

Juliana Fernandes

Assistant Professor at University of Florida

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Juliana Fernandes is an expert in the uses and effects of negative information in persuasive communication messages.

Biography

Juliana Fernandes is an assistant professor in the College of Journalism and Communications. She is an expert in the uses and effects of negative information in persuasive communication messages and how social and traditional media are used as a strategic tool during political campaigns.

Areas of Expertise

Social Media, Media Trust, Misinformation, Advertising Strategy, Political Advertising, Political Communication

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