

Gevisa La Rocca

Short description

Gevisa La Rocca is a academic researcher *in Sociology of communication and Cultural process* at University “Kore” of Enna.

She received her PhD in Sociology from the University of Palermo; and Masters in Methods and Techniques for the Social Research from the University “Sapienza” of Rome. Bachelor degree in Sociology from University “Sapienza” of Rome. She is currently Visiting Fellow at University of “La Laguna”, Tenerife.

Her teaching experience is with undergraduates and postgraduates at all levels and professional courses. She has teaching experience in many areas of communication in University “Kore” of Enna (in the IT). Over the years she has mainly taught Sociology of Communication, Internet Research, Public Service Advertising, Semiotic of advertising.

Her research interests include: Media and migrants, Advertising, Human Relations on Social Media, Tweens in transition, Lovecasting and Social Bullying.

Current research work published in international conferences books. Recently her published: *Television clothing spots commercials for tweens in transition: A comparative analysis in Italy and Spain* (Peter Lang), *Lovecasting. Love In The Time Of The Sns: Strategies For Presenting Themselves And Analysis Of Possible Partners* (European Journal of Research in Social Sciences), *From the Alphabet to the Web: How Time, Space, and Thought Have Changed* (Sage Open).

For more information's see: <https://unikore.academia.edu/GevisaLaRocca>