

# THE BLACK MOVEMENT IN THE MEDIATIZATION: notes on the communication strategies of the *Coalizão Negra por Direitos* in the fight against racism

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**Work Group** (Communication and difference: bodies, affections and territories I)



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# THEME

- The relation of the black movement with the media
- The Black Press (1830' - ); Access to online digital media  
***Coalizão Negra por Direitos (2019)***
- Mass media access and theme approach
- Digital network interactions regarding racism: institutionalized social actors, signatories and commentators.



# OBJECTIVES AND CONCEPTS

- To reflect upon the transition from the organized Black Movement to the logical attempts of interaction in digital and hegemonic media for the visibilization of discourses regarding racism.

## THEORETICAL BACKGROUND

- Mediatization (Ferreira, 2007; Fernández, 2014; Gomes, 2017)
- Circulation (Fausto Neto, 2015)
- Interactional Circuit (Braga, 2012; 2015)



# INSTITUTIONAL CAMPAIGNS OF COALITION

## Genocide Targets

As long as there is racism, there will be no democracy.

[Historical discursive formations and enunciation marks attached to the organized Black Social Movement]



# FIRST NOTES

Social Advocacy practices for media ascension

Interactions between specialized social actors

- . Self-referentiality
- . Interpenetrations between discourses concerning racism (agonistics among discourses of the movement and hegemonic discourses in the media)

Journalists: Pedro Borges (Alma Preta); Flávia Oliveira (Globo News)  
Maju Coutinho (Globo).

