



Gordofobia: produção de sentido sobre corpos gordos femininos no Instagram [

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text (article)

Analítica

In a digital communication scenario in which, not infrequently, corporeal alterity is excluded and objectified through hate speech and violence, we investigated productions of meaning about the fat body on Instagram considering them as a symptom of contemporary society. In this showcase of desires for standardized exposures that is Instagram, we investigate productions of meaning on the hashtag fatphobia, in order to analyze the corporealdiscourse that falls on non-normative bodies. One of the results of this research showed that the production of meaning observed in the hashtag fatphobia, despite allowing the agglutination of different meanings in a single place, the variety of derivations is unpredictable and influences the interpretations of how they are seen and perceived by platform users

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