



TO MAGNIFICO RETTORE OF UNIVERSITA' DEGLI STUDI DI MILANO

ID CODE **6494**

I the undersigned asks to participate in the public selection, for qualifications and examinations, for the awarding of a type B fellowship at **Dipartimento di Scienze Sociali e Politiche**

Scientist- in - charge: **Prof. Sergio Splendore**

**[Manoella Fortes Fiebig]**

## CURRICULUM VITAE

### PERSONAL INFORMATION

Surname	Fortes Fiebig
Name	Manoella

### PRESENT OCCUPATION

Appointment	Structure
Data and Ads Analyst	MFF Estratégias Digitais

### EDUCATION AND TRAINING

Degree	Course of studies	University	year of achievement of the degree
Degree	Journalism	Federal University of Santa Maria	2015
Specialization			
PhD	Communication	Federal University of Paraná / Brazil	2023
Master	Communication	Federal University of Paraná / Brazil	2017
Degree of medical specialization			
Degree of European specialization			
Other			

### REGISTRATION IN PROFESSIONAL ASSOCIATIONS

Date of registration	Association	City



## FOREIGN LANGUAGES

Languages	level of knowledge
English	Advanced
Portuguese	Fluent
Spanish	Advanced
Italian	Basic

## AWARDS, ACKNOWLEDGEMENTS, SCHOLARSHIPS

Year	Description of award
2024	Nominated for best Doctoral Thesis Award for COMPÓS, Brazil
2019	PhD Scholarship CAPES (R\$ 52.800,00)
2015	Master's Degree Scholarship CAPES (R\$ 36.000,00)

## TRAINING OR RESEARCH ACTIVITY

<p>During my years working as a research fellow in the COMXII and Click groups, I was able to write articles, collect data, use systems such as Iramuteq and NVivo and conduct discussion meetings on the research in progress. In addition, I learned about qualitative and quantitative research, applying surveys and using variance calculation. During my PhD, I created a research method to analyze automation journalism systems based on mathematical calculations, and the thesis was nominated for the best thesis of the year award by the National Association of Postgraduate Communication Programs in Brazil.</p>
---

## PROJECT ACTIVITY

Year	Project
2019/2023	<p>COMXII - Communication in the 21st century Description: COMXXI seeks to understand the different modes of social interaction in new communicative practices. These interactions are observed in the context of contemporary society, with an emphasis on media communication systems. The group has participated in national projects, with support from CNPq. Status: Completed. Nature: Research. Participating students: Masters (3) Doctorate (6)</p>
2015/2017	<p>Click - Communication and Cyberculture Description: The communicational perspective and the culturalist perspective in studies on cyber culture. Historical, sociological, economic and technological aspects of the field. History, philosophy and ethics of cyber culture. Status: Completed; Nature: Research. Participating students: Masters (4) Doctorate (2)</p>
2012/2013	<p>Communications for animal rights organizations Description: This extension research and practical project aims to stimulate animal welfare and promote the dissemination of animal rights, supporting non-governmental organizations in their internal communication and relationship with the media. One of the aims of the project is to encourage students to work in the third sector, enabling them to take more direct action in society through the skills and competences of their training area. Situation: Concluded; Nature: Research and extension.</p>
2012/2013	<p>Institutional development project - CESNORS</p>



	<p>Description: Development program for the communication and journalism sector at the Federal University of Santa Maria. Coordination of journalism advisory services, organization of events, public relations, construction of a website and booklets for the university's undergraduate courses. Project registered with SIE under No. 032364.</p> <p>Situation: Concluded; Nature: Research and extension.</p> <p>Participants: Manoella Fortes Fiebig - Co-ordinator / Tuane Nicola - Participant / Silvane Brand - Participant.</p>
--	--

## PATENTS

Patent

## CONGRESSES AND SEMINARS

Date	Title	Place
2020	18° Encontro Nacional de Pesquisadores em Jornalismo. 2020. (Encontro).	Online
2020	Encontro Virtual da ABCiber. 2020. (Encontro).	Online
2020	I Jornada Nacional de Humanidades Digitais,. 2020. (Seminário).	Online
2020	I Seminário de Tese.O jornalismo de automação: limites e possibilidades de sistemas guiados por natural language generation. 2020. (Seminário).	Online
2020	WMIDS - 1S Workshop on Media, Information and Data Science. 2020. (Congresso).	Online
2019	Jornalismo 3i - Inovador, Inspirador e Independente. 2019. (Congresso).	Rio de Janeiro, Brazil
2019	Linguagem e Performatividade na Interface Comunicação, Cultura e Política. 2019. (Encontro).	Curitiba, Brazil
2019	Seminário de Pesquisa - PPGCOM/UFPR. 2019. (Seminário).	Curitiba, Brazil
2016	A Teoria Semiótica na Pesquisa em Comunicação, com Ana Claudia de Oliveira. 2016. (Outra).	Curitiba, Brazil
2016	Comunicação Pública e o Paradoxo da Visibilidade Política, com Maria Helena Weber. 2016. (Outra).	Curitiba, Brazil
2016	Congresso Iberoamericano de Comunicación - Confibercom. 2016. (Congresso).	Madrid, Spain
2016	I Simpósio Internacional de Comunicação - SIC. 2016. (Simpósio).	Frederico Westphalen, Brazil



2016	IX Simpósio Nacional da ABCiber. 2016. (Simpósio).	São Paulo, Brazil
2016	Journées D'Étude - Les Nouvelles Figures de L'interdépendance. 2016. (Seminário).	Lyon, France
2016	Seminário Internacional de Mudanças Climáticas, Comunicação e Educação. 2016. (Seminário).	Curitiba, Brazil
2016	VI Seminário de Pesquisa - PPGCOM/UFPR.Mapeamento da Pesquisa Brasileira em Cibercultura. 2016. (Seminário).	Curitiba, Brazil
2016	XVII Congresso de Ciências da Comunicação da Região Sul. 2016. (Congresso).	Curitiba, Brazil
2015	Características Culturais da Comunicação e suas Consequências Epistemológicas - com Lucrécia Ferrara. 2015. (Encontro).	Curitiba, Brazil
2015	Colóquio Internacional Michel Foucault - 40 anos de "Vigiar e Punir". 2015. (Congresso).	Curitiba, Brazil
2015	Conferência Inaugural do VII Enpecom - ?Feminismo e política? com Flávia Biroli e Luis Felipe Miguel (UnB). 2015. (Congresso).	Curitiba, Brazil
2015	VII Enpecom - Mesa Redonda: "Gênero, linguagem e política", com Dina Ferreira (UECE) e Luciana Panke (UFPR).. 2015. (Congresso).	Curitiba, Brazil
2015	V Seminário de Pesquisa - PPGCOM/UFPR. 2015. (Seminário).	Curitiba, Brazil
2015	XXXVIII Congresso Brasileiro de Ciências da Comunicação. 2015. (Congresso).	Rio de Janeiro, Brazil
2014	2º Seminário Regional de Jornalismo Investigativo - ABRAJI. 2014. (Seminário).	Rio de Janeiro, Brazil
2014	XV Congresso da Comunicação na Região Sul Intercom Sul. 2014. (Congresso).	Palhoça, Brazil
2014	XXXVII Congresso Brasileiro de Ciências da Comunicação. 2014. (Congresso).	Foz do Iguaçu, Brazil
2013	I Simpósio de Metodologias de Pesquisa em Comunicação. 2013. (Simpósio).	Frederico Westphalen, Brazil
2013	XIV Intercom Sul. 2013. (Congresso).	Santa Cruz do Sul, Brazil

## PUBLICATIONS

<b>Books</b>
FIEBIG, M. F. In: Douglas F. Cordeiro; Kátia Kelvis Cassiano; Andréa P. Santos; Núbia R. da Silva. (Org.). Media, Information and Data Science: research, trends and interfaces. 1 ed. Goiânia: Cegraf UFG,, 2020, v. 1, p. 98-111.



Articles in reviews
QUADROS, C. I. ; MAIA, Barbara. ; FIEBIG, M. F. . The affective attachment of the diasporic subject: from antenna radio to expanded radio. <i>Journalism and Media Studies</i> , 2020.
FIEBIG, M. F.; GUSATTI, C.; PETRY, D. H. . The Use of Archetypes in Brand Image and Identity: A Study of the Skol Brand. <i>Ação Midiática - Studies in Communication, Society and Culture</i> , 2020.
FIEBIG, M. F. Robot reporter: reflections on the possibilities of automation in journalism in times of covid-19. In: <i>ABCiber</i> , 2020.
FIEBIG, M. F. Natural Language Generation and Automation Journalism: concepts and applications. In: Douglas F. Cordeiro; Kátia Kelvis Cassiano; Andréa P. Santos; Núbia R. da Silva. (Org.). <i>Media, Information and Data Science: research, trends and interfaces</i> . 2020
FIEBIG, M. F. Zima Blue and the reflection on the return to technological essentialism in a post-human context. <i>Mediação</i> , 2020.
FIEBIG, M. F. Mapping Brazilian research in cyberculture: preliminary study of its theoretical-methodological perspectives. <i>Parágrafo</i> , 2017.
LIMA, M. R. V. ; FIEBIG, M. F. ; GERN, A.; FORT, M. C. ; AVILA, O. . Journalistic emphasis in the coverage of COP 21 (Paris, 2015) in the North American, Brazilian and French versions of The Huffington Post website. <i>Development and Environment (UFPR)</i> , 2017.
LIMA, M. R. V. ; FIEBIG, M. F. . Coherences and contradictions in the launch of Brasil Post, HuffPost in Brazil. <i>Fronteiras</i> , 2017.
FIEBIG, M. F. Convergence or cooperation? An analysis of Rolling Stone Brazil's journalism. <i>Temática</i> , 2017.

Congress proceedings
FIEBIG, M. F. Robot reporter: reflections on the possibilities of automation in journalism in times of covid-19, 2020, São Paulo. <i>Proceedings of Encontro Virtual da ABCiber</i> , (online) 2020.
FIEBIG, M. F. . Natural language generation and automated journalism: concepts and applications. <i>Proceedings of the 1st Workshop on Media, Information and Data Science</i> , (online) 2020.
FIEBIG, M. F. Convergence or cooperation? An analysis of Rolling Stone Brazil's journalism, 2016, Curitiba, Paraná/Brazil. <i>Proceedings of Intercom SUL 2016</i> , 2016.
LIMA, M. R. V. ; FIEBIG, M. F. . Coherencias y contradicciones en el lanzamiento de Brasil Post, el Huffington Post en Brasil, 2016, Madrid, Espanha. <i>Libro de Comunicaciones</i> , 2016.
LIMA, M. R. V. ; FIEBIG, M. F. . Cohérences et contradictions lors du lancement de la version brésilienne du Huffington Post, 2016, Lyon, França. <i>JADN</i> , 2016.
LIMA, M. R. V. ; FIEBIG, M. F. ; GERN, A. ; AVILA, O. ; FORT, M. ; IURK, M. . Cadrages et projections de la couverture de la Cop 21 par les éditions française, américaine et brésilienne du Huffington Post, 2016, Lyon, França. <i>JADN</i> , 2016.
FIEBIG, M. F. Methodological paths: partial results of the mapping of Brazilian research in Cyberculture, 2016, <i>Proceedings of International Communication Symposium</i> , Frederico Westphalen, Brazil, 2016.
FIEBIG, M. F. . "Can I borrow this concept?": An Attempt to Transpose Notions from the Epistemology of Communication to the Field of Cyberculture, 2016, Curitiba, Brazil. <i>Proceedings of Enpecom</i> , 2016.
FIEBIG, M. F. . The Homoafetivo Marriage in the US and Facebook: An Analysis About the Potential of Cyberculture, 2015, Rio de Janeiro, Brazil. <i>Proceeding of Intercom</i> , 2015.
KLAUS, B. K. ; CORREA, B. H. ; FIEBIG, M. F. ; BORGES, L. F. R. . 'Completely Normal: How the discourse of "Rapidinhas de Nova" reinforces gender discourse under the heading "No, you're not crazy just because...". <i>Proceedings of Intercom</i> , Palhoça, Brazil, 2014.
CORREA, B. H. ; FIEBIG, M. F. ; KLAUS, B. K. ; CASALI, C. Elements of feminism for a feminine discourse: an analysis of the cover of TPM magazine. <i>Proceedings of Intercom</i> , Palhoça, Brazil, 2014.
FIEBIG, M. F. ; CORREA, B. H. ; KLAUS, B. K. ; CASALI, C. Interpretations of Zero Hora: An image analysis in the light of Russian Semiotic Theory. <i>Proceedings of Intercom</i> , Palhoça, Brazil, 2014.



FIEBIG, M. F. ; BORGES, L. F. R. Paths to find cultural criticism: the pages of BRAVO! magazine and the praise of cultural manifestations. Intercom Nacional, Foz do Iguazu, Brazil, 2014.

OTHER INFORMATION

<b>Member of Editorial Board</b>	
2019 - 2022	Editor at Scientific Journal: Ação Midiática - Estudos em Comunicação, Sociedade e Cultura
2015 - 2017	Editor Assistant at Scientific Journal: Ação Midiática - Estudos em Comunicação, Sociedade e Cultura
<b>Main responsibilities:</b>	
<ul style="list-style-type: none"><li>• Lead on the strategic development of the Journal with a particular focus on maintaining and improving quality and impact;</li><li>• Management the receipt and peer review of submissions (via an online submission system), liaising with authors, and responsibility for the selection and revision of articles;</li><li>• Communicating with authors, reviewers, and guest editors</li></ul>	
<b>Teaching Experience</b>	
2020	Professor Assistant at UFPR (Universidade Federal do Paraná) Description: Assistant Professor in Journalism, Advertising and Public Relations in the subjects of Theory and Research in Public Opinion and Digital Communication.
2019	Visiting Professor at UPF (Universidade de Passo Fundo) Description: Assistant Professor in the Graduate Program in Digital Social Media. She has also taught Communication and Legal Marketing in the Procedural Law Program at the same university.

Declarations given in the present curriculum must be considered released according to art. 46 and 47 of DPR n. 445/2000.

The present curriculum does not contain confidential and legal information according to art. 4, paragraph 1, points d) and e) of D.Lgs. 30.06.2003 n. 196.

Please note that CV WILL BE PUBLISHED on the University website and It is recommended that personal and sensitive data should not be included. This template is realized to satisfy the need of publication without personal and sensitive data.

Please DO NOT SIGN this form.

Place and date: Passo Fundo, Rio Grande do Sul, Brazil, May 25th 2024