

Giovanni Francischelli

School of Journalism and Communication, University of Oregon

Allen Hall, Eugene, OR 97403

gfrancis@uoregon.edu

ORCID: [0000-0002-7056-2477](https://orcid.org/0000-0002-7056-2477)

LinkedIn: [/in/giovannifrancischelli](https://www.linkedin.com/in/giovannifrancischelli)

EDUCATION

- 2022-2026** **Ph.D., Communication & Media Studies** (Expected, 2026)
University of Oregon, Eugene, OR
Dissertation: *Parallel Realities: Right-Wing Documentaries on Brazilian YouTube*
Committee: Prof. Gabriela Martinez (Chair); Prof. Janet Wasko; Prof. Chris Chávez; Prof. Daniel Steinhart
- 2018-2021** **M.A., Communication,**
University of São Paulo, Brazil, 2021
Thesis: *Regulation and Promotion of Independent Audiovisual Production in Brazil*
Committee: Prof. Vítor Souza Lima Blotta (chair), Prof. Helena Martins, Prof. Eugênio Bucci, Prof. João Caldeira Brant Monteiro de Castro.
- 2006-2011** **B.A. in Social Communication**
State University of Campinas, Brazil, 2011
- 2008-2009** **Visiting Scholar in Cinema and Audiovisual**
University of Paris III – Sorbonne Nouvelle, France

PROFESSIONAL EXPERIENCE

- 2022-present** **University of Oregon** – Eugene, OR
Graduate Teaching Fellow
- 2011-present** **Doctela (Film Company)** – Sao Paulo, Brazil
Co-founder, Film Director and Producer
www.doctela.com.br
- 2009-2010** **Cross Content (Media Company)** – Sao Paulo, Brazil
Intern

PUBLICATIONS

Refereed Journal Articles

- 2025 Francischelli, G. (2025). **Documentary film as parallel epistemology: Brasil Paralelo's right-wing media production.** *Dialogues on Digital Society*, 0(0).
<https://doi.org/10.1177/29768640251379533>
- 2021 Blotta, Vitor & Francischelli, G. **Media convergence and convergent regulation: dynamics and policies of Brazilian audiovisual industry on the internet.** *EPTIC*, v.22, n.3, sep-dec 2020. <https://seer.ufs.br/index.php/eptic/article/view/12519>
- 2018 Francischelli, G.. **The agenda-setting process on the audiovisual public policies in Brazil.** In: IV Latin American Cinema and Art Colloquium (COCAAL), 2018, Niterói. Proceedings of the IV Latin American Cinema and Art Colloquium and II Women Authored Cinema Colloquium: lost fields, undermined myths. Niterói: UFF, 2018. p. 130-136.
<https://cocaal2018.files.wordpress.com/2018/12/Anais-CocaalCocaf-2018.pdf>

Book Reviews

- 2025 Francischelli, G. (2025). **The end of reality: how four billionaires are selling a fantasy future of the Metaverse, Mars, and Crypto: by Jonathan Taplin,** New York: PublicAffairs, 2023, 336 pp., \$30.00 USD (Hardcover), ISBN: 978-1541701694. *Critical Studies in Media Communication*, 1–2. <https://doi.org/10.1080/15295036.2025.2488825>

Thesis

- 2021 Francischelli, G. (2021). **Regulation and Promotion of Brazilian and Independent Audiovisual Production: An Analysis of the Audiovisual Sector Fund Policy.** Master's Thesis, School of Communications and Arts, University of São Paulo, São Paulo, Brazil. <https://doi.org/10.11606/D.27.2021.tde-24082021-212752>

Press

- 2025 **Brazil's 'Netflix of the Right' Lands in Miami** (Interviewed and cited Columbia Journalism Review)
- 2025 **Why streaming regulation divides Brazil's audiovisual sector.** (Interviewed and cited in Poder360)

- 2025** **The lack of regulation over streaming platforms poses a risk to Brazil's cultural sovereignty.** ([Interview for USP Journalismo Junior](#))
- 2023** Francischelli, G. (2023). **Reflection** on the [CSWS ANNUAL REVIEW October 2023](#)
Center for the Study of Women in Society – University of Oregon
- 2021** **Growing consumption of streaming generates discussion about diversity of national content** ([Interview for USP Radio and Journal](#))
- 2020** **Deregulation of streaming services prejudices audiovisual production** ([Interview for AUN - University News Agency](#))

Manuscripts under Review

Francischelli, G. How Democracies Endure? A Case Study of Brazil's Judicial and Legislative Responses to Disinformation.

Manuscript under review at Jump Cut: A Review of Contemporary Media

Analyzes how Brazilian press outlets framed the national debate on social media regulation, comparing narratives surrounding the Supreme Court's judicial actions and the Congressional Bill 2630. The study situates these disputes within broader questions of digital governance, sovereignty, and media convergence.

Manuscripts in Preparation

Francischelli, G. Mapping YouTube Recommendations: A Small-Scale Analysis on the Promotion of Ideology on Brazilian YouTube

A Small-scale network analysis of how YouTube's recommendation system responds to a conservative Brazilian documentary, comparing pathways for left-, center-, and right-leaning proxy users. The study maps first- and second-degree recommendations, revealing ideological clustering and differential exposure patterns across profiles."

Francischelli, G., & Martínez, G. Documenting Latino Roots: Migration, Identity, and Community Narratives in Oregon's Student Documentaries.

Draws from a corpus of 98 student-produced documentaries to map recurring themes of migration, identity, and belonging among Latinx communities. Using grounded theory and digital humanities methods, the study examines how documentary storytelling functions as cultural memory and pedagogy in community-based media education.

TEACHING APPOINTMENTS

University of Oregon – *Instructor of Record*

2025 (Spring)	Introduction to Documentary Production
2025 (Winter)	Audio Storytelling
2025 (Winter)	Visual Storytelling
2024 (Fall)	Introduction to Documentary Production
2024 (Summer)	Media History

University of Oregon - *Teaching Assistant*

2026 (Winter)	Media Ethics
2025 (Fall)	Introduction to Documentary Production
2024 (Spring)	Latino Roots
2024 (Winter)	Latino Roots
2023 (Fall)	Introduction to Documentary Production
2023 (Summer)	Gateway
2023 (Spring)	Photojournalism
2023 (Winter)	Introduction to Documentary Production
2022 (Fall)	Introduction to Documentary Production

University of Oregon – *Guest Speaker*

2026 (Winter)	Media Professions
2024 (Summer)	Media Professions
2023 (Winter)	Latin America Cinema

University of Sao Paulo – *Guest Speaker*

2020:	Contemporary Readings in Journalism.
2018	Communication Law: public sphere, freedom of expression and regulation

Primeiro Plano – Festival de Cinema de Juiz de Fora” - *Instructor*

2021	Archive-based Filmmaking Workshop – (12h)
-------------	---

Cultural Workshops of the State of São Paulo – *Instructor*

2012	Web-documentary Workshop (20h) - Cultural Office Mario de Andrade (São Paulo/SP)
2011	Web-documentary Workshop (20h) - Cultural Office Hilda Hilst (Campinas/SP)

RESEARCH ASSISTANT APPOINTMENTS

2025 **Latino Roots in Oregon Project**
Coordinator: prof. Gabriela Martinez and prof. Lynn Stephen

SELECTED PRESENTATIONS

Papers Presented

2026 **What Is Research in Documentary Filmmaking? A Case Study of Students' Approaches to Research for Non-Fiction Storytelling** | Paper presented at What is Research? Conference, University of Oregon

2026 **Documentary Films and the New Brazilian Right: How Online Documentaries Spread Misinformation and Cultural Wars on YouTube** | Paper presented at CLLAS Research Colloquium: Media Ecosystems in Latin America, University of Oregon

2024 **Brazil's Response to Social Media: Tackling Fake News and Radicalism in the Digital Era** Paper presented at the International Association for Media and Communication Research (IAMCR) Annual Conference, Christchurch, New Zealand

2024 **Disinformation and Platform Governance**
Paper presented at the IAMCR Pre-Conference “Approaches to Digital Platforms from Latin America and Other Margins: Social Mediation, Market Structures, Labour Relations, and Sovereign Alternatives”

2019 **Media Convergence and Convergent Regulation: Dynamics and Policies of Audiovisual Media from the Internet**
Paper presented at Conexão Pós, University of São Paulo, Brazil

2018 **Public Policies for Audiovisual Media in Brazil**
Paper presented at the XXII Encontro SOCINE, Federal University of Goiás, Brazil

2018 **The Process of Agenda-Setting in Public Policies for Audiovisual Media in Brazil**
Paper presented at the IV Colóquio de Cinema e Arte da América Latina, Fluminense Federal University, Brazil

Discussant

2025 International Teaching,
Teaching Engagement Program (TEP), University of Oregon

- 2025** Film Screening + Q&A “*M is For Mothers*”
Latin American Studies Association (LASA), San Francisco (CA)
- 2024** Debate on Documentary and Migration “*Lo que queda en el camino*”
Forum Fronteiras Cruzadas, Sao Paulo, Brazil
- 2023** Film Screening + Q&A “*M is For Mothers*”
FrameLine Film Festival San Francisco (CA)
- 2023** Oregon Surveillance Studies Workshop
Conference Theme: Media, Information, and Surveillance
University of Oregon, Eugene, Oregon (USA)
- 2021** Moderator for *Panel Discussion: Economy, Distribution, and the Right to Education*
III Forum Cinematica, University of São Paulo

RESEARCH GRANTS AND FELLOWSHIPS: Totaling US\$40,300.00

- 2026** **Civic and Watchdog Journalism Scholarship** (US \$2,800)
School of Journalism and Communication (SOJC)– University of Oregon
- 2025** **Graduate Student Research Grants Scholarship** (US\$3,000.00)
Center for Latino/a and Latin American Studies (CLLAS) – University of Oregon
- 2024** **Rafi and Zoreh Scholarship** (US\$3,700.00)
School of Journalism and Communication (SOJC) – University of Oregon
- 2024** **Global Oregon Travel Award** (US\$2,000.00)
Division of Global Engagement– University of Oregon
- 2023** **Glenn Starlin Endowed Fellowship Scholarship** (US\$2,800.00)
School of Journalism and Communication (SOJC)– University of Oregon
- 2023** **Professional Development Graduate Scholarship** (US\$2,000.00)
Division of Graduate Studies – University of Oregon
- 2022** **Columbia Scholarship** (US\$4,000.00)
School of Journalism and Communication (SOJC)– University of Oregon
- 2019-2021** **Master Researcher Fellowship**, (~US\$20,000.00)
National *Council* for Scientific and Technological Development (*CNPq*)

FILM GRANTS: Totaling US\$535,000.00

2023	Histórias que Ficam — National fund for documentary development and production (CSN/ MinC/ Brazil). (~US\$100,000.00)
2022	PROAC — State of São Paulo Secretariat for Culture Grant for Film Production. (~US\$50,000.00)
2020	Regional Arrangements Grant for Feature Documentaries (Spicine / ANCINE) — Public call supporting regional film production in partnership with the Brazilian National Film Agency. (~US\$50,000.00)
2019	<i>Spicine Public Call No. 06/2019 – Investment Program for Low-Budget Feature Films</i> — Competitive funding for feature-length documentary production. (~US\$50,000.00)
2018	Spicine Short Film Production Grant — Public call supporting short-form documentary projects. (~US\$20,000.00)
2016	<i>FSA PRODAV 04 – Training and Development Labs, ANCINE (Brazilian National Film Agency)</i> . (~US\$30,000.00)
2016	<i>II DOCTV–CPLP Audiovisual — Lusophone co-production fund supporting international documentary projects</i> . (~US\$60,000.00)
2016	PROAC — State of São Paulo Secretariat for Culture Grant for Digital Culture Production. (~US\$5,000.00)
2015	PROAC — State of São Paulo Secretariat for Culture Grant for feature Film Post-Production. (~US\$80,000.00)
2015	PROAC — State of São Paulo Secretariat for Culture Grant for Telefilm Development. (~US\$30,000.00)
2014	<i>Selo Fiocruz Video Award, Oswaldo Cruz Foundation (FIOCRUZ), Rio de Janeiro</i> — support for public-interest documentary production in health and science. (~US\$40,000.00)
2013	PROAC — State of São Paulo Secretariat for Culture Grant for LGBTQIA+ Documentary Research and Development. (~US\$10,000.00)
2013	<i>Co-Sponsorship Award for First Works, Centro Cultural Ruth Cardoso (São Paulo, Brazil)</i> . (~US\$5,000.00)
2013	<i>Rumos Itaú Cultural</i> — National grant supporting innovative projects in film and audiovisual arts (São Paulo, Brazil). (~US\$5,000.00)

FILMOGRAPHY

- 2024-2026** ***Looking for Norma (Executive Producer)*** ***In production***
 This feature documentary, directed by Livia Perez, uncovers the story of a long-forgotten Brazilian female filmmaker, shedding light on her impact and legacy. Officially selected for CineBH Development Lab, Nuevas Miradas (Havana Film Festival), and Forum RIDM (Montreal International Documentary Festival), the project has also secured highly competitive national funding from Historias Que Ficam / CSN (Brazil). Beyond production, I am leading an impact distribution campaign to expand its reach and visibility.
- 2018-2023** ***M is for Mothers (Executive Producer)*** [IMDB](#)
 Directed by Livia Perez, this feature documentary explores the complexities of LGBTQ+ parenthood through intimate storytelling. Funded by Ancine and SPCINE, the film premiered at Frameline – San Francisco International LGBTQ+ Film Festival and was selected for PERLEN – Queer Film Festival Hannover, Out On Film – Atlanta's LGBTQ Film Festival, and Mezipatra Queer Film Festival. It received the 39th Lovers Film Festival Torino award. As an executive producer, I managed development, production, and fundraising, secured key industry partnerships, and oversaw licensing and distribution strategies.
- 2021-2022** ***A Wild Patience has taken me here (Executive Producer)*** [IMDB](#)
 Directed by Érica Sarmet, this short fiction film premiered at the 39th Sundance Film Festival, where it won the Special Jury Award for Ensemble Cast. It was also awarded Best Brazilian Short at Olhar de Cinema, Best Short Film at the Oslo/Fusion International Film Festival, and the Canal Brasil Prize at the Mostra de Cinema de Tiradentes, among others. As an executive producer, I contributed to the film's development, production, and international festival strategy.
- 2016-2018** ***From My Father Side (Executive Producer)***
 Directed by Guiomar Ramos, this feature documentary traces the life of Vítor Ramos, a journalist, professor, and an activist against the Portuguese dictatorship. Selected for DocTV, one of the most significant documentary initiatives in Brazil, it was distributed across public television networks in the Community of Portuguese Language Countries. As an executive producer, I oversaw research, production, and post-production, securing international partnerships, managing licensing, and ensuring the film's successful release. The documentary premiered at the 21st Festival de Cinema de Tiradentes.
- 2014-2016** ***Lampião da Esquina, Lighting up Brazilian Press (Executive Producer)*** [IMDB](#)
 Directed by Livia Perez, this feature documentary chronicles the history of *Lampião da Esquina*, Brazil's first LGBTQ-focused newspaper, which emerged in the 1970s during the country's military dictatorship. Premiering at It's All True – International Documentary Film Festival, one of the most important documentary festivals in the World, it was later awarded at MIX Brasil Festival. The film secured funding from the

Government of São Paulo and was co-produced with Canal Brasil. As an executive producer, I participated in all stages of development, research, and production, managed licensing, and oversaw independent distribution, which brought the film to cinemas in eight Brazilian capitals. It is now available on Amazon Prime Video.

- 2014-2016** ***The Plebe is Rude (Executive Producer)*** [IMDB](#)
 Directed by Diego da Costa, this feature documentary tells the story of *Plebe Rude*, one of Brazil's most influential punk rock bands. It premiered at *In-Edit Brasil – International Music Documentary Film Festival*, one of the most important festivals for the genre. The project was co-produced with *Canal Brasil* and funded through local grants.
- 2013-2015** ***Who Killed Eloá? (Executive Producer)*** [IMDB](#)
 This high impact documentary directed by Livia Perez became a breakthrough, being screened at universities, media forums, and feminist events and sparking national debate on media sensationalism and femicide in Brazil. The film was screened at the IDFA *International Documentary Film Festival Amsterdam* and was selected for *Hot Docs*, *DocsDF*, and *Cinélatino* among other major film festivals. It won multiple awards, including *Best Short Documentary at the 54th GENII Awards* and *Atlantidoc (Uruguay)*. With over **750,000 views on YouTube**, it remains a reference in journalism and media studies courses across Brazil.
- 2012-2013** ***If I am a few Months Late? (Director)***
 This interactive documentary tells the stories of political prisoners from Brazil's military dictatorship (1964–1985). The project was funded by *Itaú Cultural* competitive grant. It was exhibited at several film festivals and art spaces, including the Festival de Cine de Lima and the Icaro Festival de Cine de Centroamérica, and won Best Short at V Curta Amazônia.
- 2011-2012** ***Webdoc Graffiti (Director)***
 This web documentary series explored the graffiti and street art scene of São Paulo, blending video narratives with georeferenced mapping. Recognized for its innovative format, the project gained media attention for its early use of interactive storytelling. Though the original mapping platform is no longer available, the project was part of Brazilian government's *National System of Cultural Information and Indicators (SNIIC)*. A selected episode is available at: <https://youtu.be/I8FCd4q3JY4>.

SERVICE

Organizer (Academic Conferences)

- 2026** **What is Research?** Graduate Student Assistant - University of Oregon.
- 2024** **IAMCR.** Panel organizer for the *Political Economy Section* of the International Association for Media and Communication Research (IAMCR) 2024, responsible for coordinating the distribution of panels and reviewing submissions
- 2018-2024** Co-organizer, **Forum Fontié Ki Kwaze – Fronteiras Cruzadas** (Brazil). University of Sao Paulo
- 2018-2023** Co-organizer, **ICHT Colloquium Imaginary: Building and inhabiting the Earth** (Brazil/France). Architecture and Urbanism College of the University of Sao Paulo. SENAC, Sao Paulo, Brazil

Organizer (Film Festivals)

- 2020** Executive Producer and Coordinator **Film Festival: The Cinema of Akira Kurosawa** Caixa Cultural, Fortaleza, Brazil
- 2018** Executive Producer of the **Film Festival: Retrospective Margarethe Von Trotta** Caixa Cultural, Rio de Janeiro, Brazil
- 2018** Executive Producer, **Cineclube das Outras**, SESC Santana, São Paulo, Brazil
- 2014** Producer, **Film Showcase: Historical and Personal Silences**, São Paulo, Brazil

Ad Hoc reviewer

- 2025** **Political Communication Section** of the International Association for Media and Communication Research (IAMCR).
- 2024** **Eptic** - *Revista Eletrônica Internacional de Economia Política da Informação, da Comunicação e da Cultura*, vol. 26, no. 3 (2024), themed *Economic Development in Times of Digital Transformation*.
- 2024** **Cadernos do Subdesenvolvimento** issue no. 39 (Sept.–Dec. 2024) , themed *Platform Capitalism, Regulation, and Development*, edited by César Ricardo Bolaño, Helena Martins Barreto, and Jonas Valente.

2019 **Revista Movimento.** Ad hoc reviewer for issue no. 13 of *Revista Movimento*, the graduate journal of the Postgraduate Program in Media and Audiovisual Processes at the University of São Paulo (USP).

Professional and Academic Affiliations

- 2018–present** **Research Center Journalism, Law and Freedom (JDL) – Institute of Advanced Studies, University of São Paulo**
Member of the research group that examines the intersections of journalism, political philosophy, and law. The group’s goal is to move beyond the antagonistic debate between freedom and control by rethinking how to guarantee press freedom and the right to information in a broad sense. <https://jdlusp.org>
- 2023–present:** **Department Steward, Graduate Teaching Fellows Federation (GTFF) – University of Oregon**
Elected representative for the Department of Media Studies in the labor union representing over 1,500 Graduate Teaching Fellows and Research Assistants.
- 2018–present** **International Forum Fontié Ki Kwaze - Crossed Borders -**
Member of the organizing committee. The Forum is an interdisciplinary academic, social, and artistic initiative that seeks to raise visibility and stimulate critical thinking around contemporary transnational migrations, contributing to projects and policies developed with communities engaged in social struggles.
- 2016–2020:** **API – Brazilian Independent Producers Association**
Member of the association founded in 2016 to support small Brazilian independent production companies.
- 2016–2020:** **ABD – Brazilian Association of Documentarists and Short Film Filmmakers**
Member of the organization created in 1973 during the dictatorship to support documentarists and promote short film as a sustainable format and creative language. Served on the board of directors (2017–2018).

Equipment and Software Skills

- Expertise in a wide variety of digital video cameras - Sony, Black Magic and DSLRs
- Expertise in diverse video editing software (premiere, Avid, Final Cut)
- Expertise in sound production, sound design and general post-production sound.
- Expertise in audio software/DAWS (audition, audacity, pro tools)
- Expertise in Adobe Suite, especially Premiere, After Effects, and Photoshop
- Experience in VFX, color grading, and production sound.

ADDITIONAL COURSEWORK

- 2025** Online Data in Communication Research | Class of 2025
University of Sao Paulo, USP
- 2024** Introduction to /R . (Workload: 8h).
University of Oregon Libraries LibCal
- 2023** Human Research - Social-Behavioral-Educational Researchers - Stage 1 Basic Course
Collaborative Institutional Training Initiative (CITI Program)
- 2020** Research Methodologies in Communication. (Workload: 12h)
Brazilian Society of Interdisciplinary Studies of Communication, INTERCOM, Brazil
- 2019** Economics and Politics of Communications in Times of Crisis. (Workload: 20h)
ULEPICC - BRAZIL, ULEPICC, Brazil
- 2015** II Campus Iberoamericano Etopía. (Workload: 40h)
Etopia Center for Art & Technology - Fundación Zaragoza Conocimiento, FZC, Spain
- 2014** Mentoring Program of the Business School. (Workload: 50h)
Micro and Small Business Support Service (SEBRAE/SP), Brazil
- 2014** Objective - Entrepreneurship on focus. (Workload: 90h)
Brazilian Association of Audiovisual Works Production (APRO) Brazil

CERTIFICATION

- 2025** **Graduate Teaching Initiative - Core Certificate of Completion Awarded**
Teaching and Engagement (TEP) - University of Oregon
- 2025** **New Media and Culture Certificate**
College of Design - University of Oregon

LANGUAGES

Portuguese – native; English – full professional; Spanish – full professional; French – full professional

REFERENCES

Gabriela Martínez, Ph.D. - Advisor

Jon Anderson Chair in Journalism and Communication Professor
University of Oregon
Email: gmartine@uoregon.edu

Christopher Chávez, Ph.D. – Committee Member

Carolyn Silva Chambers Distinguished Professor of Advertising
Director, Center for Latina/o and Latin American Studies
University of Oregon
Email: cchavez4@uoregon.edu

Janet Wasko, Ph.D. - Committee Member

Professor of Media Studies
Knight Chair in Communication Research Emeritus;
Affiliated Faculty, New Media & Culture Program
University of Oregon
Email: jwasko@uoregon.edu