

**Resumos**

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Abstracts

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## **Selling pornography for men to women: *The Girls Next Door* and porn culture**

**KAREN BOYLE**

This article focuses on the hit US TV show *The Girls Next Door*: a reality series focused on life at the Playboy mansion for Hugh Hefner's three "girlfriends". The analysis of this show is positioned relative to broader debates about the position of pornography in contemporary culture which have, I argue, at times conflated the sexualisation of culture more generally with the increasing availability of pornography specifically. Some of the implications of this are considered: in particular, I discuss the conflation of commercial sex and sex and the normalisation of a supply-led understanding of the sex industry. My particular concern with *GND* lies with its apparent success with female audiences and I consider how its version of pornography is sanitised for a female audience whilst its pornographic world view is broadly reinforced.

### KEYWORDS

*Playboy; The Girls Next Door; pornography; female viewers.*

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## **Gender and public representation: realities and wishes**

**JUANA GALLEGÓ**

The media are today the strategic forum where most of the public and even private questions are dealt with. This text reflects on the global representation of questions issues and on the unequal journalistic treatment given to men and women, a treatment which can have so much incidence on the maintenance and perpetuation of inequality. The confusion that one can observe in the public representation of the gender issues is produced because we are witnessing deep transformations relating to what not so long ago seemed impossible to change: gender roles. The social roles that for centuries were prescribed to men and women are no longer of any use, and it still does not seem very clear what change will follow.

Why is does disparity of informative treatment for men and women keep on existing? Why do journalists, repeatedly resort to old and aged stereotypes? Why such

asymmetry in representation? And, more importantly, why is this asymmetrical representation converted into a sanction? This text tries to answer these questions.

KEYWORDS

Gender; public representation; journalism.

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**Feminist Ethics:  
Taking Issue with the Universalism of the Public Sphere**

CLÁUDIA ÁLVARES

This essay aims to examine the universality of the Habermasian public sphere on the basis of the conflict centring on ethics that has recently polarised feminist academic debate. Liberal and communitarian feminisms reveal different understandings of the concept of the public sphere, rooted in the distinct form in which ethics is broached by these two currents. While the liberal feminist perspective argues that the deliberative process subjacent to the universalism of the public sphere allows one to assume the other's point of view, the communitarian feminist perspective, represented by the radical feminist current, defends that this impartiality can only result in a "disembodied" and "groundless" view of a "generalised other" as opposed to that of a concrete individual. The ethics of justice advocated by liberal feminism is thus contrasted with the ethics of care inherent in communitarian feminism, the latter positing more contextual and intersubjective aspects of individual history, giving voice to the concrete individual instead of the "generalised other".

KEYWORDS

Feminist ethics; public sphere; media.

## **From object to subject? Media perspectives on LGBT activism in Portugal**

**ANA CRISTINA SANTOS**

In recent years, the news representation of LGBT-related events in Portugal has changed. Previously prevailing frames – namely “entertainment”, “reliable source” and “homophobic/transphobic” frames – have been gradually replaced by models which value LGBT activism as a political subject in the public sphere. This change is largely due to the investment, on the part of the LGBT movement, in a relation of pedagogic proximity regarding the media and other players of socio-cultural change.

Partially based on my doctoral research, this article begins by situating the LGBT movement in the Portuguese socio-political context. Then, I identify and discuss the main frames of news representation of LGBT activism in the past decade. In the last section, I gather examples of alternative ways of representing LGBT activism in the Portuguese media, suggesting the possibility of a glocalized “pink journalism”.

### **KEYWORDS**

LGBT; media; activism; news representation; Portugal.

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## **From the streets to “Passerelle”: Trafficking in women to sexual exploitation in the press**

**RITA BASÍLIO DE SIMÕES AND MARTA PEÇA**

Trafficking in women has been the subject of recent discussions within the national public sphere and has led to the redefinition of trafficking and immigration policies. The dismantling of a Portuguese organization (“Passerelle”) linked to a chain of striptease clubs suspected of trafficking constitutes a symbol of a deviance/control dynamic in the public sphere. Since then, trafficking has a regular presence in the Portuguese press. Our study shows how the media coverage of this issue is constructed with a particular type of speech that conflicts with the open access of issues, perspectives and voices to the public sphere. The results suggest a clear dominance of the penal discourse by which organized crime and the immigrant women in the sex

industry become inseparable realities. The complexity of sex trafficking is thus reduced to ideological constructions of Otherness by which the national community crystallize its identity.

KEYWORDS

Journalism; trafficking in women; prostitution; press; Portugal.

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## **The politics of gender in the visual representation of HIV/AIDS: the case of Portuguese newspapers**

**ZARA PINTO-COELHO**

This article discusses the visual representation of HIV/AIDS in the Portuguese press from a feminist perspective (Lazar, 2005), using a social semiotic approach (Kress & van Leeuwen, 1996). It aims to show the relations between the discourses used in the linguistic and in the visual constructions of HIV/AIDS focusing on co-constructions of ways of performing sexual differences and on the role of gender discourses. This research thus intends to provide an example of how Critical Discourse Analysis (*e.g.* van Dijk, 2005) and visual Social Semiotics may be articulated to analyse gender in newspapers discourse.

KEYWORDS

HIV/AIDS; visual representation; discourse; newspaper; media; gender; social semiotics; feminist critical discourse analysis.

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## **Motherhood in celebrity discourses of Catarina Furtado**

**ANA JORGE**

If, from an habermasian perspective, celebrity culture means a certain feminisation of the public sphere, we will try to explore the potentialities and limitations of that culture both to the gender and women's human rights discourse and to the inclusion of

women as audiences of public discourse. This paper analyses the discourses around motherhood produced by the Portuguese celebrity Catarina Furtado, in two levels: on the one hand, as Goodwill Ambassador for the United Nations Fund for Population, committed to promote the 5<sup>th</sup> Millennium Development Goal, concerning the improvement of maternal health, focusing on Portuguese-speaking countries, particularly African ones (PALOP); on the other hand, as a celebrity who articulates her motherhood experience with her career and public life spheres.

With a special emphasis on her last campaign to help maternal health in Guinea-Bissau, we will seek to highlight the contrasts between the image of ideal motherhood by a western celebrity, although herself influenced by the global flux of celebrities (for instance, by the figure of Angelina Jolie as Goodwill Ambassador for Refugees), and her portrait of motherhood in a poor African country.

This contrast is rooted on the individualism of western culture, associated to the recognition and privilege of a few by the majority and also on the basis of the consumerism that this culture is characterized by. Therefore, the discourses on motherhood, career and consumption are intertwined under the celebrity figure of Catarina Furtado, projected as a western model of success by contrast with the feminine condition in PALOP.

#### KEYWORDS

Motherhood; celebrity; United Nations.