

Digital activism: an analysis of the construction of identities of feminist movements in Brazil and Portugal from the discourse created on Instagram

This research presents a work in progress of a doctoral thesis that aims to understand how the discourse of feminist collectives and associations in Brazil and Portugal contribute to the construction of collective identities in digital context. The chosen methodologies are Critical Discourse Analysis from a sociocognitive perspective (van Dijk, 2009) and netnography (Kozinets, 2014). The theoretical development accounts for the connection between concepts such as the construction of collective identities (Melucci, 1995) and its relationship with the activist identities, discursive production as a mode of action (Fairclough, 2001) and how discursive activism (Young, 1997) can contribute to extend the life of actions and feminist campaigns on the internet, as well as the contemporary feminist movement in both countries (Teles, 2017; Tavares, 2008). The Instagram profiles of collectives and feminist associations of Brazil and Portugal on Instagram will be analyzed. In addition to the discourse produced by the profiles, it is intended to understand how the public responds through the comments. This social network was chosen for having the highest volume of growth in accesses in the two countries, besides being a channel that has been little studied in the field of studies on social movements which, according to Caren et al. (2020), indicates a limited view on digital activism. With this analysis, it is intended to understand more clearly the role of digital feminist activism in the creation of relationships with publics in a digital context, especially on Instagram.

References:

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