

GENDER PERSPECTIVES IN ELECTIONS

PERSPECTIVAS DE GÊNERO NAS ELEIÇÕES

PERSPECTIVAS DE GÉNERO EN LAS ELECCIONES



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How to refer to this article:

PANKE, L.; ALVES, M. Gender perspectives in elections. **Teoria & Pesquisa: Revista de Ciência Política**, São Carlos, v. 32, n. esp. 1, e023005, 2023. e-ISSN: 2236-0107. DOI: <https://doi.org/10.31068/tp.v32iesp.1.1054>



| **Submitted:** 10/01/2023
| **Revisions required:** 22/02/2023
| **Approved:** 17/04/2023
| **Published:** 30/06/2023

Editor: Prof. Dr. Simone Diniz

Deputy Executive Editor: Prof. Dr. José Anderson Santos Cruz

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Latin America is known, among other things, as a region where gender parity is far from being achieved. Cases of political violence, ranging from exclusion from positions of power to even political assassinations, are frequently recorded. Until a few decades ago, the gender issue was restricted to feminist groups. Currently, the issue is on the public agenda, entering social, media, and educational spheres beyond specialized groups. There is social discomfort with events featuring only male speakers, the absence of women in labor unions and political and business leadership positions, and the obvious exclusion of female voices in public decisions. This dossier brings reflections on these concerns.

The edition was carried out in partnership with the IV Congress of Researchers from the National System of Researchers (SNI) and Ibero-America, which took place in a hybrid format from November 10th to 12th, 2022, at the Benemérita Universidad Autónoma de Puebla, in Mexico³. One of the goals of the event was to promote the work of women in various areas of knowledge: from exact sciences, such as physics, mathematics, and technology, to medical and health sciences, such as chemistry, biology, and medicine, as well as human, social, and communication sciences. Over three days, researchers from 28 countries presented hundreds of papers. The articles gathered in this dossier comprise the interdisciplinary panels held during the event and are the results of research conducted by women who aimed to discuss gender perspectives during electoral periods.

The first article, authored by Ana Paula Silva, discusses substantive female representation in the Brazilian Legislative Chamber based on a theoretical debate about conceptions of political representation. The author maps the parliamentary profile of women using data on the legislative production of Brazilian federal deputies. Among the main findings, a significant advancement in the parliamentary performance of women was identified.

Renata Caleffi and Luciana Panke discuss the campaigns of the five elected candidates for State Deputies in the state of Paraná in 2022 in the second article of the dossier. The authors debate female participation in Brazil and Paraná, empirically observing the scenario, the concepts of electoral communication, and the universe of campaigns, particularly online. Among the proposed objectives is understanding the social media strategies used by these candidates during the launch of their candidacies and questioning whether it is possible to define a communicational profile used.

³ We express our gratitude to the event organizers for the partnership, particularly to Dr. Angélica Mendieta Ramírez, Director of the Faculty of Communication Sciences at BUAP-Mexico and President of the Congress of Researchers from the National System of Researchers (SNI) and Ibero-America.

Collective mandates are the object of study by Rosemary Segurado and Fabrício Amorim in the third presented article. The authors reflect on women's struggle for increased representation in parliament and the construction of collective candidacies as a path that can make this objective viable. Furthermore, the authors propose a theoretical and empirical reflection on this unique initiative in Brazilian politics.

Najla Passos, the article's author, discusses media, gender, and conservatism. The researcher examines, through theoretical reflection, documentary research, and content analysis, the representations of elected female mayors in municipalities in Minas Gerais in the public sphere connected to social networks during the 2020 electoral campaign and the first year of their term. This is done by considering the strategy of a permanent campaign characterized by the intensification of the mediatization process.

The fifth article addresses the legacy of former city councilwoman Marielle Franco (PSol) in the political development of Black women. Vivian Lemos discusses how the assassinated councilwoman, along with her driver Anderson Gomes, in 2018, became a symbol of the causes she advocated for in life and during her mandate. The author addresses the underrepresentation of Black women in politics and how this scenario affected Marielle's work.

The sixth article, authored by Silvia Cunha, Karina Bernardi, and Fabiane Lima, discusses the communication profiles of the candidates for the mayoralties of São Paulo and Rio de Janeiro in the 2020 municipal elections. The authors analyze the feminine archetypes — Warrior, Maternal, and Professional — which, according to Panke (2016), are predominant in women's campaigns, based on the analysis of programs broadcasted by HGPE.

Lastly, Katia Belisário and Ruth Reis present documentary research to discuss the stereotypes and prejudices related to the representation of women in Brazilian politics. The professors point out that as women's presence in positions of power increases, so does the violence they suffer due to the advance of conservatism.

The articles gathered in this edition contribute to a crucial debate in present-day Brazil. Therefore, we would like to thank once again the organizers of the IV Congress of Researchers from the National System of Researchers (SNI) and Ibero-America for the opportunity, the editors of *Teoria & Pesquisa* for the space granted, and the authors who kindly contributed to this project.

We wish everyone a pleasant reading.

Processing and editing: Editora Ibero-Americana de Educação.
Proofreading, formatting, normalization and translation.

