

THEMATIC PROJECT- POLITICAL LEADERSHIP IN BRAZIL: CHARACTERISTICS AND INSTITUTIONAL ISSUES

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Plan Postdoctoral activities - Brazilian political leaders and their media representations of the new republic (1985-2010)

Plan Postdoctoral activities (Thematic Project: Political Leadership)

Title: Brazilian political leaders and their media representations of the new republic (1985-2010)

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Abstract

The research aims to media representations of Brazilian political leaders in the years 1985 to 2010. Across the consolidation of the redemocratization process, Brazil assists the entry of new political actors who find in areas of major media important channels and tools for its political actions such as professionalization of election campaigns. The Free Election Propaganda timetable (HGPE) and press coverage (in its various formats) provide greater visibility on the political scene. By these means, the leaders consistently shows themselves concerned with the management of their public image. Through study HGPE programs and newspaper files and magazines, the research will analyze how constructed the representations of political leaders are and how they work their image and political discourse within the channels of communication.

The centrality of the media for a large portion of the Brazilian people has turned the media space in a major symbolic field of disputes in which leaders need to know how to use the communication channels to manage their image and broadcast their views. Along these lines, the study aims to identify how Brazilian political leaders are using the media to build their public image.

Registration will be in the period from November 16, 2016 to January 30, 2017. The selection process will be conducted from February 6 to 10, 2017.

Contacts for registration:

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