

FLORENCE ZIVAI SHE MADENGA

Annenberg School for Communication, University of Pennsylvania
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EDUCATION

- 2023 **Ph.D. in Communication, Annenberg School for Communication, University of Pennsylvania**
Dissertation: *Taking Satire Journalism Seriously: Living and Laughing to Bring the State Down?*
Committee: Barbie Zelizer (Chair), John. L. Jackson, Sarah J. Jackson, Wendy Willems
- 2020 **M.A. in Communication, Annenberg School for Communication, University of Pennsylvania**
Paper: *From Transparency to Opacity: Storytelling in Zimbabwe under State Surveillance and the Internet Shutdown*
Advisor: Barbie Zelizer
- 2014 **M.A. Humanities and Social Thought, New York University** (Draper Program)
Research Areas: Politics, Media, International Human Rights
Thesis: *Getting Away with Inciting Rape: Sexual Violence, Hate Media and International Law in the Rwanda Genocide*
Advisor: Peter Lucas
- 2013 **B.A. Journalism and Politics** (Double Major), **French** (Minor), **New York University**
Thesis: *Death in the Diaspora: Body Repatriation in African Communities and Immigration*
Advisor: Brooke Kroeger

PROFESSIONAL APPOINTMENTS

- 2024- **Assistant Professor of Race and Communication, Boston College**
Department of Communication, African and African Diaspora Studies Program (Joint Appointment)
- 2023- **George Gerbner Postdoctoral Fellow, University of Pennsylvania**
Annenberg School for Communication

RESEARCH AREAS

Global digital media, journalism, surveillance and censorship, media industries, African studies, Black studies, sound studies, satire, post/decolonial methods and approaches

PUBLICATIONS

Peer Reviewed Journal Articles

- 2021 **Madenga, F.** From Transparency to Opacity: Storytelling in Zimbabwe under State Surveillance and the Internet Shutdown. *Information, Communication & Society*.

Journal Articles in Submission

- 2023 **Madenga, F.** What is the Black in Black Humor? Memes, Masks and Global Crises. *American Music Perspectives*.
- 2023 **Madenga, F.** Sound and Surveillance Capitalism at Eastern State Penitentiary. *Catalyst: Feminism, Theory, Technoscience*.

Book Chapters

- 2023 **Madenga, F.** Internet Comedy and Online Culture in Zimbabwe. In W. Costanzo and P. Kunze (Eds). *The Oxford Handbook of Screen Comedy Studies*. Oxford Press. (Forthcoming)

2020 **Madenga, F.** (Re)telling the Story: Is the Rwanda Genocide a Critical Incident in Journalism? In E.C. Tandoc Jr. et al (Eds). *Critical Incidents in Journalism: Pivotal Moments in Reshaping the World*. Routledge.

Book Reviews

2023 **Madenga, F.** Review of Wanzo, R. The Content of Our Caricature: African American Comic Art and Political Belonging. *International Journal of Communication*.

2020 **Madenga, F.** Review of LaPoe II B.R, & LaPoe, V. Resistance Advocacy as News: Digital Black Press Covers the Tea Party. *International Journal of Communication*.

2020 **Madenga, F.** Review of Jones, F. Reclaiming Our Space: How Black Feminists Are Changing the World from the Tweets to the Streets. *Catalyst: Feminism, Theory, Technoscience*.

Reports

2021 **Madenga, F.** "Lessons Learned: Internet Shutdowns, Connectivity and Digital Freedom in Anglophone Cameroon." Internews. <https://internews.org/resource/optimashutdownworkflow/>

2019 **Madenga, F.** & Greenberg, D. "Farida Nabourema: Activist and Blogger." Center for Media at Risk, Annenberg School for Communication. <https://www.ascmediarisk.org/2019/08/farida-nabourema-activist-blogger/>

2018 **Madenga, F.,** & Sybert, J. "Reporting White Supremacy: The State of the Beat." Center for Media at Risk, Annenberg School for Communication. <https://www.ascmediarisk.org/2018/12/reporting-white-supremacy-the-state-of-the-beat/>

Podcasts

2022 **Madenga, F.** Interviewer. Guest: Julia Ticona. "Left to Our Own Devices: Coping with Insecure Work in a Digital Age." New Books Network. <https://newbooksnetwork.com/left-to-our-own-devices>

2019 **Madenga, F.** Interviewer. Guest: Chenjerai Kumanyika. "Stories of Race and Power." Center for Media at Risk, Annenberg School for Communication. <https://www.ascmediarisk.org/2019/05/episode-11-stories-of-race-power/>

2018 **Madenga, F.** Interviewer. Guest: Jay Rosen. "Speaking the Hard Truth to Journalism." Center for Media at Risk, Annenberg School for Communication. <https://www.ascmediarisk.org/2018/12/episode-08-speaking-the-hard-truth-to-journalism/>

Selected Popular Writing

2022 **Madenga, F.** Pause and Black Feminist Thought(s). Center for Media at Risk, Annenberg School for Communication. <https://www.ascmediarisk.org/2022/05/pause-and-black-feminist-thoughts/>

2018 **Madenga, F.** Thinking too Much. *Chimurenga*. <https://chimurengachronic.co.za/thinking-too-much/>

2016 **Madenga, F.** The Upper Room. *Chimurenga*. <http://chimurengachronic.co.za/the-upper-room-2/>

2014 **Madenga, F.** What Love Taught Me About Blackness. *BuzzFeed*. <https://www.buzzfeednews.com/article/floremcemadenga/what-love-taught-me-about-blackness#.lrLzYnyel>

2013 **Madenga, F.** Daisy Jambawo's Sad, Strange Trip. *Narratively*. <https://narratively.com/daisy-jambawos-sad-strange-trip/>

CONFERENCES AND TALKS

Peer Reviewed Conference Presentations

- 2023 "Satire Journalism as Visual Mimicry in Zimbabwe," International Society for Humor Studies, Boston, Massachusetts
- 2023 "Satire Journalism: Surveillance, State Power and YouTube," International Society for Humor Studies, Boston, Massachusetts
- 2023 "Remembering Todd Gitlin," International Communication Association
- 2022 "Laughter in the City: Urbicide, Humor and Power in Harare" African Studies Association, Philadelphia, Pennsylvania
- 2022 "Satire Journalism? So What" International Communication Association, Paris, France
- 2021 "Bringing Back Our Internet: Digital Rights, Human Rights and the Cameroon Shutdowns" African Studies Association
- 2021 "Sound and Surveillance Capitalism at Eastern State Penitentiary" International Association for Media and Communication Research
- 2021 "What is the Black in Black Humor? Memes, Masks and Global Crises " International Communication Association
- 2021 "The Whole World is Still Watching: Critical Reflections on Todd Gitlin, News Framing and 'Fake News'" International Communication Association
- 2020 "Night and Day: Sonic Carcerality at Eastern State Penitentiary" Screening Scholarship Media Festival. Collective for Advancing Multimodal Research Arts, University of Pennsylvania (Accepted but conference cancelled due to Covid-19), Philadelphia, PA
- 2020 "From Shutdowns to Slowdowns: Storytelling after Internet Blackouts" Lisbon Winter School for the Study of Communication, Lisbon, Portugal
- 2019 "Braving Internet Blackouts and Floods: State-Sponsored Censorship and Digital Activism" International Association for Media and Communication Research, Madrid, Spain
- 2019 "(Re)telling the Story: Is the Rwanda Genocide a Critical Incident in Journalism?" International Communication Association, Washington DC

Invited Talks, Lectures and Panels

- 2023 "Remembering Todd Gitlin: His Life and Legacy" (Panelist). International Communication Association, Toronto, Canada
- 2023 "Podcasts" (Guest Lecturer). Critical Perspectives on Journalism. Annenberg School for Communication, University of Pennsylvania, Philadelphia, PA
- 2023 "Jokes as Journalism: Ethics, Surveillance and State Power" (Guest Lecture). News and Society, Edward R. Murrow College of Communication, Washington State University, Pullman, WA

- 2022 “Undoing” (Moderator). Center for Media at Risk & Center for Advanced Research in Global Communication (CARGC), University of Pennsylvania, Philadelphia, PA
- 2022 “Jokes as Journalism: Swerving State Power in Zimbabwe” (Speaker). Swarthmore College, Swarthmore, PA.
- 2022 “Laughing at Power: Humor and Politics in the Social Media Age” (Panel Chair). African Studies Association, Philadelphia, PA
- 2022 “Satire and the State: Speaking to Power on YouTube” (Panelist). Institute for African Development, Cornell University, Ithaca, NY
- 2022 “Black Memes, Digital Blackface and Other(ed) Forms of Racialized Online Humor” (Guest Lecturer). Critical Approaches to Popular Culture. Annenberg School for Communication, University of Pennsylvania, Philadelphia, PA
- 2022 “Criticizing Journalism: Can Theory and Practice Work Together?” (Speaker). Harare Polytechnic School of Journalism and Mass Communication, Harare, Zimbabwe
- 2022 “The Sounds of Journalism: Podcasts” (Guest Lecturer). Critical Perspectives on Journalism. Annenberg School for Communication, University of Pennsylvania, April 2022, Philadelphia, PA
- 2022 “Contesting the Blackout: Digital Discourses, (De)Coloniality and Internet Shutdowns in Africa” (Panelist). Institute for Advanced Study in the Global South, Northwestern University in Qatar, Doha
- 2022 “Pause and Black Feminist Thoughts(s)” Panel (Moderator). Screening Scholarship Media Festival, University of Pennsylvania, Philadelphia, PA
- 2022 “Rest and Renewal” (Panel Discussant). Screening Scholarship Media Festival, University of Pennsylvania, Philadelphia, PA
- 2022 “Multimodal Methods and Research” (Guest Lecturer). Advanced Qualitative and Case Study Research. Graduate School of Education, University of Pennsylvania, Philadelphia, PA
- 2021 “Journalism and Affect” (Guest Lecturer). Happy, Sappy, Creepy: Social Media and Feeling. Annenberg School for Communication, University of Pennsylvania, Philadelphia, PA
- 2021 “Coping and Covid” (Panel Discussant). Screening Scholarship Media Festival, University of Pennsylvania, Philadelphia, PA
- 2021 “Public Discourse, Platforms and Regulations” (Panel Discussant). CARGC Fellows Conference, University of Pennsylvania, Philadelphia, PA
- 2020 “Lessons Learned: Advocacy, Strategy and Internet Shutdowns in Cameroon” (Speaker). OPTIMA, Internews, Washington DC
- 2019 “Night and Day” (Presenter). Experiments in Audio Ethnography. Center for Experimental Ethnography, University of Pennsylvania Museum, Philadelphia, PA
- 2019 “Total Internet Shutdowns and Deadly Crackdowns: On Framing Internet Censorship and Protest in Zimbabwe” (Presenter). SummerCulture Colloquium, Ethics of Forgetting. Annenberg School for Communication, University of Pennsylvania, Philadelphia, PA

- 2019 “Global Educators in Contexts of Advocacy and Resistance” (Discussant). Screening Scholarship Media Festival, University of Pennsylvania, Philadelphia, PA
- 2019 “Unholy Alliances: Church, State and Anti-LGBTQ Messages in Sub-Saharan African Contexts” (Presenter). Exploring Censorship. Annenberg School for Communication, University of Pennsylvania, Philadelphia, PA

Conferences Organized

- 2023 “Works in Progress” Screening Scholarship Media Festival (CAMRA-Mellon Fellows Showcase Coordinator). University of Pennsylvania, Philadelphia, PA
- 2023 “Doing Global Media Studies” Center for Advanced Research in Global Communication Fellows Conference (Organizing Committee Member, Submissions Reviewer). University of Pennsylvania, Philadelphia, PA
- 2022 “Media Practice in an Emergent World Order” (Organizing Committee Member). Center for Media at Risk & Center for Advanced Research in Global Communication (CARGC), University of Pennsylvania, Philadelphia, PA.
- 2022 “Pause” Screening Scholarship Media Festival (Submissions Manager, Program Coordinator). University of Pennsylvania, Philadelphia, PA
- 2021 “No Going Back: Global Communication and Post-Pandemic Politics” Center for Advanced Research in Global Communication Fellows Conference (Organizing Committee Member, Submissions Reviewer). University of Pennsylvania, Philadelphia, PA
- 2021 “Rapture and Repair” Screening Scholarship Media Festival (Submissions Reviewer, Selection Committee Member). University of Pennsylvania, Philadelphia, PA
- 2019 “Authoritarianism: Power/Resistance” Center for Media at Risk (Organizing Committee Member). University of Pennsylvania, Philadelphia, PA

RESEARCH EXPERIENCE

- 2021- **Doctoral Fellow**, Center on Digital Culture and Society (CDCS), Philadelphia, PA
Supervisors: Guobin Yang and John L. Jackson
- 2018- **Doctoral Fellow**, Center for Media at Risk, Philadelphia, PA
Supervisor: Barbie Zelizer
- 2018- **Doctoral Fellow**, Center for Advanced Research in Global Communication (CARGC), Philadelphia, PA
Supervisor: Aswin Punathambekar
- 2020-21 **Research Consultant**, Internews, Washington DC
- 2018/20 **Research Fellow**, Annenberg School for Communication, Philadelphia, PA
Supervisor: Barbie Zelizer
- 2019-20 **Graduate Associate**, Perry World House, University of Pennsylvania, Philadelphia, PA
Supervisor: Micheal C. Horowitz
- 2019 **Fellow**, Consortium on Media Policy Studies (COMPASS)
Host Institution: United States Agency for Global Media (USAGM), Washington DC

Supervisors: Victor Pickard, Chris Ali, Sean Powers

TEACHING EXPERIENCE

- 2022 **Visiting Instructor**, Swarthmore College, FMST 070: Media Industries and the Future of the Internet
Undergraduate seminar, Fall Semester
- 2022 **Senior Mentor**, University of Pennsylvania, CAMRA-Mellon Undergraduate Program
Undergraduate multimodal research program hosted by the Collective for Advancing Multimodal Research Arts and funded by Mellon Family Foundation. Mentee: Olivia Haynie, University of Pennsylvania
- 2022 **Teaching Fellow**, University of Pennsylvania, Comm 130: Media Industries and Society
Undergraduate lecture, Spring Semester
- 2021 **Instructor**, University of Pennsylvania (PennRSSA Rising Senior Summer Academy)
High school seniors attending Philadelphia public, parochial and charter high schools, Summer Session
- 2021 **Teaching Fellow**, University of Pennsylvania, Comm 339: Critical Perspectives on Journalism
Undergraduate seminar, Spring Semester
- 2020 **Instructor**, University of Pennsylvania Rising Senior Summer Academy (PennRSSA)
High school seniors attending Philadelphia public, parochial and charter high schools, Summer Semester
- 2020 **Teaching Fellow**, University of Pennsylvania, Comm 322: History and Theory of Freedom of Expression
University of Pennsylvania undergraduate seminar, Spring Semester
- 2019 **Teaching Fellow**, Comm 388: Ritual Communication
University of Pennsylvania undergraduate seminar, Fall Semester

INDUSTRY EXPERIENCE

- 2014-18 **Freelance Writer**, Washington DC; Harare, Zimbabwe
- 2013 **Communications Intern**, Amnesty International, New York, NY
- 2012 **Editorial Intern**, Niche Media, *Gotham* magazine, *Hamptons* magazine, New York, NY
- 2012 **Staff Writer**, NYU Local, New York, NY
- 2012 **Editorial Intern**, International Business Times, New York, NY
- 2011 **Publishing Intern**, Simon and Schuster, New York, NY

HONORS, AWARDS AND GRANTS

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| 2023 | International Society for Humor Studies (ISHS) – Graduate Student Award | \$300 |
| 2018-23 | Annenberg School for Communication – Annual full tuition, stipend and research funds | \$40,000 |
| 2018-23 | CARGC Doctoral Fellowship-Annual research grant | \$2,000 |
| 2022-23 | CAMRA-Mellon Undergraduate Fellowship – Senior mentor | \$4,000 |
| 2021 | James D. Woods for Excellence in Graduate Teaching – Annenberg School for Communication | |
| 2021 | Critical Race and Communication Working Group – Programming funds | \$1,000 |
| 2020-21 | Internews Grant – Research | \$3,000 |
| 2019-20 | Perry World House – Graduate Associateship | \$1,000 |
| 2019 | Consortium on Media Policy Studies (COMPASS) – Fellowship | \$4,000 |
| 2019 | SummerCulture Award –Research, accommodation and travel at Aarhus University, Denmark | |
| 2013-14 | Bachelor’s/Master’s Program Scholarship Award – 50% tuition scholarship | |
| 2013 | James Fenimore Cooper Memorial Prize- Most outstanding senior in NYU’s journalism department | |
| 2012 | NYU Dean’s Undergraduate Research Fund (DURF) | \$1,000 |

2012 NYU Wasserman Funded Internship Award \$1,000
2009-13 Dean's List

UNIVERSITY MEDIA COVERAGE

- 2023 Florence Zivaishe Madenga Named George Gerbner Postdoctoral Fellow (March, 24). *Annenberg Now*. <https://www.asc.upenn.edu/news-events/news/florence-zivaishe-madenga-named-george-gerbner-postdoctoral-fellow>
- 2022 Annenberg CARGC Global Media & Communication Podcast Launches on New Books Network. *Annenberg Now*. <https://www.asc.upenn.edu/news-events/news/annenberg-cargc-global-media-communication-podcastlaunches-new-books-network>
- 2021 Jesch and Madenga Win 2021 James D. Woods Award (August 26). *Annenberg Now*. <https://www.asc.upenn.edu/news-events/news/jesch-and-madenga-win-2021-james-d-woods-award>
- 2021 Florence Madenga's Specialty Weds Journalism, Censorship, and Internet Shutdowns in Africa (February 4). *Penn Today*. <https://penntoday.upenn.edu/news/florence-madengas-specialty-weds-journalism-censorship-and-internet-shutdowns-african>
- 2020 Annenberg creates task force to support its international students amid COVID-19 pandemic (October 14). *The Daily Pennsylvanian*. <https://www.thedp.com/article/2020/10/graduate-international-student-team-at-annenberg>

UNIVERSITY SERVICE

- 2021- **Co-Founder**, Critical Race and Communication working group (CR&C)
2020- **Collective Member**, Collective for Advancing Multimodal Research Arts (CAMRA)
2018- **Steering Committee Member**, Center for Media at Risk, Annenberg School for Communication
2020-23 **Member**, Graduate International Student Task Force (GIST), Annenberg School for Communication
2020-21 **Student Co-Representative**, Diversity Committee, Annenberg School for Communication
2019-20 **Graduate Associate**, Harnwell College House, University of Pennsylvania

PROFESSIONAL SERVICE

- 2022- **Reviewer**, *Canadian Journal of African Studies*
2021- **Media Monitoring Committee Member**, Philadelphia Association of Black Journalists (PABJ)
2021- **Scholarships Committee Member**, Philadelphia Association of Black Journalists (PABJ)
2019- **Reviewer**, *Journalism: Theory, Practice and Criticism*
2019- **Reviewer**, International Communication Association

PROFESSIONAL DEVELOPMENT

- 2023 Podcasting Course, Community College of Philadelphia
2022 Certificate in Experimental Ethnography, University of Pennsylvania
2022 Course in College Teaching, Center for Teaching and Learning, University of Pennsylvania
2021 Mentorship Program, Annenberg Center for Collaborative Communication
2021 Mentorship Program, USC-UPenn Annenberg Summer Doctoral Institute on Difference in Media and Culture
2020 Teaching Certificate, Center for Teaching and Learning, University of Pennsylvania
2014 Certificate in Magazine Publishing, New York University

PROFESSIONAL MEMBERSHIPS

- African Studies Association (ASA)
International Communication Association (ICA)
International Association for Media and Communication Research (IAMCR)

National Association of Black Journalists (NABJ)
Philadelphia Association of Black Journalists (PABJ)

LANGUAGES

English (Fluent), Shona (Fluent/Native), French (Conversational), Swahili (Beginner)