

Ana Paula BURG, Nathália RONFINI, Milton N. CAMPOS
Université de Montréal (Canada), Université Federale de Rio de Janeiro (Brasil), Université de Montréal
(Canada)

Journalisme liquide : Méga-événements au Brésil et nouveaux médias

Abstract: This article deals with the representations circulating on the Internet before and during the historical and unexpected popular uprising in Brazil, during the 2013 Confederations Cup. The study aims to analyze them in the light of mega-events in the city. A natural logic analysis of documents published between 2009 and 2013 by four particular types of news sites highlights how social representations reproduced: (1) the government strategy of urban branding and (2) the civil movements strategies to face urban transformations. At the theoretical and methodological levels, the study explores the research path of liquid journalism. The collected data were analyzed from a critical and theoretical viewpoint. The results made emerge social representations built around three main themes: the favelas, forced expulsions in Rio de Janeiro and the 2013 protests.

Keywords: mega-events, liquid journalism, urban branding, urban transformations, Brazil, uprising, natural logic.