

**Mauro Neves**

**Professor**

**Research and Teaching Interests: Comparative Pop Culture Studies**

His research interests are in through the comparison between different pop cultures (mostly Japanese, Korean, Latin American and Portuguese) finding common patterns and trying to understand how these different pop cultures interact in the present globalized world.

His recent research topics are the effects and the development of Korean pop culture in Latin America, the influence of TV dramas from different countries in the transformation of national television industries, and how different countries perform nationality, gender and ethnicity at the Eurovision Song Contest.

His teaching interests are in pop culture theories and how pop culture reflects social changes, transcultural studies, and the relation between pop culture studies, gender studies and sexuality studies.