

Dr. Jairo Lugo

Academic CV

He is currently a lecturer in Journalism Studies and Coordinator of the MA in Global Journalism at the University of Sheffield (UK). He teaches and researches on international journalism theory and practices with particular emphasis on journalism, development and globalisation. His research deals mainly with the relation between journalism, development, poverty and social exclusion. He is currently the Acting Director of the Centre for Freedom of the Media and a Research Associate at the Centre for the Study of Journalism and History, both based at the University of Sheffield. In 2009 he was appointed a Visiting Research Fellow at the Universidad Católica Andres Bello in Venezuela and in 2010 was appointed as a visiting lecturer of the International Media, Advocacy and Communications specialization in School of International and Public Affairs at Columbia University, New York, USA.

PERSONAL DETAILS

Name: Jairo Lugo
Birth Date: 02-01-1968
Title: Dr.
Place of birth: Maracaibo
Country of origin: Venezuela
Nationality: British
Status: Married
Children: Three (3)

Present employment

From	Present Employer	Description
2011	University of Sheffield	Lecturer in Journalism Studies.

Education

Degree or qualification	University (& College)	Main Subject	Subsidiary	Date
PhD in Media Studies	University of Sussex, Sussex (UK)	Development Studies & New Media	Information Technology & Society	2006
MA in Defence & Security Analysis (International Relations)	Lancaster University, Lancashire (UK)	Politics & International Relations	Defence & Security, Conflict Resolution	2000
BA in Media Studies & Journalism.	Universidad del Zulia (Venezuela).	Social Communication Studies	Print Journalism	1993
Bachiller en Ciencias (Equivalent to A-Levels)	Ciclo Combinado Udon Perez (Venezuela).	Natural Science	Mathematics Physics/ Chemistry Literature/ English History / Geography	1988

Institutional and professional membership

From	INSTITUTION
2003	British Political Studies Association (PSA)
2002	Society for Latin American Studies (SLAS)
2000	Centre for Defence and International Security Studies (CDISS)
1997	Foundation for the Private-Public Partnership in Education (FUNDEI)
1996	Latin American Federation of Journalists
1995	Venezuelan National Union of Journalists (CNP)

RELEVANT PREVIOUS EMPLOYMENT

From	To	Employer	Description	Responsibilities
2003	2011	Department of Film & Media University of Stirling, Stirling, FK9 4AL Scotland, United Kingdom	Lecturer in Journalism and Director of the Journalism Programme	In charge of designing modules and overseeing the overall programme.
2001	2003	Department of Journalism School of Media, Creative, & Critical Arts. Liverpool John Moores University Dean Walters Building, L1 7BR, Liverpool, UK	Lecturer in Journalism and Course Leader for the BA in International Journalism	Course Leader of the BA in International Journalism
2000	2001	School of Media & Performing Arts School South East Essex College Carnarvon Road, Southend-on-Sea, Essex SS2 6LS (+44) (0) 1702 220400 http://www.se-essex- college.ac.uk	Lecturer in Media & Cultural Studies	- Teaching & Coordinating BSc degree, City & Guilds, A-Level and GNVQ. Coordinating and teaching in the NCTJ course.
1997	1999	Diario "La Verdad" Av. 13 con Calle 83, Sector Veritas Maracaibo-Venezuela www.laverdad.com	Information Editor	Responsible for the daily agenda of the newspaper. I was in charge of the newsroom and reported to the director.
1995	1997	Office of Public Opinion Government of the State of Zulia Maracaibo-Venezuela	Head of Research	Conducting and analysing polls and surveys for the techno- political office
1994	1995	"Diario de Los Andes" Avenida Principal Zona Industrial Valera-Venezuela	Sub- Editor	I was in charge of the newsroom and the production areas.

1991	1993	Chamber of Commerce of Maracaibo Av. 2 "El Milagro" Edificio Camara de Comercio. Maracaibo-Venezuela. 4001	PR & Press Manager. I was working full time while attending night classes at the University of Zulia.	I managed the press, the media and PR issues for the Chamber of Commerce. I managed the budget and administration of the advertising budget.
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OTHER POSITIONS OF RESPONSIBILITY

From	To	Description
2002	2003	Weekly Commentator for URBE FM (Venezuela) Columnist of the Daily 'Tal Cual' (Venezuela)
1995	2000	Freelance writer/stringer for the following newspapers and magazines: El Diario (Miami/USA) El Universal (Venezuela) Economía Hoy (Venezuela) Panorama (Venezuela) Economía Hoy (Venezuela) La Prensa (Panamá) La Vanguardia Liberal (Colombia) Revista Producto (Venezuela) Revista Inversiones (Venezuela)
1996	1999	Independent producer of the Radio Series "Connexion" in LUZ FM 92.5 (Venezuela)
1998	1998	Special adviser for TV Environmental Series "San Bernardo Island". Channel 11 (Venezuela)

7. Academic experience

From	To	Description
Since September 2003		Full-time lecturer, Department of Film & Media Studies at the University of Stirling
2001	2003	Full-time lecturer, School of Media, Critical & Creative Arts at Liverpool John Moores University (UK).
2000	2001	Full-time lecturer, Media & Cultural Studies in South East Essex College (UK)

8. Publications

Books and monographs:

- ❑ Lugo, J. (Forthcoming in 2014). *Poverty and the Media*. London: Pluto Press.
- ❑ Lugo, J. (In print - 2013). *Statistics for Journalists*. London: Palgrave.
- ❑ Lugo, J. (2009). *ICTs, Democracy and Development*. VDM Verlag: Saarbrücken, Germany.
- ❑ Lugo, J. (2008). *The Media in Latin America*. Berkshire, UK: Open University Press.
- ❑ Lugo, J. and Marcano, A. (2001). *Glosario para Periodistas*. Maracaibo: Servicio Autónomo Imprenta del Estado Zulia.
- ❑ Lugo, J. (1998). *Información de Estado*. Maracaibo: Ediciones Corpozulia.

Book contributions:

- ❑ Lugo, J. Lossada, M. & Sampson, T. (2010). Novas Industrias Culturales da America Latina ainda jogam velhos jogos: Da Republica de Bannanas a Donkey King. In Perissinotto, P. and Barreto, R. (Editors). *Teoria Digital. Dez Anos Do FILE - Festival International de Linguagem Electronica*. Brazil: FILE Imprensaoficial.
- ❑ Lugo, J. and Cañizález, A. (2010). When Magic Realism confronted Virtual Reality: Online News and Journalism in Latin America. In Meikle, G. and Redden, G. *News Online: Transformation and Continuity*. London: Palgrave.
- ❑ Lugo, J. (2010). Seeking refuge under the kilt: 'Media campaigns' and asylum seekers in Scotland. In Alleyne, M. (Editor). *Antiracism as International Communication*. Edison, N.J.: Transaction Publishers (Rutgers Univiversity).
- ❑ Lugo, J. (2010). Del Estado digital al desarrollo virtual: Políticas públicas y las TIC en Venezuela in Cañizález, Andrés Catolica. *De lo estatal a lo público*. Caracas: Fundación Konrad Adenauer/UCAB.
- ❑ Lugo, J. (2007). Modern conflicts in Latin America. In Fouskas, F. *The Politics of Conflict: A Survey*. London: Routledge.
- ❑ Lugo, J. & Sampson, T. (2003). Convergence: A Trojan Horse for PSB: An analysis of the impact of the discourse of convergence on public policy design towards public service broadcasting. In Lowe, G. & Hujanen, T. *Broadcasting and Convergence: New Articulations of the Public Service Remit*. Göteborg: NORDICOM.
- ❑ Lugo, J. & Valdivieso, G. (2002). A Small Picture of Big Wars: Understanding the Changing Role of Television in Time of War. In Edmonds, M. *Future Conditional: War & Conflict After Next*. Lancaster: CDISS Publications.

Journal Articles:

- ❑ Lugo-Ocando, Jairo, Kent, Gregory and Narváez, Ancízar (2011). Need a hand? No thanks! Media Representations and Peace Building Indicators: The case of UK Foreign Aid Programs in Colombia. *Journal of Intervention and Statebuilding*. Volume 6, Issue 1, pp 285-312
- ❑ Lugo-Ocando, Jairo, Guedes, Olga and Cañizález, Andrés (2011). Framing Revolution and Re-Framing Counter Revolution. *Journalism Practice*. Vol. 5, Issue 5, pages 599-612.
- ❑ Lugo, J., Cañizález, A. and Lohmeier, Christine (2009). Escuchar para creer: La radio de servicio público y la Iglesia Católica en Venezuela. *Revista Communication*, No. 146, pp 76-86.
- ❑ Lugo, J. & Sampson, T. E-informality in Venezuela: The 'Other Path' of technology. *Bulletin of Latin American Research*.
- ❑ Lugo, J. (May, 2007). A Tale of Donkeys, Swans and Racism: London Tabloids, Scottish Independence and Refugees. *Communication and Social Change*. Vol. 1, No. 1.
- ❑ Lugo, J. and Cañizález, A. (October 2007). "Telesur: Estrategia geopolítica con fines integracionistas". *Revista ConFines*. Vol. 1, No. 6, Pages 53-54.
- ❑ L'Etang, J., Falheimer, J. & Lugo, J. (January, 2007). Public Relations and tourism: Critical reflections and a research agenda. *Public Relations Review*. Vol. 33, No. 1. Review. Pages 68-76.
- ❑ Lugo, J. (September 2006). Espías y periodistas intercambian papeles. *Chasqui: Revista Latinoamericana de Comunicación*. No. 95. Pages 16-21.
- ❑ Lugo, J. (September 2005). Atentado en Londres: Propaganda y Autocensura. *Chasqui: Revista Latinoamericana de Comunicación*. No. 91. Pages 4-10.
- ❑ Lugo, J. (June 2005). BBC: Modernización al absurdo. *Chasqui: Revista Latinoamericana de Comunicación*. No. 90. Pages 20-31.
- ❑ Lugo, J. (September 2004). El Reto tecnológico de la BBC. *Chasqui: Revista Latinoamericana de Comunicación*. No. 87. Pages 60-65.
- ❑ Lugo, J. & Romero, J. (Spring 2003). From friends to foes: Venezuela's media goes from consensual space to confrontational actor. *Sincronía*. Vol. 4, No. 2.
- ❑ Lugo, J. Lossada, M. & Sampson, T. (December 2002). Latin America's New Cultural

Recent Grants

- John F. Kennedy Library Research Grant (2011) – Media Coverage of the Programme Alliance for Progress
- The Carnegie Trust for the Universities of Scotland - Copyright Violation and Creative Industries: The Case of Digital Piracy Networks on the Colombian-Venezuelan Border (2010).
- CSAFEA (China State Administration of Foreign Experts' Affairs) - Scholarship: China-UK Language and Culture Exchange Programme (2010).
- Central Government of Bosnia & Herzegovina (BiH) and the Paneuropean University of Apeiron - ICT, Digital Media and Development: Researching Policy Assessment and Impact Evaluation (2010).
- The Higher Education Academy, ADM - Teaching Science and Environment to Journalism and Media Students (2010).
- AHRC (UK) - Collaborative Doctoral Awards - Poverty, Migration and the Media Campaigns in Scotland (2009).
- The Nuffield Foundation (UK) - Uses and representations of statistics in new media coverage of crime (2009).

Other academic activities

- External Examiner of the BA in Journalism Studies, University of Ulster, UK
- External Examiner of the BA in Media Production, University of East London, UK
- External Examiner for the Validation Process of the MA in International Journalism at the University of DeMonfort (UK)
- Visiting lecturer at the Universidad de Malaga (Spain)
- Visiting lecturer at the School of International and Public Affairs of Columbia University (USA) on Media & Development.
- Associated Editor of the Journal of Latin American Communication Research (JLACR)
- Member of the Editorial Board of 'Temas de Comunicacion'
- Member of the Editorial Board of the 'Journal of Simulation/ Gaming for Education and Development'
- Member of the Editorial Board of Public Relations International Review

Voluntary Activities:

Institution	Activity
Asylum Positive Image Project	Member of the steering group
OXFAM Scotland	
Suchie-Alloa Film Club	Coordinator