



Interdisciplinary community engaged academic research: applying feminist methodologies

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Interdisciplinary community engaged academic research: applying feminist methodologies

- Finding an academic vocation
- Process
- Community engaged scholarship and feminist inquiry
- Doctoral research
- Contributions



Finding an academic vocation

- Who am I as a researcher?
 - Origins
 - Displacements
 - Beliefs
- ↓
- Positionality in academic research



Process

- Community engaged scholarship:
 - How are we trained to be in the world?
 - Are we trained to change it or to keep it as it is (*status quo*)?
 - The role of Universities in society



Process

- Theory-in-process (Warren, 2000):
 - Intersectionality
 - Welcomes multiple perspectives
 - Seeks points of connection between all these perspectives
 - Reflects specific social, historical, economic contexts in constant interaction



Community engaged scholarship and feminist inquiry

- Research questions that matter:

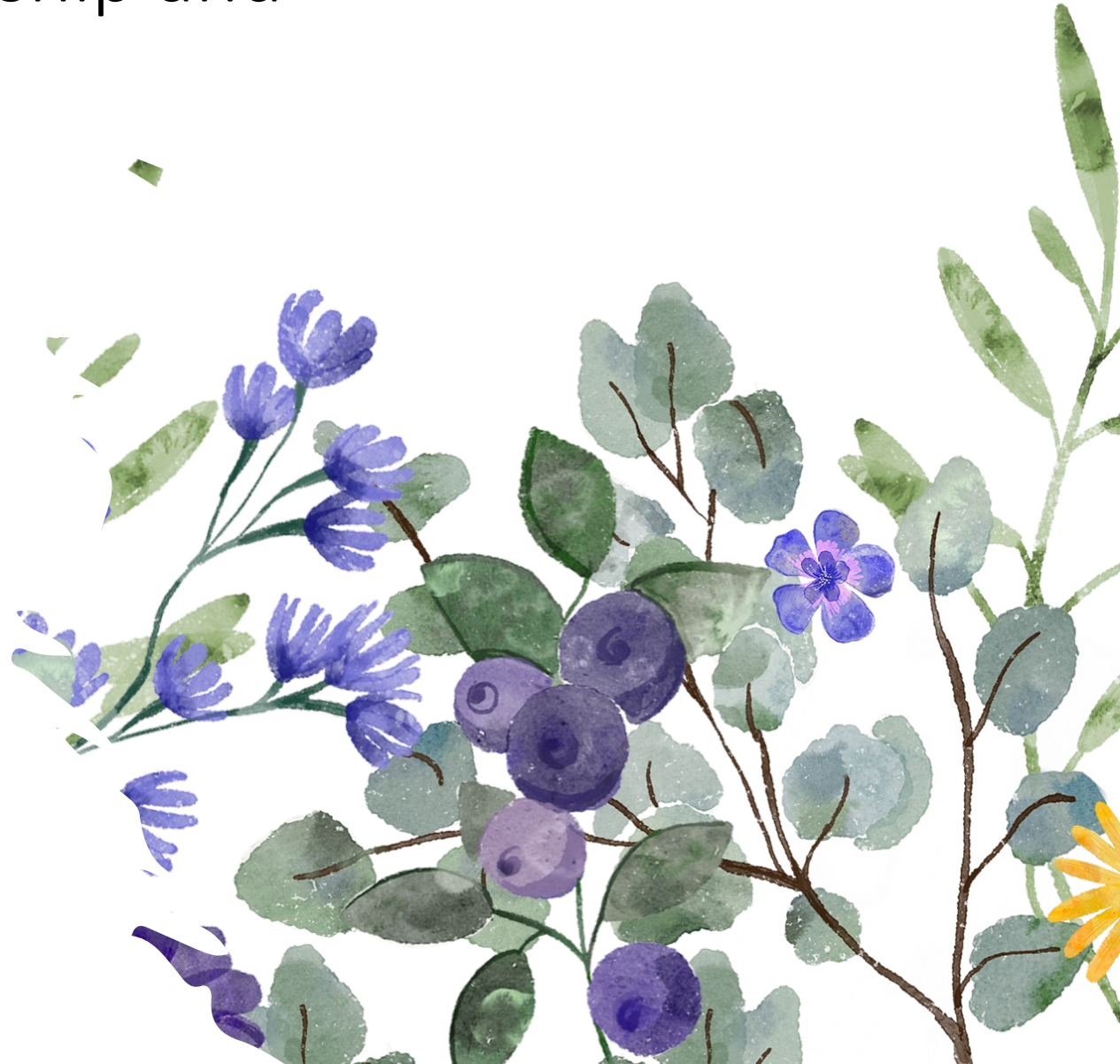
“How can we contribute to promote human rights, gender justice, democracy... through academic inquiry?”

- Observation
- Humility
- Relationships



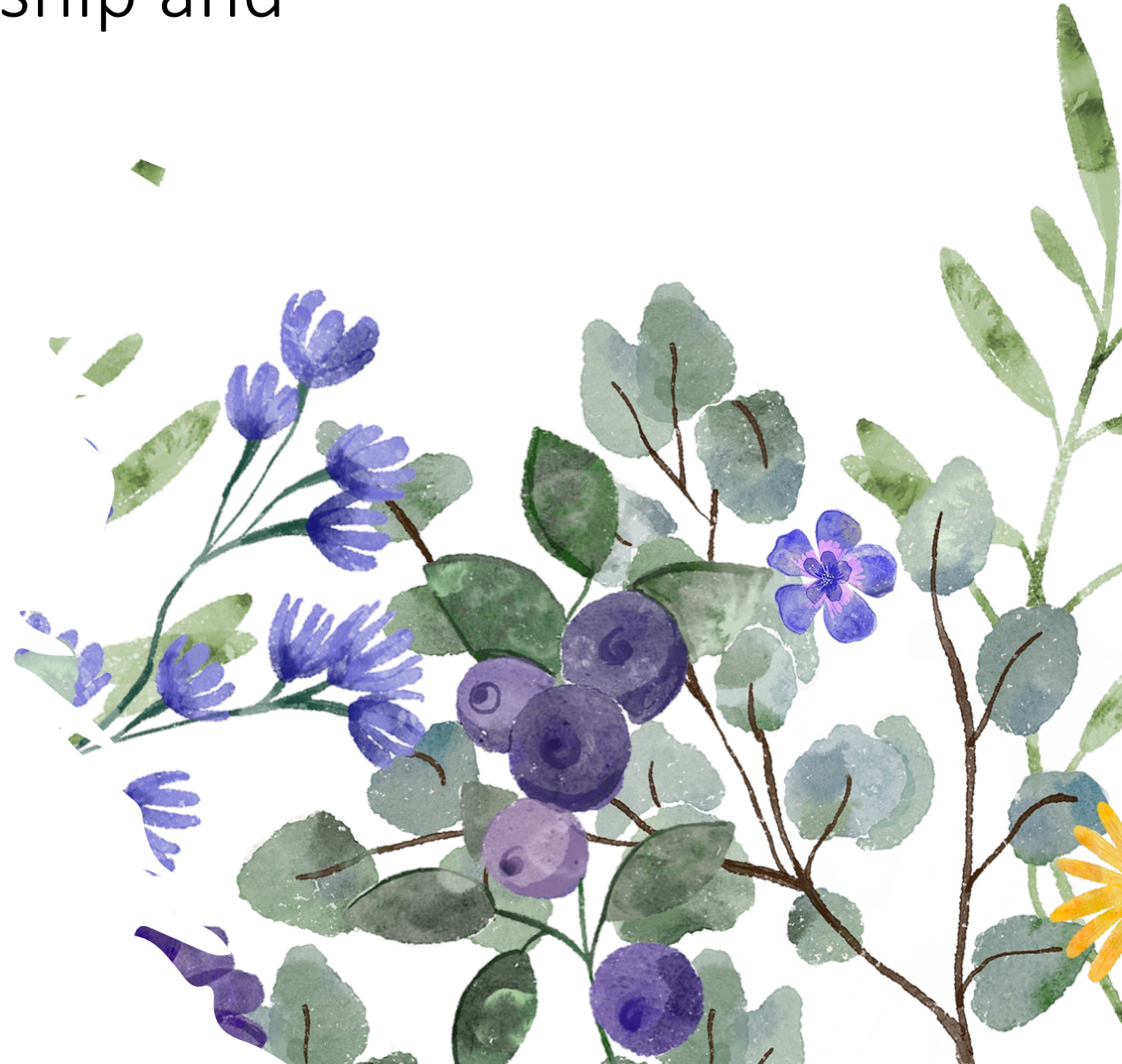
Community engaged scholarship and feminist inquiry

- Gratefulness
 - Experiences
 - Mentorship
 - Diversity/ multiculturalism (richness)



Community engaged scholarship and feminist inquiry

- Accountability
 - Ethics of care
 - Giving back: strengthen bridges between Academia and social movements
 - Community work is grounding, it roots our research



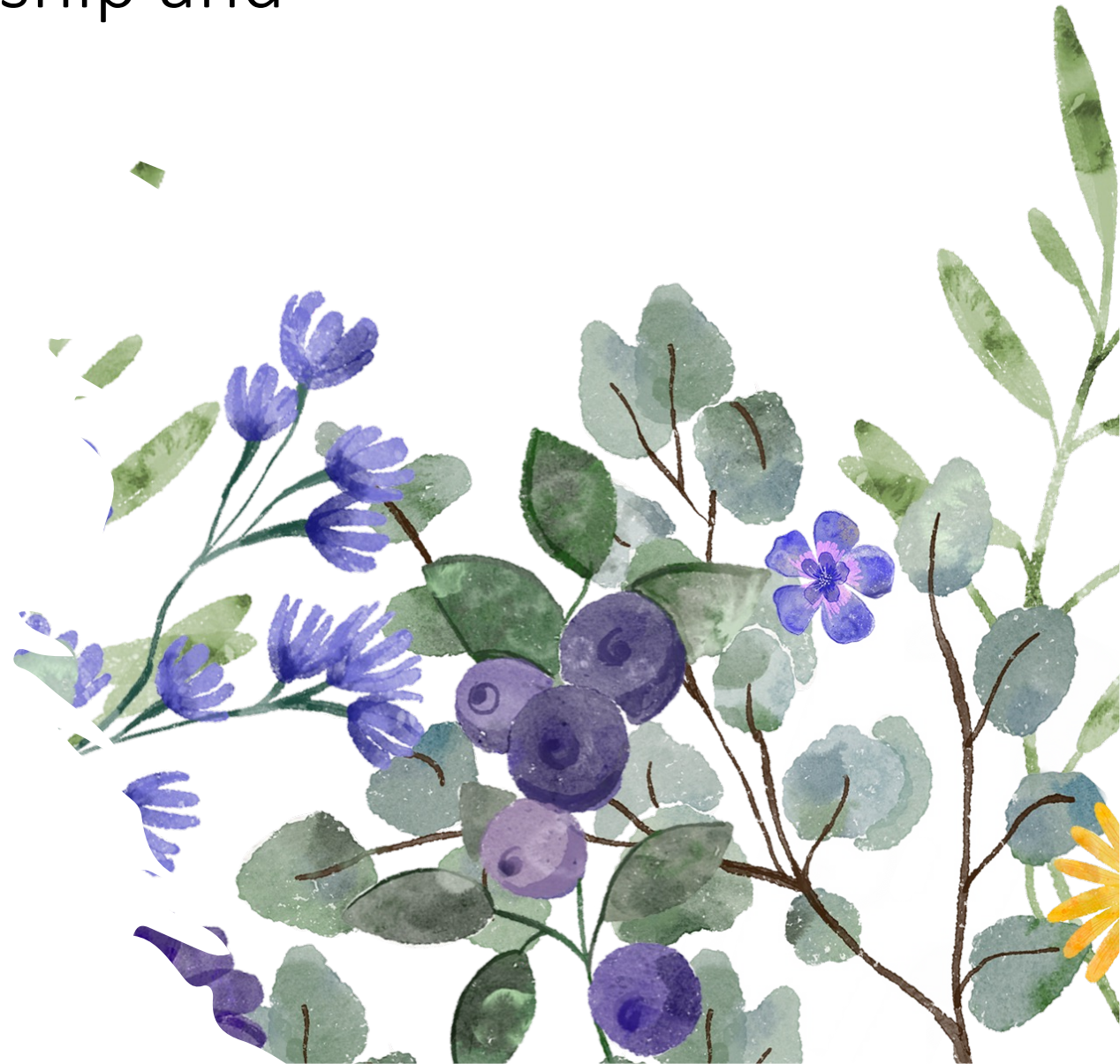
Community engaged scholarship and feminist inquiry

- Learning through **place**, through **people**, through **history**



Students learn best through practice!

(Ambrose, W. Bridges, C. Lovett, Di Pietro, & K. Norman, 2010; Freire, 2017)



Community engaged scholarship and feminist inquiry

- Accountability
 - Ethics of care
 - Giving back: strengthen bridges between Academia and social movements



Doctoral research

- What could I see? What was the gap?
 - What feminists were doing?
 - What were the issues around advertising regulation?
 - Could I bring together consumer law and human rights law?



Doctoral research

- Initial struggle: I want to read it all, do it all
- Semiotic analysis?
- Discourse analysis?
- Consumerism?
- Feminist legal theories?
- Neoliberalism...



Doctoral research

- What was key to me?
 - Social inequality issues
 - Gender
 - Bridging
 - Hybrid spaces



Doctoral research

- Nancy Fraser: Fortunes of Feminism
- Dorothy Smith: The everyday world as a problematic: a feminist sociology
- Maria Mies, Silvia Federicci, Antonella Picchio



Feminist Political Economy



Doctoral research

- Feminist political economy:
 - Social inequalities
 - Gender
 - Maternity



Doctoral research

“How consumer society and neoliberalism in late-industrial economies (like Brazil) structure discourses through advertising and law that sustain social inequalities and symbolic violence against women?”



Doctoral research

- *Skol* Summer Muse Campaign (my community)
- Feminist Political Economy (my academic journal)
- Consumer Law (my work)
- Human Rights Law (my practice)
- Consumerism in in late-industrial economies (my origins)



Doctoral research

- What are the legal discourses about Brazilian women that emerge from legal proceedings/documents related to the *Skol* Summer Muse Case?
- How these discourses are related to structural social inequalities from an intersectional perspectives?
- How these discourses have changed (or not) over 16 years of litigation



Doctoral research

- *Skol Summer Muse*

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Doctoral research

- *Skol Summer Muse*



Social actors involved

- CONAR: Market Self-regulatory body
- Feminist movement/Organizations: Rachel Moreno, Inst. Patrícia Galvão, CEPIA, CLADEM
- São Paulo state PROCON
- Federal Prosecutor's Office
- State Prosecutor's Office



Doctoral research

- Brazilian feminists: discrimination, human rights violation
- Brazilian Consumer law: discriminatory advertising is illegal
- Extensive litigation
- 2 courts decisions in opposite directions



Doctoral research

- Field trip to Brazil: collect documents
- Literature review
- Jurisprudence research (Brazil)
- What gets in, what stays out



Contributions

- Expansion on representation theories to include representation in advertising



Where are you in consumer societies? Are you a consumer or are you consumed?



Contributions

- Contesting sexist advertising as a fruitful locus for political action



Strategic litigation and possibilities to

- amplify debates on representation
- gender stereotyping
- Legitimize the National System to protect consumers



Contributions

- Legal theory: hybrid legal spaces (consumer law, law to protect women from gender-based violence)
- Legal fusion: merging consumer law and human rights law
- Legal expansion: discriminatory advertisement as a human rights issue



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Thank you!

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