

## Leticia Rodríguez-Fernández



Professor in the Department of Marketing and Communication at the University of Cadiz. Author of the book "Propaganda Digital. Communication in times of disinformation" (UOC, 2021). Her lines of research focus on public relations, digital influence, and the study of propaganda and disinformation.

Principal investigator of the project "Female leadership in digital environments. Study of self-perception and reference models in female academics and students of the UCA" funded by the Andalusian Institute for Women. She is part of the research team for the projects "Lobby and communication in the European Union. Analysis of their communication strategies" and "Disability and digital skills in the audiovisual sector."

Accredited as a full professor by ANECA. Ph.D. in Information Sciences (Universidad Complutense de Madrid, 2012) with the doctoral thesis: "The discourse of Hugo Chávez (1999-2009): a decade of communication hegemony and propaganda revival" directed bγ Alejandro Pizarroso Quintero. Master's Degree (Universidad Nacional de Educación a Distancia, 2019), Master's Degree in Communication of Public and Political Institutions (UCM, 2008), and Bachelor's Degree in Advertising and Public Relations (Universidad de Valladolid, 2007).

Previously, she worked as director of the Degree in Corporate Communication, Protocol, and Event Organization at Nebrija University and several communication departments and public relations agencies such as Llorente y Cuenca.

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