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

Ângelo Jorge Neckel, UNISINOS

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

IV **Seminário** Internacional de Pesquisas em **Midiatização** e Processos Sociais

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).