

PEDRO H. P. ROCHA

College of Media & Communication, Texas Tech University

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EDUCATION

Texas Tech University	Lubbock, TX
Ph.D., Media & Communication	2027 (expected)
Federal University of Minas Gerais	Belo Horizonte, Brazil
M.A., Social Communication	2023
Federal University of Minas Gerais	Belo Horizonte, Brazil
B.A., Journalism	2021

RESEARCH AND TEACHING

Research Areas	Teaching Focus
♦ Political communication	♦ Professional and business communication
♦ Social psychology	♦ Intercultural communication
♦ Interpersonal communication	♦ Public relations

ACADEMIC APPOINTMENTS

Texas Tech University , College of Media & Communication	2023–Present
Grad Part-Time Instructor and Research Assistant	
Federal University of Minas Gerais , Department of Social Communication	2017–2023
Teaching Assistant and Research Assistant	

FELLOWSHIPS AND AWARDS

Fulbright Foreign Student Award, Ph.D. Fellowship , The Fulbright Program	2023–2026
C.R. Hutcheson Endowed Graduate Fellowship , Texas Tech University	2024–2025
CH Foundation Graduate Fellowship , Texas Tech University	2023–2025
Helen DeVitt Jones Graduate Fellowship , Texas Tech University	2023–2024
College of Media & Communication Graduate Fellowship , Texas Tech University	2023
Graduate Teaching Fellowship , Federal University of Minas Gerais	2022
Master's Fellowship , CAPES Brazil	2022

PEER-REVIEWED PUBLICATIONS

- ♦ McLaughlin, B., Geiger, N., & **Rocha, P. H. P.** (2025). A waste of time? Partisan deliberative bias as a barrier to cross-cutting political talk. *Political Behavior*. <https://doi.org/10.1007/s11109-025-10068-w>

- ◆ **Paixao-Rocha, P., & Simoes, P. G. (2021).** Is the Celebrity Political? Movements of Politicisation and Depoliticisation Between the Brazilian Singer Anitta and her Publics. *Revista Eco-Pós*, 24(2), 201–225. <https://doi.org/10.29146/ecopos.v24i2.27702>

BOOK CHAPTERS

- ◆ **Paixao-Rocha, P. & Garcez, R. L. (2024).** Celebrity activism as discursive representation: A case study of the Brazilian singer Daniela Mercury and LGBTQ rights in Brazil. In G. Ouvrein, A. Jorge & H. Van den Buck (Eds.), *Audience Interactions in Contemporary Celebrity Culture: Approaches from across Disciplines* (pp. 69-91). Lexington Books.
- ◆ **Paixão, P. (2020).** As políticas de Anitta. In Vera França et al (Eds.). *Diário da Quarentena: a pandemia de COVID-19 como acontecimento* (pp. 367-370). Selo PPGCOM UFMG.
- ◆ **Paixão, P. (2020).** Celebidades em tempos de COVID-19. In Vera França et al (Eds.). *Diário da Quarentena: a pandemia de COVID-19 como acontecimento* (pp. 173-178). Selo PPGCOM UFMG.

CONFERENCE PRESENTATIONS

- ◆ “The Politics of Anitta: (De)Politization of Celebrities and Celebritization of Brazilian Politics,” *17th Congress of the Brazilian Studies Association*. San Diego, CA - April 2024 (paper).
- ◆ “Celebrity Politics as Non-Electoral Political Representation: An Inquiry on the Brazilian Singer Daniela Mercury and Her Audiences” with Regiane Lucas Garcez, *9th Conference of the Brazilian Political Communication Association*. Belo Horizonte, Brazil - May 2021 (paper).
- ◆ “Is the Artist Political? Politicization Dynamics Between Celebrities and Their Audiences,” *4th Brazilian Conference of Communication Studies*. Pocos de Caldas, Brazil – October 2019 (paper).

MEDIA APPEARANCES

Interviewed by Exame Magazine, Radio UFMG Educativa, Rede Minas, and TV UFMG.

TEACHING EXPERIENCE

Texas Tech University, College of Media & Communication 2023–Present

- ◆ Digital Media and Professional Communication Capstone, Spring 2026
- ◆ Applied Workplace Communication, Summer 2025, Fall 2025
- ◆ International and Multicultural Public Relations, Summer II 2025
- ◆ Communicating in a Global Society, Spring 2025
- ◆ Business Communication, Fall 2024
- ◆ Media Literacy, Summer 2024
- ◆ Business and Professional Communication, Spring 2024

Federal University of Minas Gerais 2021–2023

- ◆ Capstone Projects in Journalism, Fall 2022, Fall 2023, Spring 2023
- ◆ Political Communication, Spring 2020, Fall 2021