

[DES] [RE] CONSTRUCTION OF SOCIAL IMAGINARY BRAZILIAN WOMEN IN THE TOURIST SPEECHES ABOUT BRAZIL IN PORTUGAL

Mariana S. Gomes
Instituto Universitario de Lisboa
Lisboa - Portugal

This article analyzes the social imaginary "Brazilian women" in tourist discourse about Brazil in Portugal, using archeo-genealogical method, inspired in Michel Foucault framework. It is understood that "Brazilian women" is a social, discursive and performative construction, immersed in power historical relations in which modes of subjectivity are always rebuilt. The analysis is based empirically on interviews with Portuguese tourism journalists and managers of the tourism marketing policy of the Brazilian government; as well as in advertising in the Brazilian Tourism Institute (Embratur) and in the private agencies that sell the Brazil in Portugal. The findings indicate that "Brazilian women" is highly present in an tourism discourse about Brazil in Portugal. In examining this visibility and this enunciate, it becomes obvious the reconstruction of the imaginary of the hypersexualized Brazilian woman, in Portugal. The eroticization of the Brazilian woman is naturalized in a hegemonic discourse, which explains the maintenance of power relations, which seem to be related to a coloniality of knowledge-power, racism and sexism.

KEY WORDS: *Brazilian women, tourism, imaginary, racism, sexism, colonialism*