

EL CUERPO FEMENINO
Comunicación, poder y turismo

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Women's Bodies. Communication, Power and Tourism. As a kind of media, the post cards of Rio de Janeiro during decades showed women in bikini at the city beaches. In 2005, the State approved by a law project that regulates the exhibition and commercialization of post cards with women images aiming to inhibit sexual tourism. The act of forbidding and controlling those images served as a starting point for this argumentation about the multiple and complex relations among communication, tourism and State. The objective of this paper is to reflect the means the State uses in order to control the post card media. Therefore an appeal is made on Foucault's notion of docile bodies and also on anthropological notions about body in the universe of culture. These principles based the analysis of the State act in its relation with the media and the body.

KEY WORDS: *communication, body, representations, tourism.*