

CREATING CULTURE THROUGH MEDIA AND COMMUNICATION

Edited by Sonia Virginia Moreira, Katia Moles,
Laura Robinson, and Jeremy Schulz

Sponsored by the
Communication, Information Technologies,
and Media Sociology Section
of the American Sociological
Association (CITAMS)

STUDIES IN MEDIA
AND COMMUNICATIONS

VOLUME 24

CREATING CULTURE THROUGH MEDIA AND COMMUNICATION

STUDIES IN MEDIA AND COMMUNICATIONS

Series Editors: Laura Robinson, Shelia R. Cotten, and
Jeremy Schulz

Volumes 8–10: Laura Robinson and Shelia R. Cotten

Volume 11 Onwards: Laura Robinson, Shelia R. Cotten, and Jeremy Schulz

Recent Volumes:

- Volume 7: *School Shootings: Mediatized Violence in a Global Age* – Edited by Glenn W. Muschert and Johanna Sumiala
- Volume 8: *Communication and Information Technologies Annual: Doing and Being Digital: Mediated Childhoods* – Edited by Laura Robinson, Shelia R. Cotten, and Jeremy Schulz
- Volume 9: *Communication and Information Technologies Annual: Politics, Participation, and Production* – Edited by Laura Robinson, Shelia R. Cotten, and Jeremy Schulz
- Volume 10: *Communication and Information Technologies Annual: Digital Distinctions and Inequalities* – Edited by Laura Robinson, Shelia R. Cotten, Jeremy Schulz, Timothy M. Hale, and Apryl A. Williams
- Volume 11: *Communication and Information Technologies Annual: [New] Media Cultures* – Edited by Laura Robinson, Jeremy Schulz, Shelia R. Cotten, Timothy M. Hale, Apryl A. Williams, and Joy L. Hightower
- Volume 12: *Communication and Information Technologies Annual: Digital Empowerment: Opportunities and Challenges of Inclusion in Latin America and the Caribbean* – Edited by Laura Robinson, Jeremy Schulz, and Hopeton S. Dunn
- Volume 13: *Brazil: Media from the Country of the Future* – Edited by Laura Robinson, Jeremy Schulz, and Apryl A. Williams; Guest Volume Editors: Pedro Aguiar, John R. Baldwin, Antonio C. La Pastina, Monica Martinez, Sonia Virginia Moreira, Heloisa Pait, and Joseph D. Straubhaar; Volume Guest Associate and Assistant Editors: Sayonara Leal and Nicole Speciale
- Volume 14: *Social Movements and Media* – Edited by Jennifer Earl and Deana A. Rohlinger

- Volume 15: *e-Health: Current Evidence, Promises, Perils and Future Directions* – Edited by Timothy M. Hale, Wen-Ying Sylvia Chou, and Shelia R. Cotten; Assistant Editor: Aneka Khilnani
- Volume 16: *Media and Power in International Contexts: Perspectives on Agency and Identity* – Edited by Apryl A. Williams and Laura Robinson; Guest Editor: Ruth Tsuria; Associate Editor: Aneka Khilnani
- Volume 17: *Networks, Hacking and Media – CITAMS@30: Now and Then and Tomorrow* – Edited by Barry Wellman, Laura Robinson, Casey Brienza, Wenhong Chen, and Shelia R. Cotten; Associate Editor: Aneka Khilnani
- Volume 18: *The M in CITAMS@30: Media Sociology* – Edited by Casey Brienza, Laura Robinson, Barry Wellman, Shelia R. Cotten, and Wenhong Chen
- Volume 19: *Mediated Millennials* – Edited by Jeremy Schulz, Laura Robinson, Aneka Khilnani, John R. Baldwin, Heloisa Pait, Apryl A. Williams, Jenny Davis, and Gabe Ignatow
- Volume 20: *Theorizing Criminality and Policing in the Digital Media Age* – Edited by Julie. B Wiest
- Volume 21: *Mass Mediated Representations of Crime and Criminality* – Edited by Julie. B Wiest
- Volume 22: *Media, Development and Democracy* – Edited by Heloisa Pait and Juliana Laet
- Volume 23: *Data Ethics and Digital Privacy in Learning Health Systems for Palliative Medicine* – Edited by Virginia M. Miori, Daniel J. Miori, Flavia Burton, and Catherine G. Cardamone

FOUNDING AND CONTINUING ADVISORY BOARD MEMBERS

Rebecca Adams
*University of North Carolina at
Greensboro, USA*

Ron Anderson
University of Minnesota, USA

Denise Anthony
University of Michigan, USA

Alejandro Artopoulos
Universidad of San Andres, Argentina

Jason Beech
Universidad of San Andres, Argentina

Grant Blank
University of Oxford, UK

Geoffrey C. Bowker
University of California Irvine, USA

Casey Brienza
Media Sociology Preconference, USA

Jonathan Bright
University of Oxford, UK

Manuel Castells
*University of Southern California,
USA*

Mary Chayko
Rutgers University, USA

Wenhong Chen
University of Texas at Austin, USA

Lynn Schofield Clark
University of Denver, USA

Jenny L. Davis
*Australian National University,
Australia*

Hopeton S. Dunn
University of Botswana, Botswana

Jennifer Earl
University of Arizona, USA

Joshua Gamson
University of San Francisco, USA

Hernan Galperin
*University of Southern California,
USA*

Blanca Gordo
*International Computer Science
Institute, USA*

David Halle
*University of California, Los Angeles,
USA*

Caroline Haythornthwaite
Syracuse University, USA

Anne Holohan
Trinity College, UK

Heather Horst
Western Sydney University, Australia

Gabe Ignatow
University of North Texas, USA

Samantha Nogueira Joyce
*Saint Mary's College of California,
USA*

Vikki Katz
Rutgers University, USA

Nalini Kotamraju
Salesforce, USA

Antonio C. La Pastina
Texas A&M University, USA

Robert LaRose
Michigan State University, USA

Sayonara Leal
University of Brasilia, Brazil

Lloyd Levine
*University of California, Riverside,
USA*

Brian Loader
University of York, USA

Monica Martinez
Universidade de Sorocaba, Brazil

Noah McClain
Illinois Institute of Technology, USA

Gustavo Mesch
University of Haifa, Israel

Sonia Virgínia Moreira
Rio de Janeiro State University, Brazil

Gina Neff
University of Cambridge, UK

Christena Nippert-Eng
Indiana University, USA

Hiroshi Ono
Hitotsubashi University, Japan

C. J. Pascoe
University of Oregon, USA

Trevor Pinch
Cornell University, USA

Anabel Quan-Haase
*University of Western Ontario,
Canada*

Kelly Quinn
University of Illinois at Chicago, USA

Violaine Roussel
University of Paris, France

Maria Laura Ruiiu
Northumbria University, UK

Saskia Sassen
Columbia University, USA

Sara Schoonmaker
University of Redlands, USA

Markus S. Schulz
*International Sociological Association,
Spain*

Jason A. Smith
George Mason University, USA

Joseph D. Straubhaar
University of Texas at Austin, USA

Mike Stern
Michigan State University, USA

Simone Tosoni
Catholic University of Milan, Italy

Zeynep Tufekci
*University of North Carolina at Chapel
Hill, USA*

Eduardo Villanueva
*Pontifical Catholic University of Peru,
Peru*

Keith Warner
Santa Clara University, USA

Jim Witte
George Mason University, USA

Barry Wellman
Ryerson University, Canada

Simeon Yates
University of Liverpool, UK

Sophia Kaitatzi-Whitlock
*Aristotle University of Thessaloniki,
Greece*

STUDIES IN MEDIA AND
COMMUNICATIONS VOLUME 24

CREATING CULTURE THROUGH MEDIA AND COMMUNICATION

EDITED BY

SONIA VIRGINIA MOREIRA

State University of Rio de Janeiro, Brazil

KATIA MOLES

Santa Clara University, USA

LAURA ROBINSON

Santa Clara University, USA

AND

JEREMY SCHULZ

University of California, Berkeley, USA

CONTRIBUTING EDITORS

JOSEPH STRAUBHAAR

University of Texas at Austin, USA

CARA CHIARALUCE

Santa Clara University, USA

JOHN R. BALDWIN

Illinois State University, USA

AND

JULIANA TRAMMEL

Savannah State University, USA



United Kingdom – North America – Japan
India – Malaysia – China

Emerald Publishing Limited
Emerald Publishing, Floor 5, Northspring, 21-23 Wellington Street, Leeds LS1 4DL.

First edition 2024

Copyright © 2024 Emerald Publishing Limited.

Reprints and permissions service

Contact: www.copyright.com

No part of this book may be reproduced, stored in a retrieval system, transmitted in any form or by any means electronic, mechanical, photocopying, recording or otherwise without either the prior written permission of the publisher or a licence permitting restricted copying issued in the UK by The Copyright Licensing Agency and in the USA by The Copyright Clearance Center. Any opinions expressed in the chapters are those of the authors. Whilst Emerald makes every effort to ensure the quality and accuracy of its content, Emerald makes no representation implied or otherwise, as to the chapters' suitability and application and disclaims any warranties, express or implied, to their use.

British Library Cataloguing in Publication Data

A catalogue record for this book is available from the British Library

ISBN: 978-1-80071-602-5 (Print)

ISBN: 978-1-80071-601-8 (Online)

ISBN: 978-1-80071-603-2 (Epub)

ISSN: 2050-2060 (Series)



INVESTOR IN PEOPLE

CONTENTS

<i>List of Tables</i>	<i>xi</i>
<i>About the Volume Contributors</i>	<i>xiii</i>
<i>About the Volume Editors</i>	<i>xvii</i>
<i>About the Volume Contributing Editors</i>	<i>xix</i>
<i>About the Senior Series Editors</i>	<i>xxi</i>
<i>About the Series Co-Editors</i>	<i>xxv</i>
<i>Acknowledgments</i>	<i>xxvii</i>

Chapter 1 Mediated Culture and Ethical Tech: Past, Present, and Future

<i>Katia Moles, Laura Robinson, Sonia Virginia Moreira, and Jeremy Schulz</i>	<i>1</i>
-----------------------------------------------------------------------------------	----------

SECTION 1 MEDIA CULTURES

Chapter 2 Brazilian Cinema Tributes as Journalistic Feature Stories

<i>Gilmar Adolfo Hermes</i>	<i>11</i>
-----------------------------	-----------

Chapter 3 An Analysis of Milton's Voice in *Missa dos Quilombos*: "Raça" in the Music of Milton Nascimento

<i>John R. Baldwin and Phil Chidester</i>	<i>23</i>
-------------------------------------------	-----------

Chapter 4 Memes, Dynamics, and Image Paths

<i>Renata Lohmann and Ana Taís Martins</i>	<i>43</i>
--------------------------------------------	-----------

SECTION 2 MEDIA CULTURE IN EVERYDAY LIFE

- Chapter 5 Communication and Tourism Research in Brazil and the United States (2000–2019)**
Clóvis Reis and Yanet María Reimondo Barrios 63
- Chapter 6 The School of Life, University Students, and Mobile Devices in Teaching and Research**
Eduarda Escila Ferreira Lopes Monteiro and Vera Teresa Valdemarin 81
- Chapter 7 Video Games, Diversity, and Gender: Audience Impact, Academic Studies, and Parallels Between Brazil and the United States**
Beatriz Blanco, Julia Stateri, and Lucas Goulart 97

SECTION 3 TECH ETHICS FUTURES

- Chapter 8 COVID-19 and the Traumatized Self: Through the Digital Looking Glass**
Laura Robinson, Jeremy Schulz, Katia Moles, and Julie B. Wiest 113
- Chapter 9 Journalistic Ethics in the Face of News Produced by Artificial Intelligence**
Maria José Baldessar and Regina Zandomênico 131
- Afterword: The Brazil–US Colloquium Past, Present, and Future**
Sonia Virginia Moreira 139
- Index* 143

LIST OF TABLES

Table 5.1.	Bibliometric Research in Databases.	66
Table 6.1.	Respondent Pool.	84
Table 6.2.	Which are the Options for Fun and Recreation During Weekdays?	85
Table 6.3.	Options for Recreation and Entertainment During Weekends.	85
Table 6.4.	Devices Taken Along During Class Routines.	86
Table 6.5.	Use of Smartphones During Classes.	88
Table 6.6.	Use of Computers Inside Classrooms.	89
Table 6.7.	Social Media Being Used Daily.	91
Table 6.8.	Using Social Media for University Tasks.	92
Table 6.9.	Do You Have WhatsApp?	92
Table 6.10.	Data Plan Expenses for a Smartphone.	93
Table 6.11.	Blogs Accessed by Students in the Advertising and Marketing Course.	94

This page intentionally left blank

ABOUT THE VOLUME CONTRIBUTORS

Vera Teresa Valdemarin has a degree in Pedagogy from the Faculty of Sciences and Letters of Araraquara / UNESP (1980), Master in Education from the Federal University of São Carlos (1986), PhD in Education from the University of São Paulo (1994) and PhD in Philosophy of Education. Education by UNESP (2001). She is an Associate Professor at the Department of Educational Sciences of the Araraquara Faculty of Sciences and Letters of the Graduate Program in Education of the Rio Claro Biosciences Institute (permanent teacher), both from UNESP. She also works in the Graduate Program in Education of the Faculty of Philosophy, Sciences and Letters of Ribeirão Preto / USP (collaborator). Has experience in teaching and research in the field of Education, focusing on Philosophy of Education, acting on the following subjects: philosophical foundations of teaching methods, philosophical conceptions in Brazilian education, school culture, pedagogical discourse and teacher education.

Maria José Baldessar earned her PhD in Communication Sciences from the University of São Paulo (2006) and master's in Political Sociology from the Federal University of Santa Catarina (1999). She is Coordinator of the research group MidiaCon – Mídia e Convergence certified by CNPq. She is an associate professor at the Federal University of Santa Catarina (UFSC) and a permanent professor in the Graduate Programs in Engineering and Knowledge Management and in Translation Studies. Teaches undergraduate courses in Journalism related to online journalism, media economics, and textual production. She has experience in the area of communication, with an emphasis on specialized journalism (community, rural, business, scientific, and institutional), hypermedia, online journalism, media economy, media history, digital convergence, usability, and journalism teaching.

Ana Taís Martins is a National Council for Scientific and Technological Development (CNPq) scholarship holder. She is Professor of the Graduate Program in Communication at the Federal University of Rio Grande do Sul, Brazil. She earned her PhD in Communication Sciences (USP) with a post-doctoral degree in Image Philosophy from Université Jean Moulin, Lyon III, France. She is member of the Executive Committee of CRI2i (Centre de Recherches Internationales sur l'Imaginaire) and leader of the Research Group on Communication and Imaginary. She develops investigations on the archetypology of the imaginary in communication, photography, and photojournalism.

Yanet María Reimondo Barrios earned PhD in Regional Development (PPGDR/FURB). She is member of the Research Group Regional Media Studies linked to the Center for Humanities and Communication Sciences at FURB. She earned

a bachelor's degree in Social Communication from Havana University. She has experience in communication and tourism advertising with an emphasis on nation branding, corporate image, advertising narratives, attributes of tourist destinations, and the relationship between communication, culture, and consumption.

Beatriz Blanco is a PhD student in the Postgraduate Program in Communication Sciences at the University of Vale do Rio dos Sinos (UNISINOS) in the Culture, Citizenship and Communication Technologies research line; member of CULTPOP – Research Laboratory in Pop Culture, Communication and Technologies; Master in Arts – Visual Arts Modality, from the State University of Campinas; and a bachelor's degree in Social Communication – Qualification in Medialogy also from Unicamp. He worked professionally as a designer and infographicist on news websites, focusing on business, environment and technology, and currently as a journalist and podcaster specializing in digital games and digital culture. She works with themes related to the culture of digital games and activist discourses in relation to gender and sexuality, with a focus on the feminist movement.

Phil Chidester (PhD, University of Kansas) is an Associate Professor in the School of Communication at Illinois State University, where he has served since 2004. His research focuses on identity construction and reinforcement in popular media texts. He has published studies in a number of regional, national, and international journals, including *Critical Studies in Media Communication*, *Southern Communication Journal*, *Visual Communication Quarterly*, and *Journalism and Mass Communication Quarterly*. Recent studies of his have interrogated the construction of race and masculinity in popular music. Other studies have considered the development of forró as an expression of regional Brazilian identities, and the postmodern nature of Tropicalia as an art form.

Lucas Goulart has a degree in Psychology from the University of Vale do Rio dos Sinos (2008), a master's degree in Social and Institutional Psychology from the Federal University of Rio Grande do Sul (2012) and a doctorate in psychology from the same institution (2017), in addition to a Post-Doctoral Internship from Universidade Paulista (UNIP) (2023). Has research interests mainly in the following themes: gender, sexuality, queer theory, digital games and new information technologies.

Gilmar Adolfo Hermes is a journalist and Professor of the Universidade Federal de Pelotas, in the state of Rio Grande do Sul, Brazil. Graduated in Journalism in 1987, and with an artistic practice in the theatrical area, he worked in several vehicles, from 1987 to 2000, especially in journalism in the artistic field. In 1996, he completed a master's course in History and Art Criticism at the Universidade Federal do Rio Grande do Sul. As a professor, he also worked at the Universidade do Vale do Rio dos Sinos and at the Universidade Federal do Recôncavo da Bahia. His doctoral research, which dealt with illustration designs for newspapers, in a semiotic analysis, in 2005, was awarded by the Associação Brasileira

de Pesquisadores em Jornalismo. Currently, he researches journalistic texts in the field of film dissemination and reviews with the theoretical support of Charles Sanders Peirce's semiotics.

Renata Lohmann is Journalist and Assistant Professor of the Graduate Program in Communication at Univates – Universidade do Vale do Taquari, Brazil. Her PhD in Communication and Information (UFRGS) discusses memes and the imaginary online. She develops investigations on the imaginary in communication, photography, and social media and is currently researching the app Tiktok and the dissemination of memes.

Eduarda Escila Ferreira Lopes Monteiro earned his PhD in Education – UNESP/Institute of Biosciences-Rio Claro, 2018. Master in Communication, “Communication and Visual Poetics” from UNESP/Bauru, 1998. He graduated in Public Relations from UNESP/Bauru, 1996. He is Head of the Department of Human Sciences and Social, since 2017, Coordinator and Teacher of the undergraduate course in Advertising and Propaganda since 1999, and Coordinator of the Postgraduate Courses in Communication and Marketing and Events and Tourism at the University of Araraquara, since 2010, Coordinator of the Production Sector of Materials from NEAD – Distance Learning Center of UNIARA and Owner of Lattere Advisory in Communication and Planning. He has experience in communication, marketing research, market and public and electoral opinion, as well as consumer and market behavior studies.

Clóvis Reis earned his PhD in Communication and Bachelor of Arts in Journalism and Law. He is Political Analyst in regional media, Professor in the Department of Communication, the Postgraduate Program (master's and PhD) in Regional Development, and part of the Postgraduate Program (master's) in Law at FURB – Universidade Regional de Blumenau. His academic production is concentrated in the areas of communication, regional development, and law.

Julia Stateri holds a PhD in Journalism from the Federal University of Santa Catarina. She was a Visiting Scholar at Birmingham City University (UK), under the supervision of Professor Paul Bradshaw (2016–2017). She currently works as Assistant Professor in Communication at Federal University of Bahia (Brazil). She researches new technologies in the context of production in online journalism, including ethical aspects. Her master's dissertation, “Ethical Parameters for a Policy of Correcting Errors in Online Journalism,” won the Adelmo Genro Filho Award in 2015, promoted by the Brazilian Association of Journalism Researchers (SBPJor).

Lívia Vieira holds a PhD in Journalism from the Federal University of Santa Catarina. She was a Visiting Scholar at Birmingham City University (UK), under the supervision of Professor Paul Bradshaw (2016–2017). She currently works as Assistant Professor in Communication at Federal University of Bahia (Brazil). She researches new technologies in the context of production in online journalism,

including ethical aspects. Her master's dissertation, "Ethical Parameters for a Policy of Correcting Errors in Online Journalism," won the Adelmo Genro Filho Award in 2015, promoted by the Brazilian Association of Journalism Researchers (SBPJor).

Julie B. Wiest is Professor of Sociology at West Chester University of Pennsylvania. Her research focuses on the sociocultural contexts of mass media, digital/new media technologies, and violence. She co-edits the Interpretive Lenses in Sociology book series and is Senior Crime and Media Editor for the Studies in Media and Communications book series, for which she edited two volumes on crime and media. She has authored or co-authored three scholarly monographs, as well as chapters and articles in a variety of edited volumes and academic journals, including *American Behavioral Scientist*, *Criminal Justice Studies*, *First Monday*, *Howard Journal of Communications*, and the *International Journal of Communication*.

Regina Zandomênic is a PhD student at the Federal University of Santa Catarina, in the Media area, at EGC (Postgraduate Program in Engineering and Knowledge Management), and is part of the MidiaCon/EGC. She graduated in Journalism from the Federal University of Santa with a master's degree in Media and Knowledge from the same institution. She is the coordinator and professor of a Journalism course at the Estácio University Center in Santa Catarina and is part of the institution's Research Productivity Program. She also teaches postgraduate courses in the areas of communication, digital media, and social networks.

ABOUT THE VOLUME EDITORS

Sonia Virginia Moreira is Professor of the Graduate Program in Communication at the State University of Rio de Janeiro, and a National Council for Scientific and Technological Development (CNPq) Research Fellow. She is a journalist with a PhD in Communication Sciences (University of São Paulo) and MA in Journalism (University of Colorado, Boulder campus). Her present project explores the lack of telecom and media infrastructure in Brazil, alongside digital, audiovisual, and local journalism inequalities in the country.

Katia Moles was trained as a social ethicist at the Graduate Theological Union and UC Berkeley where her work examined the policy implications of culturally embedded framings of sexuality and reproduction within larger ethical and religious traditions. Currently, she is a social ethicist of technology in the School of Engineering at Santa Clara University where her research speaks to the intersection of inequalities and digital media, particularly issues of inclusion that impact traditionally underrepresented groups. *The Journal of Feminist Studies in Religion* awarded her the “New Scholar Award” for her article “A Culture of Flourishing: A Feminist Ethical Framework for Incorporating Child Sexual Abuse Prevention in Catholic Institutions.” UC Berkeley, Santa Clara University, Dominican University, Graduate Theological Union, and Florida International University have also recognized her work in justice, equity, diversity, and inclusion that animates her research and teaching.

Laura Robinson is Professor in the Department of Sociology at Santa Clara University and Faculty Associate at the Harvard Berkman Klein Center for Internet & Society. After earning her PhD from the University of California, Los Angeles (UCLA), where she held a Mellon Fellowship in Latin American Studies, her other affiliations include the UC Berkeley Institute for the Study of Societal Issues, the Cornell University Department of Sociology, Department of Sociology at Trinity College Dublin, USC Annenberg Center, and the École Normale Supérieure. Her service positions include Series Co-Editor of *Emerald Studies in Media & Communications* and *Palgrave Studies in Digital Inequalities*, North American Coordinator of the Brazil–US Colloquium on Communication Research, Organizing Committee Member of the Media Sociology Symposium, Steering Committee Member of the Digital Sociology Thematic Group of the International Sociological Association, and CITAMS Section Chair 2014–2015. Her research has earned awards from CITASA, AOIR, and NCA IICD for her work on digital inequalities and digital sociology in Brazil, France, and the United States.

Jeremy Schulz is a researcher at the Institute for the Study of Societal Issues at the University of California, Berkeley. His current research focuses on digital inequality and work and wealth among economic elites. He has also done research and published in several other areas, including digital sociology, sociological theory, qualitative research methods, work and family, and consumption. His article, “Zoning the Evening,” is published in *Qualitative Sociology* and received the Shils-Coleman Award from the ASA Theory Section; other publications include “Talk of Work,” published in *Theory and Society*, and “Shifting Grounds and Evolving Battlegrounds,” published in the *American Journal of Cultural Sociology*. Since earning his PhD at UC Berkeley, he has held an NSF-funded postdoctoral fellowship at Cornell University.

ABOUT THE VOLUME CONTRIBUTING EDITORS

Joseph Straubhaar is the Amon G. Carter centennial professor of Communications in the Department of Journalism and Media Studies, and Radio–TV–Film at The University of Texas at Austin (UT). He was the director of the College of Communication’s Latino and Latin American Media Studies Program, 2012–2018, and was the director of the Center for Brazilian Studies within the Lozano Long Institute for Latin American Studies, 2003–2006. He has taught in Department of Radio-TV-Film (RTF) at UT since 1998 and in Journalism since 2018. He previously taught at Brigham Young University (BYU) (1994–1998) and Michigan State (1983–1994). Before that, he was a US Foreign Service Officer (1975–1983) in Brazil and Washington DC. His primary teaching, research, and writing interests are in global media and cultural theory, global TV, digital media and the digital divide in the United States and other countries, Latin American, and global television production and flow. His graduate teaching includes media theory, global media, Latin American media, and qualitative and ethnographic research methods. His undergraduate teaching covers the same range plus intro to media studies, global television, introduction to global media, Latin American television, and media and society. He does research in Brazil, other Latin American countries, Europe, Asia, and Africa, and has taken student groups to Latin America and Asia. He has done seminars abroad on media research methods, the digital divide, and global media. He is a regular visiting professor at the University of São Paulo and the State University of São Paulo-Bauru. He is on the editorial board for *Communication Theory*, *International Journal of Communication*, *Journal of Broadcasting and Electronic Media*, *Chinese Journal of Communication*, *Studies in Latin American Popular Culture*, *Comunicación y Sociedad*, *Chinese Journal of Communication*, and *Revista INTERCOM*.

Cara Chiaraluce is a Senior Lecturer in the Department of Sociology at Santa Clara University. She earned her PhD from the University of California, Davis, and conducts research in the fields of medical sociology, gender and family, and carework and digital resources. Her manuscript titled “Becoming an Expert Caregiver: Shifting Paradigms on Care and Disability Through Autism Care Work” is currently in press with Rutgers University Press. Additional recent scholarly articles include: “Narratives on the Autism Journey: ‘Doing Family’ and Reconfiguring the Caregiver Self” in the *Journal of Family Issues* (2018) and “Becoming an Expert Autism Caregiver: Health Literacy and Community Catalysts” in *Research in the Sociology of Health Care* (2015).

John R. Baldwin is Professor of Communication at Illinois State University, where he has worked since 1994. He studies domestic and international diversity, identity, and intolerance, including issues of diversity, cross-cultural adaptation, and competence. He has written on prejudice in communication, intercultural communication ethics, the history of intercultural communication, “Western” communication, and the definition of culture. His co-authored or edited books include *Intercultural Communication for Everyday Life* (2014, Wiley), *(Re) Defining Culture* (2006, Lawrence Erlbaum Associates), and *Communication Theories for Everyday Life* (2004, Allyn & Bacon), and he has published research in several journals. The focus of his teaching and research includes domestic and international identities, the formation of identities, and forms of prejudice, acceptance, and inclusion. He has more recently turned his attention to issues of national, racial, and global identities in Brazilian popular music, writing specifically on *Tropicália* and considering issues of political economy and identity politics and ideologies in music.

Juliana Trammel is full Professor of Strategic Communication and Chair of the Department of Journalism & Mass Communications at Savannah State University. Her areas of expertise include the intersection of gender, media, race and ethnicity, and human communication, with a special focus on social media, women, and early childhood communication. She is also an intercultural scholar with regional specialization in Brazil and the United States. Her recent publications include: “The Confluence of Communication Cultural Dialectics: A Case of Afro Brazilian Voice and Black Lives Matter” and “Artificial Intelligence for Social Evil: Exploring How AI and Beauty Filters Perpetuates Colorism – Lessons Learned from a Colorism Giant, Brazil.” In addition to her scholarship, she has over two decades of experience in public advocacy on Capitol Hill, higher education administration, teaching, and consulting. She earned a PhD in Communication and Culture from Howard University, an MA in Public Communication from American University, and a BA in Broadcast and Print Journalism from Rust College. She was born and raised in Rio de Janeiro, Brazil.

ABOUT THE SENIOR SERIES EDITORS

SENIOR JOURNALISM EDITOR: DEB AIKAT

Deb Aikat, a former journalist, has been a faculty member of Media and Journalism in the University of North Carolina at Chapel Hill, USA, since 1995. His research has been published in book chapters and refereed journals. An award-winning researcher and teacher, he theorizes digital media. The Scripps Howard Foundation recognized him as the inaugural winner of the “National Journalism Teacher of the Year award” (2003) for “distinguished service to journalism education.” He worked as a journalist in India for Ananda Bazar Patrika’s *The Telegraph* newspaper and reported for the *BBC World Service*. He founded in 2015 the South Asia Communication Association, which unites professors and professionals in examining South Asia and its diaspora worldwide. He completed in 1990 a Certificate in American Political Culture from the New York University. He earned in 1995 a PhD in Media and Journalism from Ohio University’s Scripps School of Journalism.

SENIOR COMMUNICATIONS EDITOR: JOHN R. BALDWIN

John R. Baldwin (PhD, Arizona State University, 1994) is a professor of Culture and Communication, Communication Theory and Qualitative Research Methods at Illinois State University. He has co-edited a book on definitions of culture (*Redefining Culture*, 2006) and co-authored a textbook, *Intercultural Communication for Everyday Life* (2nd ed., 2024). His areas of interest include intercultural and intergroup communication, including adjustment, competence, as well as identity, prejudice, and tolerance. His recent research focuses on the social construction of identities in Brazilian rock music of the dictatorship era. He is specifically interested in national, racial, and global identities in Brazilian popular music, writing specifically on *Tropicália* and issues of political economy and identity politics and ideologies in music.

SENIOR RELIGION AND TECH EDITOR: DI DI

Di Di (PhD, Rice University 2019) is an assistant professor of Sociology at Santa Clara University. Her research focuses on the intersection between religion, technology, and science. Specifically, she is interested in understanding how the

intersection between religion, technology, and science varies across national contexts. Her most recent work examines how tech workers in the United States and China understand religion, ethics, and the application of science in the workplace. Her work has appeared in *Science and Engineering Ethics*, *American Behavioral Scientist*, *Public Understanding of Science*, and *Journal for the Scientific Study of Religion*, among others.

SENIOR EHEALTH EDITOR: TIMOTHY M. HALE

Timothy M. Hale, PhD, is a medical sociologist at the Department of Kinesiology and Community Health at the University of Illinois at Urbana Champaign. Previously, he served as Research Fellow at Partners Center for Connected Health and Harvard Medical School. His main research interest is the impact of information and communication technologies (ICTs) on health care and health lifestyles. Prior to joining the Center, he was a postdoctoral fellow at the University of Alabama at Birmingham where he studied the social and psychological impacts of ICT, focusing primarily on youth and older adults. He was elected as a CITASA Council Member (2012–2014). His work has been published in *Information, Communication & Society*, *Computers and Human Behavior*, *Journal of Health Communication*, and *American Behavioral Scientist*.

SENIOR STS EDITOR: NOAH McCLAIN

Noah McClain is Assistant Professor of Sociology. His PhD (NYU) research examined dilemmas associated with security efforts in the New York Subway system, as they manifest in the work of subway employees, in organizational processes, and in light of the arcane technology of a century-old underground railroad with millions of daily passengers. The project encapsulates his central interests: the impact of technology on society, life in cities, work practices, formal organizational contexts, and human interaction with material and technical instruments. Through these themes, his past and ongoing research also examines technology in daily life, social inequality, everyday life in prison and out, the ways that rules are used in organizations, and transactional systems of shared or free goods. He has served as a post-doctoral research fellow and faculty member of the Bard Prison Initiative, and a visiting scholar at the Institute for Public Knowledge at New York University.

SENIOR MEDIA HISTORY EDITOR: HELOISA PAIT

Heloisa Pait investigates the challenges posed by the introduction of new means of communication for democratic life, with emphasis on the personal dilemmas

individuals encounter when presented with unknown sociabilities. In her doctoral dissertation at the New School for Social Research, she investigated the personal challenges television soap opera writers and viewers faced in trying to make mass communication a meaningful activity. She has written on the reception of international news, on media use by Brazilian youth, and on the disruptive role of the internet in the Brazilian political environment. With her students, she investigates conceptions of memory and media use, the role of media in notions of secrecy in international relations, and the nature of public protests in Brazilian cities. Dealing with a broad range of subjects, her recurrent issue is the efforts individuals make to engage in communication with others, an activity always disrupted and reconstructed – revealed – by every material transformation of media. Heloisa Pait, a Fulbright alumna and member of the advisory board of Open Knowledge Brazil, actively participates in Brazilian public life. Her fiction work has appeared in American and Brazilian publications.

SENIOR DIGITAL CULTURE EDITOR: MASSIMO RAGNEDDA

Massimo Ragnedda (PhD) is a senior lecturer in Mass Communication at Northumbria University, Newcastle, UK where he conducts research on the digital divide and social media. He is the co-vice chair of the Digital Divide Working Group (IAMCR) and the co-convenor of NINSO (Northumbria Internet and Society Research Group). He has authored 12 books with his publications appearing in numerous peer-reviewed journals, and book chapters in English, Spanish, Italian, Portuguese, and Russian texts. His books include: *Digital Capital. A Bourdieusian Perspective on the Digital Divide* (with Maria Laura Ruiú), Emerald Publishing, 2020; *Digital Inclusion. An International Comparative Analysis* (co-edited with Bruce Mutsavairo), Lexington Books, 2018; *Theorizing the Digital Divide* (co-edited with G. Muschert), Routledge, 2017; *The Third Digital Divide: A Weberian Approach to Digital Inequalities*, Routledge, 2017; and *The Digital Divide: The Internet and Social Inequality in International Perspective* (co-edited with G. Muschert), Routledge, 2013.

SENIOR CRIME AND MEDIA EDITOR: JULIE B. WIEST

Julie B. Wiest, as a sociologist of culture and media, applies mainly symbolic interactionist and social constructivist perspectives to studies in three primary areas: (1) the sociocultural context of violence, (2) mass media effects, and (3) the relationship between new media technologies and social change. She received her PhD in Sociology from the University of Tennessee and MA in Journalism and Mass Communication from the University of Georgia. Before academia, she worked as a print and online journalist for nearly a decade.

**SENIOR TECH ETHICS EDITOR:
KATIA MOLES**

Katia Moles was trained as a social ethicist at the Graduate Theological Union and UC Berkeley where her work examined the policy implications of culturally embedded framings of sexuality and reproduction within larger ethical and religious traditions. Currently, she is a social ethicist of technology in the School of Engineering at Santa Clara University where her research speaks to the intersection of inequalities and digital media, particularly issues of inclusion that impact traditionally underrepresented groups. *The Journal of Feminist Studies in Religion* awarded her the “New Scholar Award” for her article “A Culture of Flourishing: A Feminist Ethical Framework for Incorporating Child Sexual Abuse Prevention in Catholic Institutions.” UC Berkeley, Santa Clara University, Dominican University, Graduate Theological Union, and Florida International University have also recognized her work in justice, equity, diversity, and inclusion that animates her research and teaching.

**SENIOR SOCIAL MEDIA EDITOR:
APRYL A. WILLIAMS**

Apryl A. Williams received her PhD in Sociology from Texas A&M University in 2017 with a designated focus in race, media, and culture. Currently, she is Assistant Professor at Susquehanna University and a fellow at the Berkman Klein Center for Internet & Society at Harvard University. Her research follows two broad streams of inquiry: cultural studies of race, gender, and community in digital spaces and mobile phone and digital technology use in developing countries. She theorizes digital media as it converges with issues concerning race/ethnicity, gender, and communal identity. In addition to my domestic research agenda, she conducts research on socio-political conflict, mobile phone use, and digital inequality in the Democratic Republic of Congo. Her work can be found in several peer reviewed outlets including *Social Sciences*, the *International Journal of Communication*, and *Information, Communication & Society*. Her other academic interests include intersectionality, social theory, postmodernism, technology, and embodiment.

ABOUT THE SERIES CO-EDITORS

SERIES CO-EDITOR: LAURA ROBINSON

Laura Robinson is Professor in the Department of Sociology at Santa Clara University and Faculty Associate at the Harvard Berkman Klein Center for Internet & Society. After earning her PhD from the University of California, Los Angeles (UCLA), where she held a Mellon Fellowship in Latin American Studies, her other affiliations include the UC Berkeley Institute for the Study of Societal Issues, the Cornell University Department of Sociology, Department of Sociology at Trinity College Dublin, USC Annenberg Center, and the École Normale Supérieure. Her service positions include Series Co-Editor of *Emerald Studies in Media & Communications* and *Palgrave Studies in Digital Inequalities*, North American Coordinator of the Brazil–US Colloquium on Communication Research, Organizing Committee Member of the Media Sociology Symposium, Steering Committee Member of the Digital Sociology Thematic Group of the International Sociological Association, and CITAMS Section Chair 2014–2015. Her research has earned awards from CITASA, AOIR, and NCA IICD for her work on digital inequalities and digital sociology in Brazil, France, and the United States.

SERIES CO-EDITOR: SHELIA R. COTTEN

Shelia R. Cotten is Associate Vice President for Research Development at Clemson University. She has served as the chair of CITAMS and has previously held appointments at the University of Alabama at Birmingham and the University of Maryland, Baltimore County. After earning her PhD from North Carolina State University in Raleigh, she was a postgraduate fellow at the Boston University School of Public Health. Her work has been funded by The National Science Foundation and the National Institute on Aging. Her work addresses key social problems with sociological tools related to technology access, use, and impacts/outcomes. She has published on a number of topics including the XO laptop program in Birmingham and the use of ICT resources to improve older Americans' quality of life. The body of her work was recognized by the CITASA Award for Public Sociology in 2013 and the CITAMS Career Achievement Award in 2016.

SERIES CO-EDITOR: JEREMY SCHULZ

Jeremy Schulz is a researcher at the Institute for the Study of Societal Issues at the University of California, Berkeley. His current research focuses on digital inequality and work and wealth among economic elites. He has also done research and published in several other areas, including digital sociology, sociological theory, qualitative research methods, work and family, and consumption. His article, "Zoning the Evening," is published in *Qualitative Sociology* and received the Shils-Coleman Award from the ASA Theory Section; other publications include "Talk of Work," published in *Theory and Society*, and "Shifting Grounds and Evolving Battlegrounds," published in the *American Journal of Cultural Sociology*. Since earning his PhD at UC Berkeley, he has held an NSF-funded postdoctoral fellowship at Cornell University.

CHIEF RESEARCH OFFICER: NOAH MCCLAIN

Noah McClain is Assistant Professor of Sociology. His PhD (NYU) research examined dilemmas associated with security efforts in the New York Subway system, as they manifest in the work of subway employees, in organizational processes, and in light of the arcane technology of a century-old underground railroad with millions of daily passengers. The project encapsulates his central interests: the impact of technology on society, life in cities, work practices, formal organizational contexts, and human interaction with material and technical instruments. Through these themes, his past and ongoing research also examines technology in daily life, social inequality, everyday life in prison and out, the ways that rules are used in organizations, and transactional systems of shared or free goods. He has served as a post-doctoral research fellow and faculty member of the Bard Prison Initiative, and a visiting scholar at the Institute for Public Knowledge at New York University.

ACKNOWLEDGMENTS

The Emerald Studies in Media and Communications editorial staff extend our appreciation to the many individuals who have contributed to this volume. We would like to call attention to the often unseen work of the many individuals whose support has been indispensable in publishing all volumes in the series and this volume in particular. Regarding the Communication, Information Technologies, and Media Sociology Section in the American Sociological Association, we thank the Council for the section's sponsorship of the series. The volume is indebted to Professor Sonia Virginia Moreira's leadership of the Brazil-US Colloquium on Communication Studies that brought together scholars featured in the volume. We also thank our partners at the Media Sociology Symposium for featuring research in the volume. Our thanks also go to reviewers and Editorial Board members for their service in disseminating our outreach and publicity. In particular, at Emerald Publishing, we deeply appreciate the Emerald editorial staff's contributions to bringing the volumes to the press: Katy Mathers, Madison Klopfer, Lydia Cutmore, and many others including Rajachitra S. Finally, we recognize our editorial team of student researchers Christina Nelson, Isabella Bunkers, Naomi Yang, Isa Fernandez, and Merle Wiehl.