

PEDRO H. P. ROCHA

College of Media & Communication
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EDUCATION

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

ACADEMIC APPOINTMENTS

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

FELLOWSHIPS AND AWARDS

The CH Foundation Graduate Fellowship , Texas Tech University	2023–2025
C.R. Hutcheson Endowed Graduate Fellowship , Texas Tech University	2024-2025
Helen DeVitt Jones Graduate Fellowship , Texas Tech University	2023–2024
College of Media & Communication Graduate Fellowship , Texas Tech University	2023
Fulbright Foreign Student Award , The Fulbright Program & Capes Brazil	2023–2026
Graduate Teaching Fellowship , Federal University of Minas Gerais	2022
Master’s Fellowship , Capes Brazil	2022
Undergraduate Teaching Assistantship , Federal University of Minas Gerais	2021
Undergraduate Research Assistantship , CNPq Brazil	2018
Undergraduate Research Assistantship , Fapemig Brazil	2017

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*.
- ◆ **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.

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.
- ◆ Brandao, V. C., **Rocha, P. H. P.**, Carvalho, B. G., & Cancado, C. L. (2019). A mobilização afetiva do saber: literatura como mediação da experiência do conhecimento. In S. C. Pessoa et al. (Eds.), *Afetos: Pesquisas, reflexões e experiências em encontros com Jean-Luc Moriceau* (pp. 97-112). Selo PPGCOM UFMG.

CONFERENCE PRESENTATIONS

- ◆ “The Politics of Anitta: (De)Politization of Celebrities and Celebrityization 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).
- ◆ “From #AnittaSayNoToFascism to #AnittaIsOverParty: Disputes in the Interactions between Publics and Celebrities,” *28th Conference of Undergraduate Research at the Universidade Federal de Minas Gerais*. Belo Horizonte, Brazil – October 2019 (poster).
- ◆ “Non-Electoral Political Representation: Beyoncé and the African American Social Movement,” *26th Conference of Undergraduate Research at the Universidade Federal de Minas Gerais*. Belo Horizonte, Brazil – October 2017 (poster).

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
◆ 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	

ACADEMIC SERVICE

- ◆ Reviewer, International Communication Association, 2024.
- ◆ Organization, 9th Conference of the Brazilian Political Communication Association, 2021.
- ◆ Organization, Pint of Science Festival, 2020.