



#Mariellepresente: é preciso inocular a luta da memória contra o esquecimento nas mídias [

2019

text (article)

Analítica

In this work, we aim to think over how the promulgation of the hashtag #Mariellepresente is characterized as a discourse of resistance and (re)ex(s)ist(a)ence. More specifically, we sought to reflect over how the functioning of enunciation composed by the # symbol on Instagram social network behaves, aiming to analyze how such enunciation disseminates and, thus, produces meanings on hypergenders through discourses of resistances and, above all, (re)ex(s)ist(a)ence, mot-valise that means to resist and to re-exist at the same time. Our corpus is constituted by Instagram posts that contain the hashtag #Mariellepresente. We used the recent studies by Marie-Anne Paveau (2017) as foundations. Although desirable, the analysis made over our data was shallow

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Título: #Mariellepresente: é preciso inocular a luta da memória contra o esquecimento nas mídias electronic resource]

Editorial: 2019

Tipo Audiovisual: Discourse Hashtag Instagram Discurso Hashtag Instagram

Documento fuente: Estudos Semióticos, ISSN 1980-4016, Vol. 15, Nº. 1, 2019 (Ejemplar dedicado a: Dossier temático "Discursos políticos na contemporaneidade"), pags. 18-30

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Lengua: Portuguese

Enlace a fuente de información: Estudos Semióticos, ISSN 1980-4016, Vol. 15, N°. 1, 2019 (Ejemplar dedicado a: Dossiê temático "Discursos políticos na contemporaneidade"), pags. 18-30

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