

# FLORENCE ZIVAI SHE MADENGA

Annenberg School for Communication, University of Pennsylvania  
3620 Walnut Street, Philadelphia, PA 19104  
[florence.madenga@asc.upenn.edu](mailto:florence.madenga@asc.upenn.edu) | [florencemadenga.journoportfolio.com](http://florencemadenga.journoportfolio.com)

## RESEARCH AREAS

---

Global digital media, journalism, surveillance, censorship, satire, post/decolonial methods and approaches

## PROFESSIONAL APPOINTMENTS

---

2024- **Assistant Professor of Race and Communication, Boston College**  
Department of Communication, African and African Diaspora Studies Program (Joint Appointment)

2023-24 **George Gerbner Postdoctoral Fellow, University of Pennsylvania**  
Annenberg School for Communication  
Supervisor: Sarah Benet-Weiser

## 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**

2014 **M.A. Humanities and Social Thought, New York University** (Draper Program)

2013 **B.A. Journalism and Politics** (Double Major), **French** (Minor), **New York University**

## 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 Under Review

2023 **Madenga, F.** Criticizing the Left: Pandemic Conversations with Todd Gitlin. *Communication Review*.

2023 **Madenga, F.** Mimicking Power: Visualizing Satire as Journalism in Zimbabwe. *The European Journal of Humor Research*.

2023 Wagner, C., Girginova, K., Han, W., Jaber, H., Kim, J., Wang, J., **Madenga, F.**, Morales, M. Global Communication as a Standpoint: An Invitation to Think about Research, Pedagogy, and the Profession from a Global Communication Lens. *Media, Culture and Society*.

### Journal Articles in Preparation

2023 **Madenga, F.** The Black in Black Humor: Memes, Masks and Global Crises.

2023 **Madenga, F.** Notes on Audio-Autoethnography: Sound and Surveillance Capitalism at Eastern State Penitentiary.

2023 **Madenga, F.** "To be the First." Doing Journalism while Black in Philadelphia.

## 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 Hammett, D., Martin, L., Nwankwo, I. Humour and Politics in Africa: Beyond Resistance. *Journal of Development Studies*. (Forthcoming)
- 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/florencemadenga/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 “Dear Comrades: Surviving and Owning Robert Mugabe on the Internet” (Panelist). Association of Internet Researchers, Philadelphia, Pennsylvania

- 2023 “Reporting Gun Violence: Media, Ethics and Community Intervention” (Moderator). Center for Media at Risk, SAFELab, University of Pennsylvania, PA.
- 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 “Early Career Scholars Workshop” (Organizing Committee Member). Association of Internet Researchers, Philadelphia, Pennsylvania
- 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**

---

- 2021-23 **Doctoral Fellow**, Center on Digital Culture and Society (CDCS), Philadelphia, PA  
Supervisors: Guobin Yang and John L. Jackson
- 2018-23 **Doctoral Fellow**, Center for Media at Risk, Philadelphia, PA  
Supervisor: Barbie Zelizer

2018-23 **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

---

2023-24 **Honors Thesis Advisor**, University of Pennsylvania, Annenberg School for Communication  
Undergraduate Advisee: Sheila Hodges

2022-24 **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

2022 **Visiting Instructor**, Swarthmore College, FMST 070: Media Industries and the Future of the Internet  
Undergraduate seminar, Fall Semester

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

---

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

---

- 2024- **Student and Early Career Representative**, Global Communication and Social Change Division, International Communication Association

- 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 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**

---

- Association of Internet Researchers (AOIR)  
African Studies Association (ASA)  
International Association for Media and Communication Research (IAMCR)  
International Communication Association (ICA)  
International Society for Humor Studies (ISHS)  
National Association of Black Journalists (NABJ)  
Philadelphia Association of Black Journalists (PABJ)

### **LANGUAGES**

---

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