

International Project Proposal

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Brazil is the largest country in South America, and the fifth-largest nation in the world. It has a current population of around 211,049,527. In the coming year it is predicted to increase at about 0.75%. The female to male ratio is 50.9% to 49.1%. “Brazil’s economic history can be largely characterized as a cycle of booms and busts.” (Chaves 2019) This could be due to the fact that the country was heavily dependent on agricultural products, those of which often fluctuate on the international market. Brazil is the world’s primary source of coffee, oranges, and cassava. They are also major producers of sugar, soy, and beef. However, since the mid-20th century, the country has begun to urbanize and invest in its mineral, industrial, and hydroelectric potential. Following the great depression of the 1930s, the government took ownership of some of the country’s largest corporations. “The government’s growing involvement in the industrial sector was criticized for promoting political and social objectives rather than economic ones and for its cumbersome and inefficient bureaucracy; however, some industries attributed their successes to government measures, which included direct investments, tax and other incentives, protective tariffs, and import restrictions.” (Chaves 2019)

As for Brazil's demographics, the vast majority of the population’s first language is Portuguese. Around two-thirds of the Brazilian people adhere to Roman Catholicism. At one point in time it was the official religion, however, that changed in 1889 with the Proclamation of the Republic. Once independence was declared, the link between church and state was loosened. The other one-third of the population is mostly Protestant. Brazil has a relatively young population; the median age has begun to

increase since the mid-20th century. Life expectancy has increased, while the rate of population growth has declined. This can be accredited to the modernization of the Brazilian society.

As for Brazil's media system, it has seen many changes throughout the years; usually in correlation with their government rulers. Historically, when they were under a dictatorship, media censorship was high. While when they were under democratic rule, their media system had a lot more freedom. Despite a law forbidding the interference of the government in the media, there are currently 32 federal deputies and 8 senators directly involved in media companies. This is disturbing news, however, it is not uncommon. Brazilian politicians have often been linked to media groups. If not directly, they have been known to hire a 3rd party that acts on their behalf. They use these outlets to promote their own interests. It has been said that because of this link between politicians and the media, Brazil is one of Latin America's most violent countries for journalists.

Taking all of this into consideration, it is clear why Brazil is not known for its internet freedom. Even though it has seen improvements in the past few years, it still remains constrained by criminal defamation laws, limits on content related to elections, and proposed violence against independent bloggers.

Brazil has the fourth largest number of internet users in the world, as of 2017. The country's internet penetration is around 70% with a user base just shy of 140 million. Of all internet users in the country, 87.7% of them are active on social media.

Recently, the Brazilian government has been increasingly developing the reach and connectivity of the internet throughout the country. Their broadband adoption has tripled in the last decade. Thanks to their developments which include submarine cables from the South Atlantic Cable Service, broadband has become more of a norm among harder to reach and poverty stricken areas. 10 million more Brazilians have access to the internet this year than in 2018. Nearly 61% of social media users access their accounts through mobile devices, which are usually prepaid phones. The most popular social media platforms with regards to user percentage are: YouTube (95%), Facebook (90%), WhatsApp (89%), Instagram (71%), and Twitter (43%).

The culture of Brazilian social media has a lot to do with their beliefs, language, sports and family and friends. Due to the country's official language being Portuguese— it has become the third most used language on Twitter. With Brazil's large Roman Catholic following, users have utilized social media like Facebook to create religious groups to reinforce their beliefs and create wider communities online. Several indigenous groups have even turned to social media to speak their minds and disapprovals on certain construction issues affecting Brazil's natural environments. Family and friends are among the most important values to Brazilians. The influence of family and friends is said to be higher and taken more seriously than that of any advertisement on social media. Due to poorer communities having access to broadband, there has been an evident positive influence on children in those regions. A growing movement has been started where children post street dance battles on YouTube, resulting in them staying out of trouble. Finally, the two most popular and

influential things that Brazilians post on social media is soccer and the Carnival of Brazil. After hosting the World Cup in 2014, and the Olympics in 2016, soccer and other sports have been a strong influence in increasing the effort and interest in investment for Brazil's digital online economy. The Carnival is a huge festival, which reaches users on social media all around the world. YouTube has even started to broadcast the festival across the globe in recent years.

Second to YouTube, Facebook is Brazil's most popular social media platform. Although, it hasn't always been that way. Google's Orkut was vastly popular in Brazil once it was translated into Portuguese. From 2005-2011 Orkut was the most popular platform, until Facebook came around and changed everything. In 2014, Orkut had run its course and was officially shut down. Brazil now has the third largest number of Facebook users in the world with nearly 130 million. India is number one with almost 270 million users while the United States is second with 190 million. Two of the top-three most popular Facebook pages in Brazil are soccer players— Neymar Jr. and Ronaldinho Gaúcho. Nearly 55% of Brazilians use Facebook to get their news, while 76% use it for any purpose. Facebook page posts in Brazil have an engagement rate of 4.22%, while the worldwide rate is 3.75%.

Brazil is home to the Amazon River Basin, the largest rainforest on Earth. The Amazon River Basin is home to thousands of known plant and animal species, and there are still countless species that have yet to be discovered. With this information alone it is easy to see the scope and the importance of environmental issues in Brazil.

Brazil's largest cash crops include soy and cocoa, which is also an important factor in the contribution of the environmental issues it involves.

According to the World Wildlife Fund (WWF), 90% of the Atlantic Forest ecosystem in southern Brazil has been wiped out due to the cocoa boom of the 1970s. In the summer of 2016, Michel Temer was elected president in Brazil. As president not only did he “cut funding for environmental monitoring and enforcement.” (Joseph J. Domask, Ph.D., 1998) ; but he also allowed for 9,884,215 acres to be used for “mining by private companies and the conversion of forest into crops for agro-business companies”. (Wikipedia, 2019)

Along with some political issues affecting the environmental aspects of Brazil, there were other factors that help shape the environment as well. The agricultural demands from foreign countries, specifically the United States have also taken a toll on the environment in Brazil. As we have seen recently the forest fires that occur are due to the fact that there are ongoing dry conditions. This, in turn, affects other aspects such as deforestation and the quality of life for the people there.

Brazil is considered to be the “Lungs of the World” because of all the oxygen that it produces, but early movements had to happen to bring forth such recognition. In 1992 The United Nations Conference on Environment and Development (UNCED) understood that economic development needed to happen alongside social progress “and protection of the environment, while also respecting every country’s right to develop”. (Joseph J. Domask, Ph.D., 1998). The “Rio-92” movement gave rise to The

Brazilian Forum of NGOs which in turn gave more national and international attention to the problems they were facing.

The United Nations Conference on Sustainable Development (Rio+20) came together in 2012 to further discuss sustainable options. At this conference, they discussed a “set of Sustainable Development Goals (SDGs)”, as well as some more guidelines and policies. “The Conference also took forward-looking decisions on a number of thematic areas, including energy, food security, oceans, and cities.” (2019)

An internet meme, also known simply as a meme, is an activity, concept, catchphrase, or piece of media that spreads, often as mimicry or for humorous purposes, from person to person, via the internet. A meme is usually presented as an image, gif, or video and is commonly related to pop culture and world events.

There are approximately 3 main categories of internet memes; Photoshops, stock character macros and photo fads. Within these categories a set of 3 key features can be seen, these being content, form, and stance. The content are the ideas being conveyed by the meme. The form relates to the physical dimensions of the meme and its format, or how it is being organized. Lastly, the stance of the meme is the claim it is making, whether that be political, environmental, comedic, etc.

Most of the currently popular Brazilian memes regarding the ecosystem have much to do with the current burning of the Amazon forest to produce more farmland. This topic has been one of heavy discussions with prominent figures, including Pope Francis, condemning the destruction of the rainforest for profit. The memes often reflect

the destruction of wildlife in a humorous way with the underlying message of criticism. One particular meme compares a normal giraffe to a “Brazilian” giraffe, the later of which is presented as a black charred painting of the animal.

Furthermore, the president of Brazil, Jair Bolsonaro, has been heavily criticized for his lack of acknowledgement of the current crisis. This reflects in the stream of memes making fun of his reaction to a speech by Greta Thunberg, a young climate activist, addressing the U.N.s Climate Action Summit. Many of them show him sitting next awkwardly next to Thunberg during a meal and even more memes have decorated pictures of Bolsonaro decorated in Jester costumes, insinuating his inadequacy to deal with the problem at hand.

Memes have become a 21st century cultural phenomenon. Memes can be found pretty much anywhere online and are used to tell jokes, spread awareness, and even communicate between friends. Memes can be relevant to local, regional, or global culture and issues. The influence of environmental issues in Brazil has produced memes of all genres: Political, comedic, satire, etc. Memes have evolved into a way of shedding light on a variety of subjects that can/will be seen and shared by the masses via various social media platforms. Memes have the ability to inform people and change their perceptions of topics ranging from widespread political issues to popular culture ideas. In Brazil, memes have been a way of expressing opinion and informing masses on issues with their local environment. With the Brazilian amazon rainforest burning and a conservative government not doing much about it, a variety of memes have been

created expressing opinions and issues with political leaders, jokes no how to survive the climate and fake photos of prospering forests released by the “INPE” (international institute for space research).

Political memes criticizing the government’s environmental action or lack there of have become overtly popular on Brazilian social media. Memes attacking both conservative and liberal parties leadership regarding the Amazon forest fires and turning a blind eye for agricultural gain. Memes comparing Brazilian leaders to President Trump and their similar lack in care of the environment have popularized as well. Political memes have been able to reach an audience who otherwise may not have been informed.

Comedic memes regarding the Brazilian environment have added a lighter tone to the situation. Comedic memes have the same serious environmental undertones but present the information in the form of a joke or cartoon. A few examples would be the “Brazilian giraffe” or the Brazilian tourist map of the elements that affect the environment in each region. Comedic memes tend to have a wider audience and get more shares across all social media platforms.

Artistic memes are created with the purpose of making a point through creativity. Artistic memes aren’t as widespread as your traditional memes and tend to be screen grabs of others posts or pictures of artists work that has gone viral and makes a statement. An example of an artistic meme would be an Instagram post by @hosanadelima that has gone viral. The meme is a picture of @hosanadelima wearing paint that depicts the

burning amazon rainforest across her chest and face. This post turned meme has gone on to inspire other memes such as the previously mentioned, “Brazilian giraffe” meme.

Redone or edited memes are memes that started off as one thing and have been taken by the public and turned into another. A meme that has been popularized in Brazil shows a girl sitting at a table of food on what looks to be a train. This picture has been taken and redone to show the girl eating with or being stared at by various political leaders. Redone memes are one of the most popular and the most versatile. They can consist of the same picture but fall under many different categories depending on the edit.

Emotional memes are meant to push a heavier message across and make you feel a little deeper than a comedic meme would. Emotional memes tend to have a dramatic tone to try and provoke thought on the subject. Artistic memes such as @hosanadelima post can often be placed in the emotional meme category.

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hosanadelima_ • Seguir
Brasil

hosanadelima_ O Brasil está em chamas 🔥 Luto por todos os animais que morreram queimados vivos 📢
 Edit*** Não estava preocupada qual animais pertenciam ou não, e sim com a mensagem, em impactar as pessoas para que algo possa ser feito através das redes sociais. Coque? eu não sei apenas fiz a minha parte... já quem criticou fez o que?
 Então se for criticar não comente, ou pode comentar para aumentar o engajamento da publicação 📢
 Mais amor para todos vocês e para o mundo 📢

Curtido por eli_geriamas e outras 11.003 pessoas
HÁ 5 DIAS



Amazônia pegando fogo

Filme LGBT



Billionaires when Notre Dame is burning



Billionaires when the Amazon rainforest has been on fire for three weeks







PELO MENOS TIRAMOS O COLLOR DO

GOVERNO!!!