PRODUCING KNOWLEDGE IN THE FIELD OF COMMUNICATION STUDIES

Dialogue and Connections Across the Americas

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

STUDIES IN MEDIA AND COMMUNICATIONS

VOLUME 29

PRODUCING KNOWLEDGE IN THE FIELD OF COMMUNICATION STUDIES

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STUDIES IN MEDIA AND
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PRODUCING KNOWLEDGE IN THE FIELD OF COMMUNICATION STUDIES: DIALOGUE AND CONNECTIONS ACROSS THE AMERICAS

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INVESTOR IN PEOPLE

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The ESMC 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 of 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. We also thank our partners at the Brazil–US Colloquium on Communication Studies and Intercom 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 in bringing the volumes to press: Katy Mathers, Lydia Cutmore, Rebecca Griffiths, and many others. Finally, we recognize the fine work done by Associate Editor Christina Dai.

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CHAPTER 1

THE BRAZIL–US COLLOQUIUM ON COMMUNICATION STUDIES: CELEBRATING 20 YEARS OF COLLABORATION

Sonia Virgínia Moreira[a], Laura Robinson[b], Katia Moles[b], Jeremy Schulz[c] and Christina Dai[b]

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ABSTRACT

This volume celebrates the Brazil–US Colloquium on Communication Studies, organized by the Brazilian Association for Interdisciplinary Studies in Communication. For 20 years, the Brazil–US Colloquium has met under the auspices of Intercom, the Brazilian national scholarly organization devoted to interdisciplinary studies of communication. The year 2025 marked the 20th anniversary of this multilingual event, facilitating collaborations between scholars in Brazil and the United States. Contributions from these scholars are brought together here in this volume of Emerald Studies in Media and Communications. Here we assemble key pieces of scholarship from the meeting presented in three thematic sections: Inclusionary Vistas, Public Spheres, and Research Horizons on the theme of Producing

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knowledge across the field of Communication Studies: A dialogue connecting the Americas.

Keywords: Brazil; US; communication; intercom; cross-national; global media

ONGOING COLLABORATIONS

This volume celebrates the 10th Brazil–US Colloquium on Communication Studies, Colóquio Brasil-Estados Unidos de Estudos da Comunicação, established by the Sociedade Brasileira de Estudos Interdisciplinares da Comunicação. The Colloquium is an international academic meeting which takes place under the auspices of the prestigious Brazilian national scholarly organization devoted to interdisciplinary studies of communication: Intercom. This multilingual event is a joint venture in partnership with American institutions, mainly universities, bringing together scholars from across the Americas to discuss media, culture, and society. The year 2025 marked the 20th anniversary of the collaboration between scholars in Brazil and the United States on the theme "Producing knowledge across the field of Communication Studies: A dialogue connecting the Americas." This volume assembles key pieces of scholarship from the meeting that are presented in three thematic sections: Inclusionary Vistas, Public Spheres, and Research Horizons.

INCLUSIONARY VISTAS

Section I, Inclusionary Vistas, opens with "Areas of Silence: Audiovisual Poverty in Remote Regions of Brazil" by Sonia Virgínia Moreira, Nélia Rodrigues Del Bianco, and Cézar Franco dos Santos Martins (2026). The authors present compelling findings from their larger project "Areas of Shadow and Silence in Broadcasting and Telecommunications" that they conducted from 2019 to 2025. In this work, they provide a new framework to map out the concept of audiovisual poverty "as a basis through which to analyze and identify the lack of communication infrastructure that hinders access to primary audiovisual media (radio and TV) for residents of small and remote locations, many of whom are economically and socially vulnerable." Significantly, the authors establish connections between "audiovisual poverty" and human development indices to support the argument for territorial policies as central to a broader understanding of the right to communication.

The next chapter is "Public Television, Funding and Independence: The Risks Shared by PBS and TV Brasil" by Iluska Maria Da Silva Coutinho and Gustavo Teixeira de Faria Pereira (2026). Taking an explicitly cross-national approach, the authors analyze two key case studies of public television in Brazil and the United States: TV Brasil and PBS. Their work reveals the impacts of funding cuts as part

of a larger movement aiming to structurally dismantle and privatize these broadcasters. As they write:

> […] findings indicate that, despite having their own distinct models, both broadcasters are facing similar institutional weakening strategies aimed at replacing journalistic mediation with direct channels on digital networks, while simultaneously seeking ways to sustain their editorial and financial autonomy through closer ties with civil society.

The research adds much to our understanding of public communication, informational pluralism, and editorial diversity in the public interest.

The section closes with "Media Observatory in Small Cities and Studies on Communication in Brazilian News Deserts" by Jacqueline da Silva Deolindo (2026). The chapter "examines the Media Observatory in Small Cities as an emerging research initiative aimed at addressing informational scarcity in Brazilian municipalities with fewer than 50,000 inhabitants." The author makes fresh connections toward the "initial systematization of dispersed academic research" through empirical mapping and theoretical discussion. As the work makes clear, the concept of "news deserts" (also see Moreira in this volume) is necessary to better understand the plights of local media, "mobilizing this framework to examine the specificities of small cities in the Global South and the role of observatories as tools for organizing and advancing knowledge in this area."

PUBLIC SPHERES

Section II, Public Spheres, begins with "Entertainment as a Means of Consumption and Space of Political Contestation: An Analysis of the Dynamics of Circulation in the Performances of Contemporary Pop Artists" by Bianca Rosa (2026). Rosa brings together different analytical points to reveal how digital media create interwoven referential patterns related to the construction of images and "contemporary pop artists' image construction and interactive relationships in a mediatized environment." In so doing, the author demonstrates "how the phenomenon of circulation is used strategically, both in intersections between political figures and pop culture artists, and in interpenetrating relationships between the artistic production of pop personas and their articulation with the entertainment industry."

Next is "Brazil in the Media: The Construction of Brazil's International Image by Foreign Media" by Ana Resende Quadros (2026). Quadros undertakes the challenge of building a "bibliographic review of academic research focused on the construction of Brazil's international image in global journalistic outlets." Paying special attention to media from the United States, Quadros argues "that global perspectives on a country may shape the image that nationals construct of themselves." At the same time, Quadros also establishes that national identity often emerges from within the country, showing how, in the Brazilian case, national constructs are more powerful than those from afar.

Closing the section is "Reasons and Inspirations for Research on Latin American Community Communication Policies in the US" by Adilson Vaz Cabral Filho (2026). Like the previous chapter, Filho brings an important cross-national perspective into scholarship on policy. Filho: "… articulates a

broad research perspective involving English publications by Latin American researchers and Latin American studies, examining how they contribute to a better understanding of the political and sociocultural interests considered in regulatory processes." In so doing, the author provides both empirical findings, as well as a discussion of "the challenges of comparative research … as well as the expectations, desired contributions, and possibilities for the future of the field and its initiatives."

RESEARCH HORIZONS

Section III, Research Horizons, opens with "Microaggressions in Brazil: A New Agenda for Communication Research" by John R. Baldwin (2026). For those unfamiliar with the social construction of race outside of the United States, Baldwin provides an essential and comprehensive review of how Brazilians construct race according to their own cultural norms – a point of view of which many in the Global North remain unaware. Baldwin provides an excellent introduction to the socially constructed nature of race in order to compare and contrast concepts of "racism" and "race" that have developed in the United States and Brazil. Baldwin also unpacks the Brazilian concept of "racial democracy" and calls attention to this "myth" through rigorous sociological and political examinations.

The next chapter in this section is "Frontier Research in the Central Arc of Brazil: Historical Contexts and Regional Development" by Daniela Cristiane Ota and Laura Seligman (2026). The authors examine journalism in the "Central-West region, specifically in Mato Grosso do Sul, a state that borders two countries – Paraguay and Bolivia – in the context of Communication Geographies." Like authors in the previous section, they also take a cross-national approach. Additionally, drawing connections with the work on news deserts, they mine data related to technology and media systems, municipality development, regional media outlets, and related studies. Their findings suggest "that there is a correspondence between the underdevelopment of municipalities, news deserts, and the quality of journalism practiced."

This section is completed with "Reframing Nature and Society: Debates in Environmental Sociological Theory in an Age of Ecological Crisis" by Cara Chiaraluce (2026). This chapter analyzes a theme with relevance for both Brazil and the United States: "key debates within environmental sociological theory to examine how scholars have conceptualized the relationship between the social world and the natural environment." Drawing on interdisciplinary perspectives, including ecofeminism, environmental justice, postmodern critiques of nature, as well as Deep Ecology, the author makes important connections across these to address the timely topics of inequity, ethics, discourse, and AI. One important argument made by Chiaraluce is "the need for democratic governance and equitable implementation of AI to ensure that technological innovation contributes to both environmental sustainability and social justice."

GLOBAL COLLABORATION

These chapters represent the power of global dialogue that unites scholars from South America and North America, thanks to the Colloquium as a venue that

> brings together researchers, professionals, practitioners, and policymakers, among others, in Brazil and the United States who share interest in the field of Communications in order to debate emergent trends, contemporary theories, hot topics, and methodological innovation from a comparative perspective. The goal is to stimulate dialogue between researchers from Brazil and the U.S. (Intercom – Sociedade Brasileira de Estudos Interdisciplinares da Comunicação, 2025).

Indeed, this commitment to global scholarship is also evidenced by our previous collaborations in four other volumes with the book series. In 2024, two volumes marking previous Colloquia were published: "Creating Culture Through Media and Communication" (Moreira et al., 2024) and "Geo Spaces of Communication Research" (Robinson et al., 2024). In 2017, an incredible team of Colloquium participants came together to lead the volume "Brazil: Media from the Country of the Future," while also offering regional expertise to "Digital Empowerment: Opportunities and Challenges of Inclusion in Latin America and the Caribbean" (Robinson et al., 2016, 2017).

In closing, it goes without saying that this kind of work is impossible without the service of many. We therefore close this piece with our appreciation of event participants and organizers: Sonia Virgínia Moreira (Universidade do Estado do Rio de Janeiro/Universidade Federal de Mato Grosso do Sul), Iluska Coutinho (Universidade Federal de Juiz de Fora), Eneus Trindade Barreto Filho (Universidade de São Paulo) in Brazil, as well as Laura Robinson (Santa Clara University), Jeremy Schulz (University of California, Berkeley), and John R. Baldwin (Illinois State University) in the United States.

In addition, the event brought together an international scientific committee comprised of Brazilian scholars – Sonia Virgínia Moreira (Universidade do Estado do Rio de Janeiro/Universidade Federal de Mato Grosso do Sul), Maria José Baldessar (Universidade Federal de Santa Catarina), Monica Martinez (Universidade de Sorocaba), and Sergio Mattos (Universidade Federal do Recôncavo da Bahia), as well as scholars in the United States – Laura Robinson (Santa Clara University); Jeremy Schulz (University of California, Berkeley), Joseph Straubhaar (University of Texas at Austin), Juliana Trammel (Savannah State University), and John R. Baldwin (Illinois State University). Finally, the Colloquium continues to act as a gateway for student researchers contributing to the publications and events, many of whom have been mentored by Katia Moles, whose service included training and leading student researchers contributing to the project. Obrigadíssimo to all who have made these events and publications possible to ensure the future of the Colóquio Brasil-EUA, the Brazil–US Colloquium on Communication Studies.

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SECTION I

INCLUSIONARY VISTAS