florianópolis, 1997, pp. 39-53.

“A Crise de Confiança na Política e suas Instituições: Os Mídia e a Legitimidade da Democracia” [The Confidence Crisis of Politics and its Institutions: Mass Media and the Legitimacy of Democracy in Brazil] In: Marcello Barquero (ed.). *Condicionantes da Consolidação Democrática: Ética, Mídia e Cultura Política*. Porto Alegre: EdUFRGS, 1996, pp. 41-64.

“As Eleições Municipais em São Paulo” [TV and Local Elections in São Paulo]. In: Heloiza Matos (ed.). *Mídia, Eleições e Democracia*. São Paulo: Scritta, 1994, pp. 133-157.

Encyclopedia Entries

“Soap Opera/Telenovela.” In: Neil Smelse and Paul Bates (eds.). *International Encyclopedia of the Social and Behavioral Sciences*. London: Elsevier, 2001, Vol. 21, pp. 14205-14208.

“Dias Gomes - Roque Santeiro.” In: Derek Jones (ed.). *Censorship: A World Encyclopedia*. London, 2001, pp. 968-969.

Book Reviews

“Comparing Media Systems: Three Models of Media and Politics - by Daniel Hallin and Paolo Mancini,” *Brazilian Journalism Research*, Vol. 3, n. 2, 2007, pp. 167-170.

“Stuart Hall: Critical Dialogues in Cultural Studies - by David Morley (ed.),” *Comunicação & Política*, Vol. 3, n. 3, 1996, pp. 205-206.

“The Media and Democracy - by John Keane,” *Comunicação & Política*, Vol. 1, n. 1, 1994, pp. 204-206.

INVITED TALKS (2004-PRESENT)

2010 “The Changing Landscape of Brazil’s News Media,” Reuters Institute for the Study of Journalism, University of Oxford, Oxford, United Kingdom, February 5.

2009 “Pluralismo e Democracia Representativa: As Relações entre Estado, Sociedade Civil e Meios de Comunicação” [Pluralism and representative democracy: The linkages between the State, civil society, and the mass media]. International Colloquium on Media and Democratic Deliberation, Federal University of Minas Gerais, Belo Horizonte, Brazil, November 30.

2009 “Jornalismo Político, Pluralismo e Democracia” [Political Journalism, Pluralism, and Democracy]. Round table participant, III Congress of the Brazilian Association of Political Communication Scholars (COMPOLITICA), São Paulo, Brazil, December 11.

2009 “Monitoreo de Medios y Democratización en América Latina” [Media Monitoring and Democratization in Latin America]. International Seminar *Monitoreo de Medios: La Experiencia en Latinoamérica* [Media Monitoring: The Latin American Experience], The Carter Center, Caracas, Venezuela, April 28.

2009 “Media Accountability and Democratization in Brazil: Civil Society and the Opening of TV Globo.” Symposium *Latin America Media: Distortions and Resistance*, Center for Latin American Latino/a Studies, Georgia State University, Atlanta, April 1.

2008 “Do Barking Dogs Really Bite? The Watchdog Function of the Media and Political Accountability in Brazil.” Workshop *Accountability Institutions and Political Corruption in Brazil*, Brazilian Studies Programme, Latin American Centre, St Antony’s College, University of Oxford, Oxford, United Kingdom, May 23.

2006 “Accountability Midiática: As Relações entre Democracia Política, Sociedade Civil e o Campo da Comunicação” [Media Accountability: The Linkages between Political Democracy, Civil Society, and Communication]. Keynote Address, opening session of the First Annual Congress of the Brazilian Association of Political Communication Scholars (COMPOLITICA), Salvador, Brazil, November 28-December 1.

- 2005 “Media and Politics in Democratic Brazil (1985-2005).” Seminar *Twenty Years of Re-Democratization in Brazil: Achievements, Failures and Promises*, Brazil Studies Group, Center for Latin American Studies, University of Arizona, Tucson, November 18.
- 2005 “Television and Politics in Brazil.” International Seminar *Presse & Medias au Brésil*. Université de Paris I, Paris, France, April 13-14.
- 2004/5 Participant of the Seminar *Global Implications of Media Industry Consolidation*. Peabody Center for Media and Society, University of Georgia, Athens, November 10-13, 2004; and: New York, October 19-31, 2005.

CONFERENCE PAPERS PRESENTED (2004-PRESENT)

- “Pluralismo e Democracia Representativa: As Relações entre Estado, Sociedade Civil e Meios de Comunicação” [Pluralism and Representative Democracy: The Linkages between the State, Civil Society, and the Mass Media]. Brazilian Association of Political Communication Scholars (COMPOLITICA), São Paulo, Brazil, December 9-11, 2009.
- “Democratization and Media Opening in Brazil: TV Globo's coverage of five presidential elections.” International Communication Association (ICA), Chicago, May 21-25, 2009.
- “Telenovelas and National Identity in Brazil.” Brazilian Studies Association (BRASA), New Orleans, March 27-29, 2008.
- “Democratization and Election News Coverage in Brazil.” Brazilian Association of Political Communication Research (COMPOLITICA), Belo Horizonte, Brazil, December 5-7, 2007.
- “Democratization and Election News Coverage in Brazil.” Latin American Studies Association (LASA), Montreal, Canada, September 5-8, 2007.
- “Trends in Brazilian Election News Coverage.” International Communication Association (ICA), San Francisco, May 24-28, 2007.
- “Telenovelas and National Identity in Brazil.” Society for Cinema and Media Studies (SCMS), Chicago, March 8-11, 2007.
- “TV News and Political Change in Brazil: The Impact of Democratization on TV Globo's Journalism.” Brazilian Studies Association (BRASA), Nashville, October 13-16, 2006.
- “TV News and Political Change in Brazil: The Impact of Democratization on TV Globo's Journalism.” International Communication Association (ICA), Dresden, Germany, June 19-23, 2006.
- “TV News and Political Change in Brazil: The Impact of Democratization on TV Globo's Journalism.” Latin American Studies Association (LASA), San Juan, Puerto Rico, March 15-18, 2006.
- “Framing Controversies: Television and the 2002 Brazilian Presidential Election.” International Communication Association (ICA), New York, May 26-30, 2005.

“A TV e o Primeiro Turno das Eleições Presidenciais de 2002: A Influência do Horário Eleitoral e do Jornal Nacional da Decisão do Voto” [TV and the First Round of the 2002 Presidential Election: The Impact of Political Ads and Jornal Nacional on Voting Decisions]. Brazilian Studies Association (BRASA), Rio de Janeiro, Brazil, June 9-12, 2004.

“Framing Controversies: The Role of Television in the 2002 Brazilian Presidential Election.” International Association for Media and Communication Research (IAMCR), Porto Alegre, Brazil, July 25-30, 2004.

“Lutando contra a AIDS entre Meninas Adolescentes: Os Efeitos da Campanha de Carnaval de 2003 do Ministério da Saúde” [Fighting AIDS among Adolescent Women: The Effects of the 2002 Carnival Campaign of Brazil’s Ministry of Health]. International Association for Media and Communication Research (IAMCR), Porto Alegre, Brazil, July 25-30, 2004.

COURSES TAUGHT AT TULANE UNIVERSITY

COMM 230 - Political Communication (Spring 2008)
 COMM 281 - Latin American Icons (Spring 2010, Spring 2009)
 COMM 326 - Critical Analysis of Media (Fall 2006, Spring 2005)
 COMM 330 - Comparative Political Communication (Fall 2009, Spring 2007, Spring 2006, Fall 2004)
 COMM 440 - Mass Communication Law (Fall 2007, Spring 2005)
 COMM 450 - Media and Democracy in Latin America (Spring 2009, Spring 2008, Spring 2007, Spring 2006, Fall 2004)
 COMM 455 - Advanced Topics in Television Studies (Spring 2010)
 COMM 465 - Brazilian TV and Culture (Fall 2009, Fall 2007, Fall 2006)
 LAST 101 - Introduction to Latin America (Summer 2005)

GRANTS AND FELLOWSHIPS FROM TULANE UNIVERSITY

2007-2008 Research Enhancement Fund Grant.
 2007 Tulane Faculty Fellow, Service Learning Seminar, September 21-November 30, Center for Public Service.
 2006-2007 Provost’s Fund for Faculty/Student Engagement.
 2006 Summer Fellowship, Dean’s Office, College of the Liberal Arts and Sciences.
 2006 Faculty Summer Research Grant, Stone Center for Latin American Studies, for fieldwork in Brazil.

GRANTS AND FELLOWSHIPS FROM NON-UNIVERSITY SOURCES

2008 Visiting Researcher Fellowship, Centro de Investigación y Adiestramiento Político Administrativo (CIAPA), San José, Costa Rica, September 16 - December 15.

- 2000 Summer Institute Fellowship, “Methodologies in Cultural Studies,” Northwestern University, Department of Radio/TV/Film, Evanston.
- 1998 Communication Department Fellowship for dissertation research in Brazil, University of California, San Diego.
- 1996-2000 Doctoral Studies Fellowship, Brazil’s Ministry of Education (CAPES).
- 1992-1993 Master’s Fellowship, Brazil’s Ministry of Science and Technology (CNPq).

HONORS AND AWARDS

- 2003 Vilmar Farias Chair of Latin American Studies, awarded by Facultad Latinoamericana de Ciencias Sociales (FLACSO), Brazil’s Ministry of Education (CAPES), and Brazil’s Ministry of Science and Technology (CNPq).
- 2002 Best Doctoral Dissertation Award by the Brazilian Society of Interdisciplinary Communication Studies (INTERCOM).

MASTER’S THESES DIRECTED

- 2004 Luiz Carlos Santana de Freitas, *A Mdiatização do Parlamento: A TV Senado e as Transformações na Atividade Político-Parlamentar no Senado Brasileiro* [The Mediatization of the Parliament: TV Senate and the Transformations of Parliamentary Activities in the Brazilian Senate], School of Communication, University of Brasilia (UnB), Brazil.
- 2004 George Rodrigues Cardim, *Os Dilemas no Conselho de Comunicação Social: Espaço de Consenso ou Arena de Interesses?* [The Dilemmas in the Council of Social Communication: Consensus-Building Space or Arena of Interests?], School of Communication, University of Brasilia (UnB), Brazil.
- 2004 Adriane Lorenzon dos Santos, *O Poder Local no Ar: A Municipalização das Rádios Comunitárias e o Fortalecimento de Esferas Públicas Locais no Brasil* [Local Power on Air: The Municipalization of Community Radio and the Strengthening of Local Public Spheres in Brazil], School of Communication, University of Brasilia (UnB), Brazil.

PARTICIPATION IN MASTER’S THESES COMMITTEES (2004-PRESENT)

- 2010 Second reader of Gwendolyn Murray’s Thesis, *(Re)Presenting the Periphery: Co-Production and Self-Representation in Contemporary Brazilian Television and New Media*, Stone Center for Latin American Studies, Tulane University, submitted on March 22.

- 2007 Third reader of Marcelle Beaulieu's Thesis, *Operation Team America: US Immigration Policy and the Emergence of the Minutemen*, Stone Center for Latin American Studies, Tulane University, submitted on April 26.
- 2006 Second reader of Xelajú Korda's Thesis, *Aesthetics of (In)Security: Mentally Mapping Danger in Morumbi*, Stone Center for Latin American Studies, Tulane University, submitted on October 6.
- 2005 Third reader of Nomi Weiss-Laxer's Thesis, *Crafting Copacabana: Images of Security and Strategies of Exclusion in Brazil's Tourism Capital*, Stone Center for Latin American Studies, Tulane University, submitted on March 18.

HONORS THESES DIRECTED (2004-PRESENT)

- 2010 Katherine Ellison, *Gaining a Voice: The Relationship between the Local Mainstream Media and the Post-Katrina New Orleans Latino Community*, Tulane University, submitted on April 26.
- 2009 Alison Kelly, *Remembering the Prague Spring: How the US Media Covered the Anniversaries of the Soviet Invasion of Czechoslovakia (1968-2008)*, Tulane University, submitted on May 4.
- 2006 Melissa Manuel, *The Memorialization of the Argentine Dictatorship of 1976-1983 in Public School Texts and Commemorative Acts in the City of Buenos Aires*, Tulane University, submitted on April 27.

PROFESSIONAL MEMBERSHIP

International Communication Association.
 Latin American Studies Association.
 Brazilian Studies Association.