# Roger Sabà Riera

*Audiovisual communication and research on ableism and the media*

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## Education

**PhD in Media, Communication and Culture** — Ongoing

Universitat Autònoma de Barcelona. Industrial Doctorates Programme (AGAUR), with Fundación ONCE.

**Master's in Media, Communication and Culture** — 2023

Universitat Autònoma de Barcelona

**Degree in Audiovisual Communication** — 2010

Universitat Internacional de Catalunya

## Experience

**Predoctoral researcher** — 2025

Department of Media, Communication and Culture, Universitat Autònoma de Barcelona. Industrial Doctorates Programme (AGAUR).

Research on communication and ableism.

**Communication and video direction** — 2014–2020

Metromuster SCCL, a cooperative I co-founded

Documentaries as a tool for social change and campaigns for political advocacy. Chair and secretary of the governing board.

**Video direction and post-production** — 2011–2014

Proddigi Producciones

Viral and corporate video (Abbott, AbbVie, Novartis...) and coverage of international events.

**Multimedia manager** — 2008–2011

Voltimum Interactive

Multimedia campaigns for targeted audiences (Philips, Osram, Schneider Electric, Ambilamp...) and point-of-sale TV and streaming channels.

**Web design, multimedia and training** — 2005–2008

Líquid Estudi, SEEWAY and ACCOPENSYS

Web design and multimedia; training in design software; search engine optimisation and newsletters.

## Training delivered

**Models of disability and how disability is represented** 2026

Session · Barcelona Provincial Council, training on inclusive and participatory communication

**Communication and ableism** 2026–

Training and advice · La Clara Comunicació · Training and campaign consultancy

**Capacitisme i comunicació** 2024–

Course · Escola Taro d'intervenció audiovisual (CàmeresiAcció)

Four two-hour sessions for media professionals, professionals from social sector organisations and people with disabilities. Course presentation video.

## Publications

**El documental social participativo frente a la soledad rural: Análisis de la experiencia de CàmeresiAcció en la Vall d'en Bas** 2025

Book chapter · *Comunicar desde lo colectivo* (Dykinson), pp. 67-74 · with David Fernández-Pérez

DOI: 10.14679/4512

**El capacitisme en els mitjans de comunicació a Catalunya: la percepció per part de les persones amb discapacitat adultes** 2024

Article · *Quaderns del CAC*, 50, pp. 135-147

DOI: 10.60940/QCAC50ID431860

**El capacitisme en els mitjans de comunicació: la percepció sobre les representacions socials del capacitisme per part de les persones amb diversitat funcional d'entre 20 i 45 anys a Catalunya** 2023

Master's thesis · Master's in Media, Communication and Culture, Universitat Autònoma de Barcelona

## Talks and seminars

**Disinformation and disability: an analysis of public service media fact-checking services** 2026

Talk · I Jornada Compartim la Recerca (European project JEMILE), Universitat Autònoma de Barcelona · with Mercè Díez Jiménez

**Seminario Avanzado de los Estudios del Discurso (SAED)** 2024

Doctoral seminar · Led by Teun van Dijk · Facilitated the session on discourse and stereotypes

## Outreach

**"Public service media still represent disability through pity and stereotypes"** 2026

Interview · Department of Media, Communication and Culture, Universitat Autònoma de Barcelona

Interview by Sergi Pérez Estévez about the thesis.

**The representation of disability in public service media** 2026

Outreach · Tesi en 4 minuts (Thesis in 4 minutes), Universitat Autònoma de Barcelona

Outreach video about the thesis.

## Awards

**Second prize, 35th CAC Awards for Research on Audiovisual Communication** 2023

Catalan Audiovisual Council (CAC), for the Master's thesis

## Documentaries and commissions

**Saber / Sumud / Palestina. Les arrels d'una terra** 2023

Documentary · Latituds, 3Cat · Director and director of photography

**Aïllament: la presó dins la presó** 2021

Documentary · Metromuster. Broadcast on 30 minuts, 3Cat · Cinematography

**7th Solidarity Economy Fair of Catalonia** 2018

Commission · Summary video for the Solidarity Economy Network of Catalonia (XES) · Cinematography and drone operator

**Idrissa, crònica d'una mort qualsevol** 2018

Documentary · Metromuster. Broadcast on El documental, 3Cat · Drone operator, cinematography and research

**Somonte, los puños en la tierra** 2018

Documentary · Metromuster · Colour grading

**12 d'octubre: cultura de l'odi i legítima autodefensa** 2017

Documentary · Metromuster. Broadcast on El documental, 3Cat · Cinematography and research

**Ara comença el Mambo!** 2017

Campaign · CUP, video for 1 October 2017 · Creative concept and production

**La revolta de les escales (Correscales)** 2017

Documentary · Metromuster · Director

**COPEL: una historia de rebeldía y dignidad** 2017

Documentary · Ex-presos socials COPEL · Colour grading

**Oral history of the peace movement in Catalonia** 2016–2017

Commission · International Catalan Institute for Peace (ICIP), with Metromuster · Direction and editing

A series of interviews with key figures in collective action for peace.

**Presentation video for the Fundació Roca Galès** 2016

Commission · 40th anniversary of the Fundació Roca Galès, with the cooperatives L'Apòstrof and Metromuster

**Tarajal: desmuntant la impunitat a la frontera sud** 2016

Documentary · Metromuster and Observatori DESC. Broadcast on El documental, 3Cat · Cinematography and colour grading

3Cat news story about the broadcast.

**Anaven lents perquè anaven lluny** 2015

Campaign · CUP, campaign for the elections of 27 September 2015 · Creative concept and production

**Arrels de la terra** 2009

Documentary · Director, scriptwriter and editor

## Further training

**Advanced course for pilots of drones under 25 kg** 2018

HEMAV

**Com fer una campanya de comunicació en línia?** 2010

Col·legi de Periodistes de Catalunya (Association of Journalists of Catalonia)

**Digital Signage, TVPOS and DOOH** 2008

DOOH and Broadsign (the Netherlands)

## Languages

Catalan and Spanish: native languages. English: C1.