

# Dr. Andrea Medrado

Born in Salvador, Brazil - Brazilian and British citizen

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## CURRENT POSITIONS

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- 2020-date **Senior Lecturer**, [Communication and Media Research Institute](#) (CAMRI), School of Media and Communication, University of Westminster / Theme Leader [Cultural Identities & Social Change](#)
- 2023-date **Course Leader** [BA Digital Media](#), University of Westminster
- 2020-date **Vice-President** of the International Association for Media and Communication Research (IAMCR). [<https://iamcr.org/governance/executive-board>]
- 2024-date **Grant Funded Project**: Co-I [“The Social Foundations of Cryptography”](#) (EPSRC Standard Grant)

## PREVIOUS POSITIONS

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- 2014-2020 **Tenured Associate Professor of Digital Communication**, Department of Social Communication and Advertising, **Deputy Head of the Postgraduate Programme in Media and Everyday Life**, Fluminense Federal University (UFF). [<http://www.ppgmidiaecotidiano.uff.br>]
- 2012-2014 **Lecturer in Advertising and Communication**, Department of Corporate and Marketing Communications, Bournemouth University
- 2012 **Political Advertising 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 **Political Advertising 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).
- 2008 **Creative Writer** at Leiaute Comunicação (Advertising Agency). Wrote advertising copy for an election campaign for Mayor of the City of Salvador, Brazil (July-Aug, 2008).
- 2006-2010 **Visiting Lecturer**, School of Media Arts and Design, University of Westminster.
- 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).

## EDUCATION

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- 2010 **Doctorate of Philosophy**, Communication and Media Research Institute (CAMRI), University of Westminster (Overseas Research Scholarship). Dissertation title: “The Waves of the Hills: Community and Radio in the Everyday Life of a Brazilian Favela”
- 2004 **Master of Arts** in Communication and Society, School of Journalism and Communication, University of Oregon (Fulbright Scholarship). Thesis title: “Community Television: A Case Study from Favela da Rocinha, Brazil”
- 1999 **Bachelor’s Degree** in Social Communication (Advertising), Catholic University of Salvador

## RESEARCH GRANTS (selected)

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- 2024 **Co-Investigator (co-I)** of the “Social Foundations of Cryptography” Project, funded by the Engineering and Physical Sciences Research Council (EPSRC) – Standard Grant – Team: Rikke Jensen, Martin Albrecht and Ben Dowling
- 2022-2023 **Principal Investigator (PI)** of the ‘**AI for Social Good?**’ **Seed Funding Project** - Participatory Research Fund (UK Research and Innovation - UKRI & Westminster)
- 2018-2019 **Co-Investigator of the International Network e-Voices: Redressing Marginality**, funded by the UK’s Arts and Humanities Research Council (AHRC Networking Grant)
- 2014-2020 **Principal Investigator** in the project “**Citizen Communication and the Voices of the Favelas in Times of Convergence**”, funded by Brazil’s National Council for Technological and Scientific Development (CNPq)

2010-2012 **Postdoctoral Researcher** in the project “Multiplatforming Public Service Broadcasting”, led by Dr James Bennett (PI), funded by the Arts and Humanities Council (AHRC)

### **TEACHING EXPERIENCE (selected)**

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2020-date **Lecturer**, School of Media and Communication, University of Westminster, at master’s and undergraduate levels on Major Project, Data & Society Research and Methods (MA Data Culture and Society); Strategic Campaign Communication (MA in Media, Campaigning and Social Change); Creative Industries and Professional Life; Transforming Audiences; Diversity and the Media; Media and Society. Supervising MA and Ph.D. students.

2014-2020 **Tenured Associate Professor**, Department of Social Communication, Postgraduate Programme in Media and Everyday Life, Fluminense Federal University, Brazil, at master’s and undergraduate level on digital technologies; digital media, empowerment, and surveillance; interactive advertising; advertising copywriting; research methods; media history. Supervisor of MA students, Ph.D. students and postdoctoral researchers.

2012-2014 **Lecturer**, Department of Corporate and Marketing Communications, Bournemouth University. Modules: Persuasion and Influence; Contemporary Media and Popular Culture; Political Communication.

2011-2012 **Lecturer (fixed term)**, Department of Media Arts, Royal Holloway University of London. Module: Film and TV Histories.

### **AWARDS AND SCHOLARSHIPS**

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2022 University of Westminster Researcher Development Award  
2019 Bournemouth University Impact Grant (Project eVoices Redressing Marginality)  
2017 Prêmio UFF Vasconcellos Torres for Science and Technology (2<sup>nd</sup> place)  
2016 Patricia Acioli Human Rights Award (1<sup>st</sup> place, academic papers)  
2015 CAPES (Brazilian Research Council) Support for Research Trips Abroad  
2013 Bournemouth University Fusion Funding Award (research field trip and networking)  
2006-2010 Overseas Research Scholarship  
2008-2009 FWG Funds for Women Graduates

### **RECENT KEYNOTE LECTURES AND PANELS**

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South-to-South Artivism, Dialogue and Listening in the Platform Age – Keynote Speaker Plenary Session – 7<sup>th</sup> ECREA Radio and Sound Conference, 06 to 08 September 2023, Barcelona  
Critiquing Techocolonialism – Plenary Panel – Association of Internet Researchers (AoIR), 02 to 05 November, Dublin.

### **RECENT PUBLICATIONS**

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Medrado, A. and Rega, I. (2023). [South-to-South: Media Activism, Artivism and the Fight Against Marginalisation in the Global South](#). London: Routledge.

Medrado, A. and Verdegem (forthcoming). Participatory Action Research in Critical Data Studies: Interrogating AI from a South-North Approach. *Big Data & Society*.

Sabry, T., Mano, W. and Medrado, A. (Eds.) (Forthcoming). Decolonising Approaches to Audiences and Users. London: Routledge.

Medrado, A. (2023). ‘The Place of Radio in the Soundscapes: Everyday Listening and Producing Sounds in Marginalised Communities of the Global South’. In: McDonald, K. and Chignell, H. (Eds). [The Bloomsbury Handbook of Radio](#). Bloomsbury.

Medrado, A. and Cabral, A. (2022). Contrasting Federal and State Government Communication on Facebook in Brazil. In: Maarek, P. (Ed.). [Manufacturing Government Communication on Covid-19: A Comparative Perspective](#). Springer Nature Switzerland. - p. 175-211.

Medrado, A., Rega, I. and Paula, M. (2022). [South-to-South Dialogues Between Brazilian and Kenyan Artists: Decolonial and Feminist Perspectives](#). *Tapuya: Latin American Science, Technology and Society*.

Rega, I. and Medrado, A. (2021). [The Stepping into Visibility Model: Reflecting on consequences of Social Media Visibility – A Global South Perspective](#). *Information, Communication and Society*.

Medrado, A., Souza, R. and Paulla, M. (2021). [Black Women in Parliament and on Social Media: Link-Visibility as an Intersectional and Solidarity-Building Tool](#). *Global Perspectives*.