HURDLES
MARGINALIZED PEOPLE MUST CROSS TO RAISE THEIR VOICES

Dr. Leonardo Custódio
Institute for Advanced Social Research (IASR)
University of Tampere
leonardo.custodio@uta.fi
www.leocustodio.com
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VOICE:

Processes of collective (self-)reflection and expression through which people raise issues to influence and change public debate.

Focusing on marginalized voices indicates a concern about “the conditions under which voice as a process is effective” or, in other words, a deep consideration to “the ‘landscape’ in which they speak and are, or are not, heard”.

CHALLENGES TO OVERCOME WHILE RAISING MARGINALIZED VOICES

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Principles of ‘Activist Research’ (Hale 2001)

- Understanding a sociopolitical problem
- Cooperation with people who suffer from the problem
- Joint/Collective elaboration of strategies against the problem
Topics:

q Approaches to ‘marginalized voices’;
q Favela Media Activism in Rio de Janeiro;
q Challenges and tactical actions to raise voices.
Approaches to ‘marginalized voices’
WHY VOICE MATTERS
CULTURE AND POLITICS AFTER NEOLIBERALISM
NICK GOULDRY
HOW TO MAKE ONES’ OWN MARGINALIZED VOICES MATTER?
HOW TO MAKE ONES’ OWN MARGINALIZED VOICES MATTER?

- Restricted access to mainstream media
- Hate speech
- Delegitimation of human rights discourses
- Widespread misinformation
- Restrictive sociability online
- Political engagement undermined by neoliberal imperatives
Favela Media Activism in Rio de Janeiro
Favela Media Activism:

the individual and collective actions of favela residents in, through and about media. These contesting actions derive from and/or lead to the enactment of citizenship among favela residents. By engaging in media activism inside, outside and across favelas, favela residents raise critical awareness among peers, generate public debates, and mobilize actions against or in reaction to material and symbolic consequences of social inequality in their everyday lives.
DIFFERENTIATED CITIZENSHIPS
(Holston, 2008; Souza, 2009; Isin & Nielsen, 2008)

Morro Santa Marta (2012)

- POST-SLAVERY/INTERNAL MIGRATION PROCESS
- WORKFORCE DEMAND/NO HOUSING POLICY
- RACISM AND CLASS PREJUDICE
- SECURITY OUTSIDE - CRIME/REPRESSION INSIDE
- LOW-INCOME LABOR (MUSCLE WORK, SERVICE)
Before the 1960s: urban spaces of poverty, dirty and disorder to be removed and prevented.

Since the 1960s: urban spaces of poverty, crime and violence to be removed, isolated or pacified.
Where favela media activism happens:

COMMUNITY MEDIA

MULTIMEDIA COLLECTIVES

O Cidadão

#OCUPAALEMÃO

Papo Rejo
Debates on favelas (online/offline): publics and counterpublics

- Main public sphere (predominantly corporate mainstream media)
- Favela media activism
- Progressive Non-favela counterpublics
- Reactionary/conservative counterpublics (ex. Military/neoliberal/racist groups)
Challenges
and tactical actions
to raise voices
Raising voices as a tactical process:

How to communicate?
With whom?
With what means?
On what platform?
For what purpose?
Favela media activism

citizens in favelas

citizens outside favelas

other media activist voices

mainstream media
Objectives: communication with peers, mobilization and action.

Challenges: citizen engagement undermined by class constraints and imperatives.

TACTICS

COMMUNITY MEDIA (e.g. radio, newspaper, magazine): easy language (images, music), relevance for residents (local memory, services), face-to-face conversation (direct distribution, interviews).

MULTIMEDIA COLLECTIVES (social media): participatory initiatives (online coverage of everyday life), anonymous denouncing (direct messaging, apps), protest coordination and streaming.

BOTH: acts of solidarity (e.g. donating actions), knowledge exchange (e.g. courses, workshops).
**Objectives:** denouncing state violence and neglect, presenting self-representation of favelas, mobilizing support.

**Challenges:** generalized suspicion and fear; unrecognized status as source of information.

**TACTICS**

- "The other side": texts, videos and photos Contesting narratives of everyday mainstream news coverage (especially on social media);

- Participation in external events (e.g. lectures, roundtables, demonstrations).
**Objectives:** expanding channels to raise voices through civil society; building networks of mutual support with other favelas;

**Challenges:** risk of being co-opted or censored (e.g. by NGO or civil society organization); reproduction of prejudice among “asphalt allies”; lack of money.

**TACTICS**

- Support of other favela activist initiatives;

- Refusal to contribute or participate events if not paid;

- Identifying and exploring online channels that publish full texts without restriction and – if possible – translate materials.
Objectives: expanding reach of message; influencing type of news coverage and representation; increasing ‘legitimacy’ of voice in and outside favelas.

Challenges: risk of being co-opted or censored; risk of being misrepresented and misquoted; risk of damaging reputation among activists;

TACTICS

- Direct communication with supportive journalists before and after the stories are out;
- Contestation of negative coverage and/or representation;
- Confluence with positive mainstream news;
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