



# Race in Brazilian Political Campaigns

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## How Brazilian politicians speak of gender in HGPE?

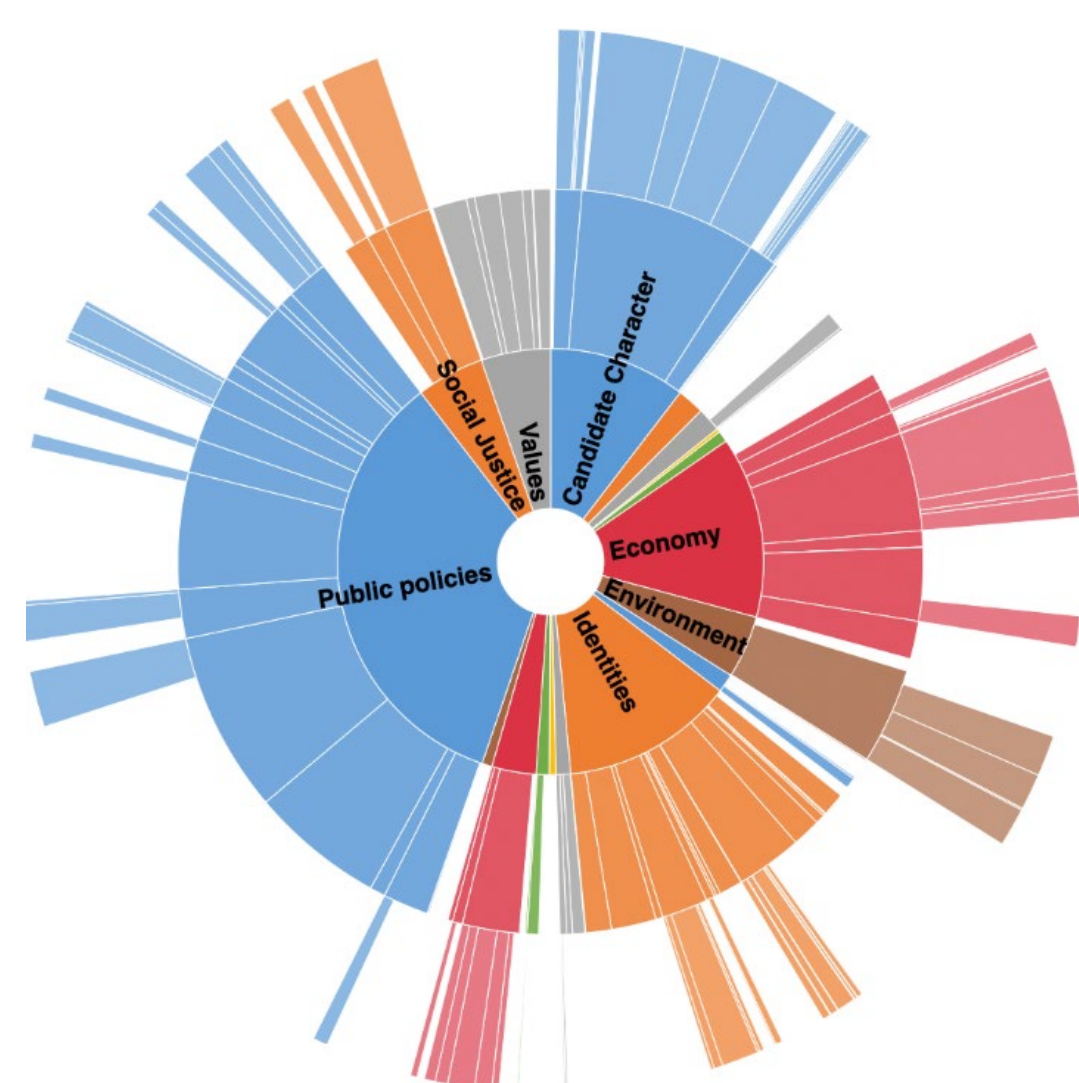


HGPE: is a free designated time where all TV and radio channels exhibit the campaigns of the candidates for an upcoming election

- For this project we worked with all campaigns for the 2nd round of presidential elections from 1989-2022

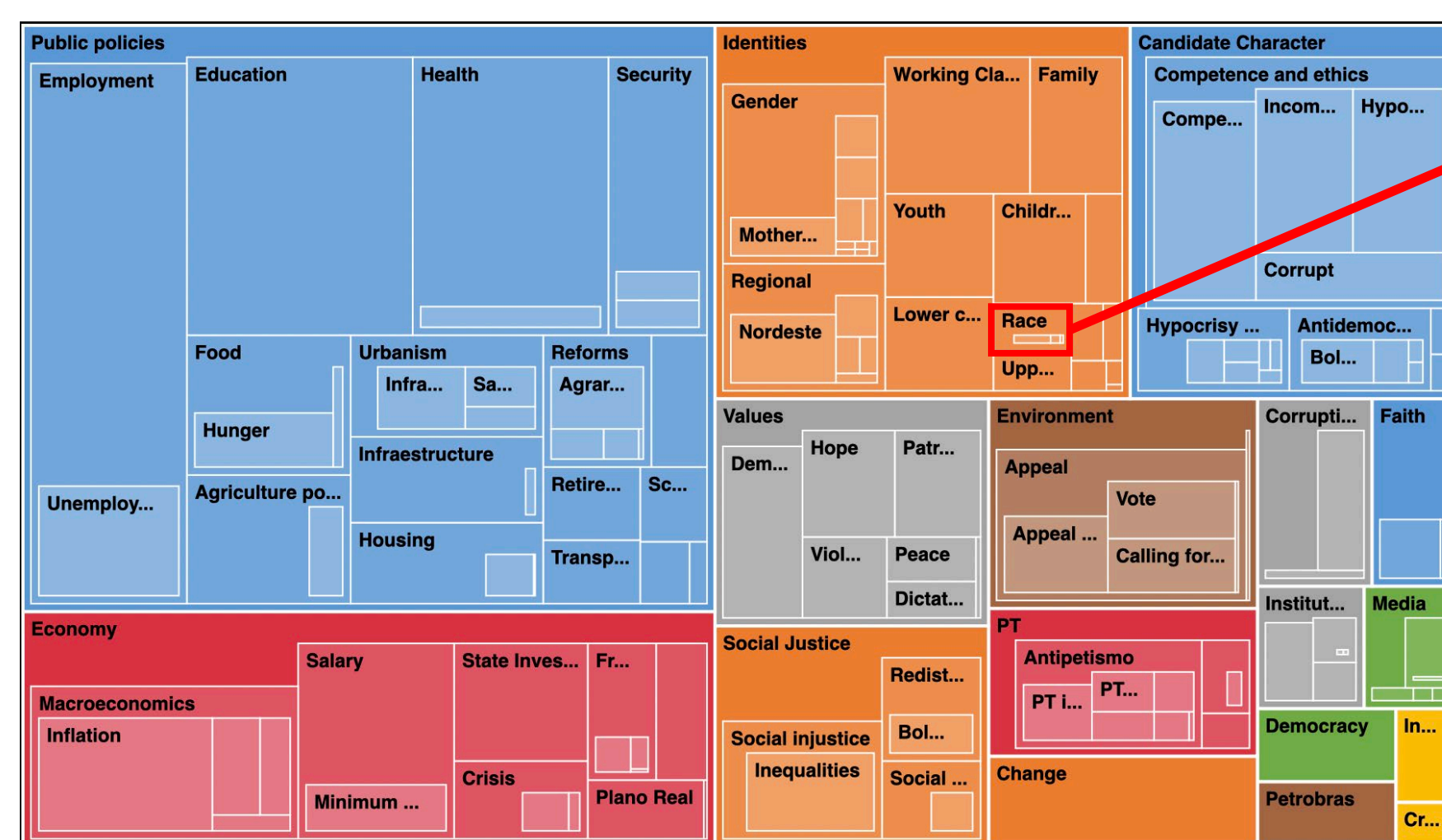
### Method:

After we transcribed all the campaigns, we used NVivo to tag main themes and specific topics mentioned.



- Within identities tag, we created a race tag to mark any mention of race

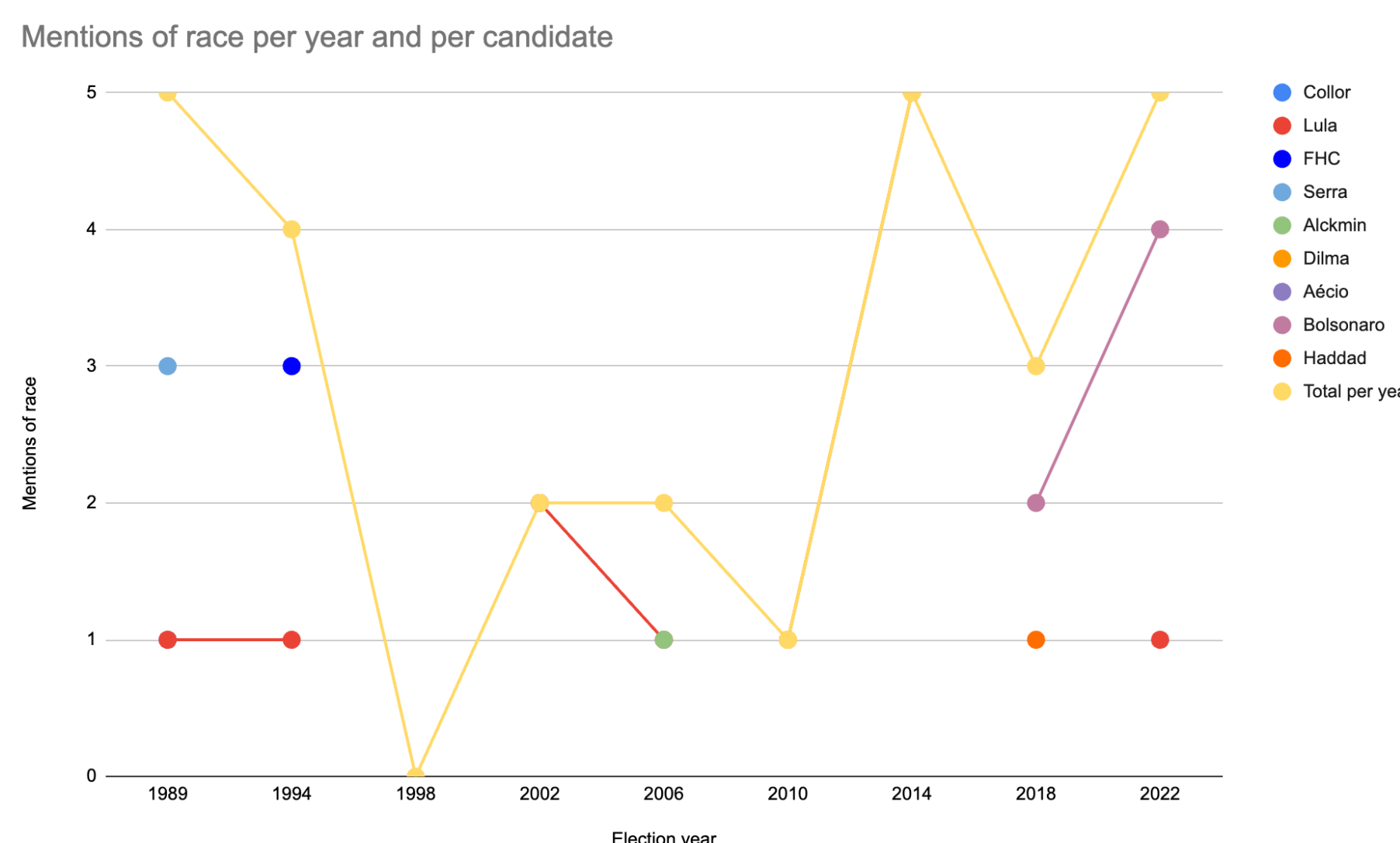
## How much is race being discussed?



Only **0.36%** of all coded references

- Politicians rarely discuss race in HGPE

## Is there a difference over time? Among candidates/parties?



- Increasing since 1998
- No strong difference between parties, generally rare topic for all

## What are the most common themes?



Pie chart of all codes within race subcode

### Discussion:

Why is race being discussed so little?

- Lack of united racial identity and solidarity (Marx, 1998)
  - Incentivized by state policy's focus of color and multiple categories
  - Pact of silence- focus of class rather than race

### Acknowledgments:

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