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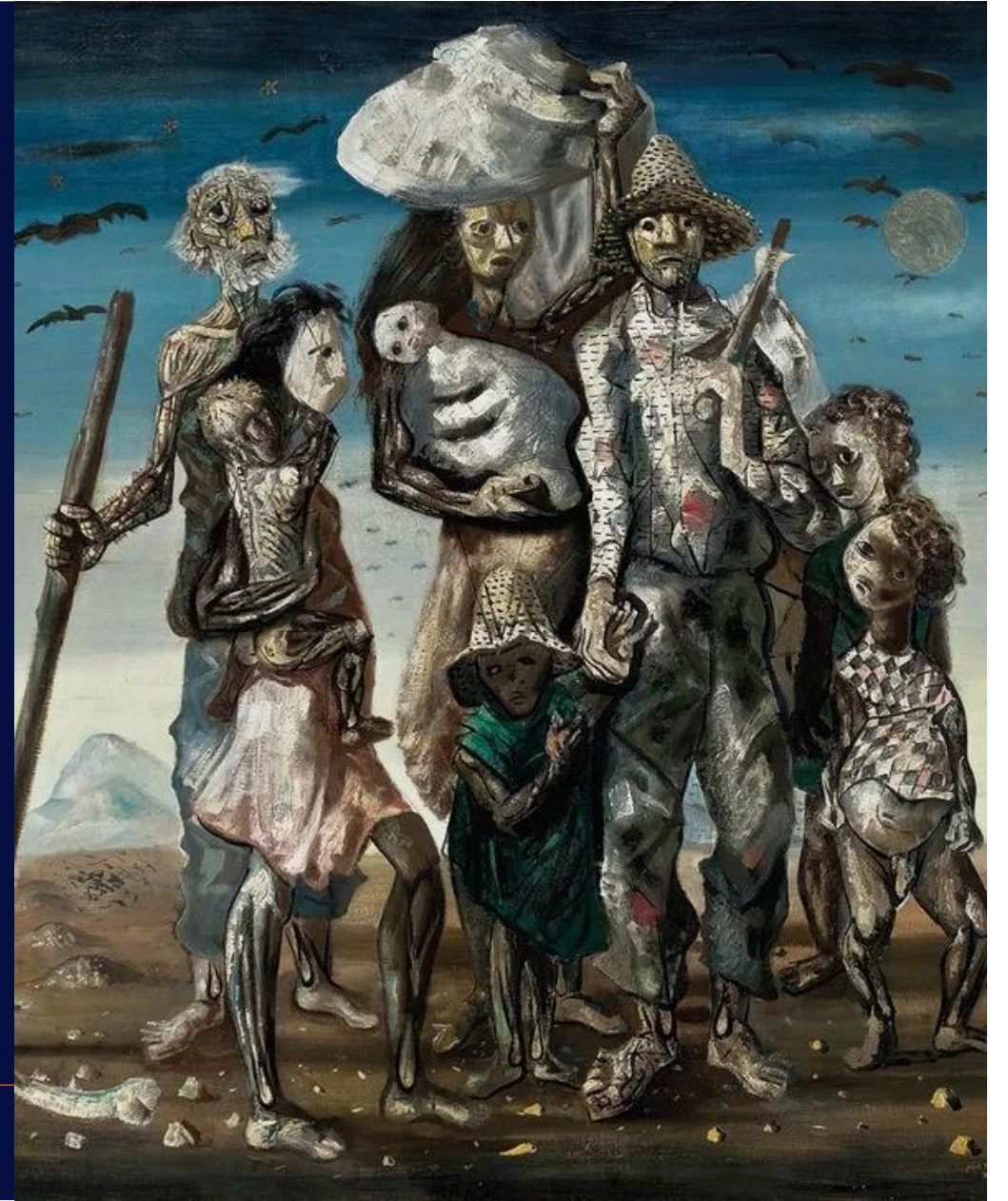
The saviour, the bad boy and the myth –

A study about Bolsonaro's dynamic hegemonic masculinity


Overview

- The Theories
- The Methods
- The Findings
- Concluding remarks

Migrants/ Retirantes
Candido Portinari



The Theories

- Hegemonic Masculinity (Connell, 2005; Messerchmidt, 2019);
 - Butler (2009); West & Zimmerman (1987)
- 
- Gender/Masculinity
- Mouffee (2020)
- 
- Populism
- 

Methods

April – October 2021

- Tweets from Bolsonaro's official Twitter account
- Related videos



Findings

Creating fear and anxiety

“I will go to Pacaraima. I will be there for two or three hours, showing how people arrived there to flee from the hungry, misery, violence, and Venezuelan dictatorship. Most of them are **women**, pregnant, needing medical support, with **a child in their womb**, another **one in their lap**, and **two or three more holding the mother's hand**. All are running away from there. And the women arrived desperate in Brazil.” (Bolsonaro, YouTube Live, 26 of august, 2021)



Migrants/ *Retirantes*
Candido Portinari

Findings

Turning fear into hate



Bolsonaro tweet, 17 of July, 2021.

Findings

The Macho and the Bad Boy

"It is easier to arrive [to the presidency] than to stay there, because there are many interests for this chair. I usually say to my friends: don't want this chair. It has kryptonite, if it 'turns-off' the Superman, imagine me?"

(Bolsonaro, interview to the radio Jovem Pan Itapetininga, 21 of August, 2021)



Bolsonaro tweet, 12 of June, 2021



Findings

God supports him

“The doom comes with socialism. I understand that God wanted us to be in the government. First, surviving the stab, then getting elected. Only God knows how. Because if it were the other side (left-wing) here (Brazil), it would be already like Venezuela.”



Findings

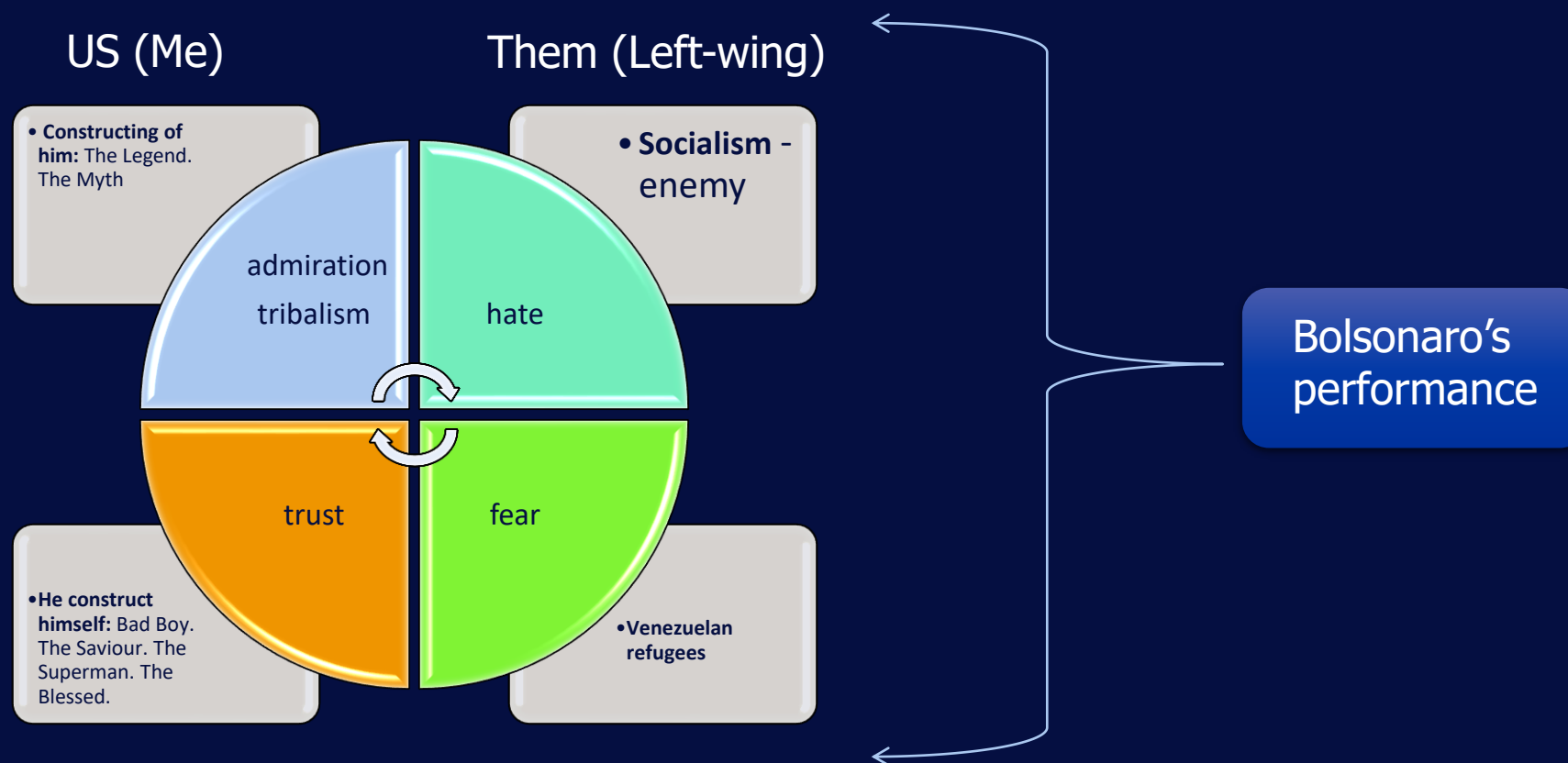
The Legend, the Myth

- “Tribalism is required” (Agostinone-Wilson, 2022, p.52)



Concluding remarks

Dynamic Hegemonic Masculinity



Thank you!

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