

Communication and Gender as research area: characteristics and development of studies using a bibliometric analysis

DOI: <https://doi.org/10.1590/1809-58442021305>

Camilla Quesada Tavares¹

<http://orcid.org/0000-0001-5490-6850>

Michele Goulart Massuchin²

<http://orcid.org/0000-0001-7918-4487>

Nayara Nascimento de Sousa¹

<https://orcid.org/0000-0002-9721-1685>

Gabriela Almeida Silva¹

<https://orcid.org/0000-0003-2066-4499>

¹(Universidade Federal do Maranhão, Centro de Ciências Sociais, Saúde e Tecnologia, Programa de Pós-Graduação em Comunicação. Imperatriz – MA, Brasil).

²(Universidade Federal do Paraná, Setor de Comunicação, Artes e Design, Programa de Pós-Graduação em Comunicação. Curitiba – PR, Brasil).

Abstract

This article aims to discuss the overview of characteristics and development of communication research that interface with gender analysis. The research is based on the analysis of articles published in 70 Brazilian scientific journals classified as A1, A2, B1 and B2 in the area of Communication and Information. The analysis presented is based on aspects related about three points: predominant areas, methods and techniques employed, and processes prioritized in empirical observations. The corpus of this article is formed by 633 articles about Communication and Gender found until 2019. The dates are presented from the quantitative method, and the analysis of the articles was made from the systematic observation of the publications, following the bibliometric technique. Among the results, we highlight the qualitative research and the sub-areas of journalism and audiovisual.

Keywords: Communication. Gender. Scientific Production. Bibliometrics. Articles.

Introduction

Despite not being recent, the discussion on the gender issue, intertwined with the area of Communication, has gained emphasis in the last two decades, particularly thanks to the expansion of the gender category in analyses, in the increase in research and spaces to enable their development, both in communication departments and related areas, and in graduate programs. In this sense, this article proposes an investigation on the panorama of the characteristics and the development of research in Communication that establish an interface with Gender analysis.

The purpose is to understand gaps, advances and issues that deserve further attention in later studies. This type of study becomes important when understanding the need to discover existing gaps and to find strategies to close them (ESCOSTEGUY, 2018). In order to make the research feasible and understand the centrality of publications in articles, which have the greatest potential for disseminating results, the focus of cataloging is on Communication journals and related areas, as “there is no program, or referential line of research that exclusively addresses this subject in Communication” (CORUJA, 2018, p. 153).

The research is thus based on the analysis of articles published in 70 Brazilian journals classified as A1, A2, B1 and B2 in the area of Communication and Information of the Office of the Coordinator for the Improvement of Higher Education Personnel (Capes). After checking all editions of the selected journals, 633 papers were found that establishment a connection between Communication and Gender and which make up the corpus of this research. The data are presented using the quantitative method, and the analysis of the articles was conducted according to systematic observation, following the bibliometric technique.

We have mentioned that the selection considers the gender perspective in a broad way. Therefore, the articles discuss everything from feminism and post-feminism, to the queer perspective, masculinities, transsexuality, and homosexuality, among other issues. Although this study does not observe the different gender categories prioritized in research and how they advance longitudinally, Escosteguy (2018) shows that the last decade has been marked by an expansion of the focus of study.

The analysis presented is based on aspects related to three axes, which are developed in the empirical part of the article: a) predominant areas; b) methods and research techniques employed; and c) processes prioritized in the empirical observations. Before the presentation of the data, a discussion is then presented on the constitution of the sub-area of Communication and Gender studies, based on other mappings already carried out in the area.

Communication and Gender as a research area: history and development in Brazil

To talk about the trajectory of gender studies, it is important to understand that research with this focus was born in the midst of feminist movements, from the formation of

study groups and reflections in the 1970s, being then intensified in the 1980s, with academic feminism (PINTO, 2003; MATOS, 2008; TOMAZETTI, 2019). Initially, groups formed by women were created, and subsequently, feminist and gender research in the academy developed, enabling the development of theories that can be applied in several areas, including Communication (SCOFIELD, 2008).

The criticism of the use of the term “woman” became more emphatic in the 1970s, as women who were not part of the hegemonic circle (composed of white, middle class, heterosexual intellectuals) ended up being made invisible, as black, poor, lesbian, trans, and indigenous women. Thus, the category “women” was then adopted in order to respect the multiple differences that existed in the differences (PEDRO, 2005). It was in the 1980s that the use of the term “gender” became consensual in feminist theories and movements. With the transformations in the conceptual understanding of gender, research has also followed this debate, initially considered the duality of women and men, and then moved on to problematize between women-women and men-men, until reaching other issues, such as LGBT individuals (PEDRO, 2005; MATOS, 2008).

Zirbel (2007) notes that the first gender studies in the academy generated questions about the legitimacy of the research, as part of the scientific community criticized its alleged lack of objectivity. The works that addressed women were seen as deviating from scientific methods, as they broke a heteronormativity, in which only the masculinist perspective was accepted. Thus, “the traditional idea of science excluded from it engagement with the object of research or some type of political positioning, making feminism incompatible with scientific activity” (ZIRBEL, 2007, p. 99).

Scott’s (1995) work is crucial for the foundation of interdisciplinary research that uses gender as a category for analysis. According to the author, gender is understood as two interconnected parts: “a constitutive element of social relations based on the perceived differences between the sexes and (...) a primary way of giving meaning to power relations” (SCOTT, 1995, p. 86). Thus, the gender category emerged with the objective of distinguishing and separating sex – in the biological sense – from gender – in the historical, social, and political dimension of relationships (MATOS, 2008). Nevertheless, the notion that sex is also related to the social construct has been gaining ground in the 1990s, especially with Butler’s (2003) contributions.

In more recent studies, Matos (2008) argued that gender can no longer be seen only as an analytical tool, but rather as an epistemological field of the sciences, building a properly feminist theory. The author criticizes gender as a category of analysis, considering that most studies are concerned with addressing the binary form to discuss the logic of differences – men and women, male and female, homosexual and heterosexual.

In the area of Communication in Brazil, gender research follows the same line of development. Tomazetti (2019, p. 163-164) identifies that they were born from the discussion about the female condition in the 1970s, claiming, however, that this does not necessarily refer to a production on gender studies. This is because, according to the author, “thematizing

does not mean reflecting this problem.” Between 1980 and 2010, there was an increase in Master’s and doctoral research in the area, which incorporated gender theories and concepts in the works.

Nevertheless, despite gaining space since 2010, gender studies still represent a minority in the area of Communication (ALMEIDA, 2018; CORUJA, 2018; TOMAZETTI, 2019). According to the mapping carried out by Tomazetti (2019), between 1972 and 2015, just over 13,200 Master’s and doctoral papers were produced in the area. Of these, only 316 had some interface with the gender perspective.

By the first decade of the 2000s, Escosteguy and Messa (2008) had already identified the predominance of feminine and feminist studies among those who made an intersection between Communication and Gender, something also observed by Almeida (2018), Coruja (2018) and Tomazetti (2019). Coruja (2018) sought to understand how they were problematizing the topic within the Communication and found that there are disparities related to the regions of publication, with the Brazil’s Southeast region being the one that publishes the most. Another finding is that women lead when it comes to research focused on feminism, making up 90% of the contingent. Through a more in-depth study of the theses and dissertations produced, the author also indicates that there are difficulties in problematizing the concepts (CORUJA, 2018).

Sarmiento (2013, 2018) works with the representation of feminism in the media, in an interface with the Internet and politics, and conducts a theoretical review to verify how feminist movements are visible in the traditional media in different Western temporal and geographic frameworks (SARMENTO, 2018). The author observes that the studies seek to understand female representation in media outlets. Nevertheless, female activism still faces conundrums: normally, the woman is portrayed in the scope of femininity as in the case of coverage of candidates; there is a demonization of feminists as a form of representation, and criticism of post-feminism; and feminism in the media suffers from the so-called “attention cycle,” i.e., it is relevant for a while and then falls by the wayside (SARMENTO, 2018).

Although research on feminism stands out in the sub-area, there has been a timid growth in studies aimed at LGBT and/or queer issues, as well as masculinities. “The gender formulations of these studies promote a rupture from the boundaries of heterosexuality, revealing the potential of gender beyond the male-female binarism” (TOMAZETTI, 2019, p. 171). Tomazetti (2019) argues that, between 2001 and 2009, the first studies were carried out that actually problematized gender, communication, and sexuality, anchored in the concepts of representation and identity. Research on transsexuality only appeared as from 2013 on in theses and dissertations (TOMAZETTI, 2019). Finally, there are studies on masculinities, “concerned with reflecting on the changing conditions of ideals of masculinities whose parameters respond to the legitimation and historical conformation of patriarchy” (TOMAZETTI, 2019, p. 47).

The constitution of the field and identification of the main studies and gaps in the area can only be verified through bibliometric and mapping research, as we also propose with this

paper. The systematic investigation of the production serves to carry out micro and macro analyses, which are dedicated to understanding the development of a more specific field of science and/or situating production, comparing a given country with what is published in the global context (MACIAS-CHAPULA, 1998, OLIVEIRA, 2019). This research, in particular, falls into the first type, as we will see below.

Methodological procedures

For the development of this study, a mapping of the articles published in the journals of categories A1, A2, B1 and B2 in the area of Communication and Information, classified by the Office of the Coordinator for the Improvement of Higher Education Personnel (Capes) and published in Brazil, was carried out. Because not all journals dialogue with the Communication and Gender sub-area, those on librarianship and museology were excluded from the analysis, particularly by observing the scope. Thus, there are in all 70 journals that make up the corpus of this work. It should be noted that most have half-yearly and four-monthly publications, the choice of which is due to the recognition of such strata, being mainly the focus of Graduate Programs, which allows an X-ray of that area of study.

To catalogue the articles, a thorough analysis of each edition of the referred journals was carried out, considering all publications available in the online collections during the collection period¹, carried out between 2018 and 2019. To select the studies that integrate this research, the criterion used was whether they contained the following keywords in titles, abstracts, and/or keywords: gender, sexuality, feminine, feminism, masculinities, and terms that compose the acronym LGBT+, as well as the acronym itself and its derivatives, associated with journalism, communication, and/or media. In some cases, related terms were added due to the reading of the abstract, which allowed the inclusion of the text in the research corpus. This survey, carried out between August 2018 and June 2019, resulted in a catalogue of 633 published articles. It is important to mention that the gender category was considered in the broad sense, so that the database constitutes the works that approached the perspective of the feminine, masculine, homosexuality, LGBTs, queer perspective, and intersectionality, among other issues.

The articles were categorized by the Research Group on Communication, Politics and Society (COPS), with the aid of five undergraduate and graduate students². All of them underwent training for the data coding stage³. To collect the information from the works, a code book with 35 variables was created, and this article analyzes some that contemplate

1 In this sense, a specific timeframe of journal editions was not considered when cataloging of the articles, but rather, all publications available in the online archives until the last edition of 2018. Thus, there are older journals, which may present editions since the 1990s, for example, as well as others published more recently.

2 The authors would like to thank the member students of the group for the collective work carried out to compose the database on the academic production of the area.

3 The reliability index between the coders resulted in more than 80% correct answers for all variables included in the article.

three axes of discussion: predominant areas, methods and techniques employed, and processes prioritized in the empirical observations.

In order to discuss the predominant areas, the thematic sub-areas to which the articles within the field of Communication belong and the objects investigated, in the case of empirical research, are analyzed. Regarding the axis named as methods and techniques employed, there are four variables to be observed: nature of the research (whether theoretical or empirical); research methods (quantitative, qualitative, bibliographic or mixed) and methodological approaches (among the main ones listed in the Communication adding to the category “others”). The last axis seeks to analyze the communication processes prioritized in the empirical observations based on the focus of the work.

The procedures mentioned refer to a quantitative research, which aims to identify patterns (CERVI, 2009) in scientific production, based on the assumptions of the content analysis technique (KRIPPENDORFF, 1990; BAUER, 2002), but verifying the scientific production, which fits this article in bibliometric studies. Among the different ways of collecting data from reviews and mappings, we opted for the use of bibliometrics as a strategy for systematizing information (DACOMBE, 2018), which, despite being part of a sub-area of information science, has an interdisciplinary character and can be applied to other areas (MEDEIROS; VITORIANO, 2015). It should be noted that the data are exposed in an aggregated and longitudinal manner, which enables the observation of characteristics, as well as their evolution over time⁴.

What we researched: predominant sub-areas in research

The first data presented refer to the different sub-areas of Communication and show an imbalance in the development of papers involving gender relations. Five subgroups were considered – Journalism; Film, Image and Audiovisualities; Media Studies; Advertising and Marketing; and Public Relations and Organizational Communication – added to a larger group referred to solely as Communication, especially for theoretical reflection or studies that grouped more than one of the other categories. Table 1 indicates that Journalism (29.4%) is the area that adds more studies on Gender, followed by Film, Image and Audiovisualities (28.3%). Conversely, few papers discuss Gender associated with Public Relations and Organizational Communication (0.9%) and Advertising and Advertising (7.7%).

⁴ It should be noted that the research always considered the online archive made available by the journals.

Table 1 – Research sub-area

Subarea	Quantity	Percentage
Journalism	186	29.4
Film, Image and Audiovisualities	179	28.3
Communication	136	21.5
Media Studies	77	12.2
Advertising and Marketing	49	7.7
Public Relations and Organizational Comms	6	0.9
Total	633	100

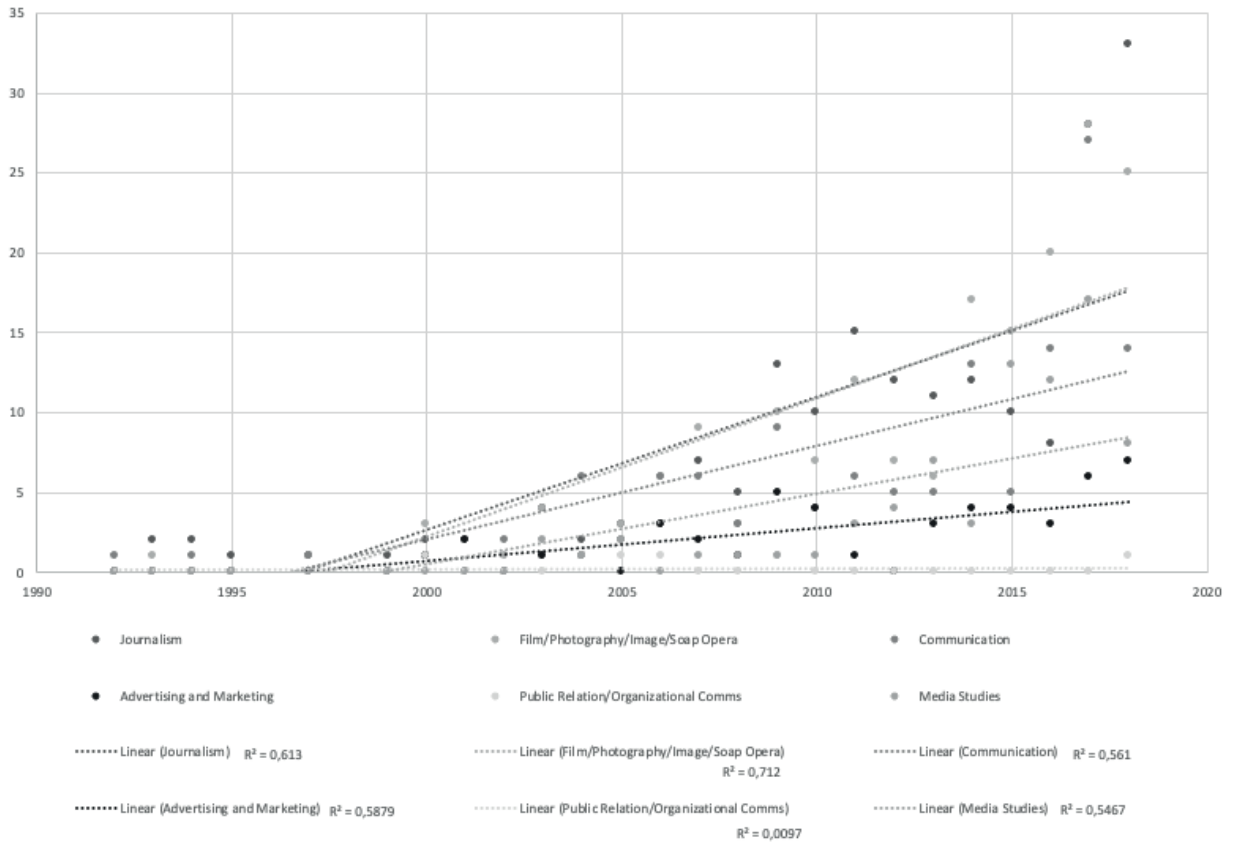
Source: authors' own work (2020).

The highly notable imbalance allows us to understand gaps in which it is possible to think of an analysis based on the Gender categories. It is known that organizations have strived to discuss inclusion and diversity, investing both in advertising materials and in more equitable relationship processes. In this context, Andrade & Sobreira (2013) note that the area of public relations is built mostly by women, but these occupations are of a technical nature, which has been little studied in the Brazilian context and which can open provide a broad range for research.

Conversely, the advancement in the area of Film and Audiovisualities stands out, with a focus and attention to soap operas, which may be the result of gender discussions previously associated with Cultural Studies (RONSINI; SILVA, 2011). Similarly, in the case of Journalism, the growth is also a reflection of the concerns of the gender representation process due to its direct link with the formation of public opinion. Additionally, the feminization of newsrooms (ROCHA; WOITOWICZ, 2017), which took place in the 1970s, is also a likely factor to reinforce research in the area.

Despite these quantitative distinctions in the distribution of gender studies within the sub-areas, it is important to highlight the increase in publications over time, particularly between 2010 and 2018, the latter being included in the temporal series. Despite progress, with a shift from 1 publication cataloged in 1992 to 88 in 2018, there are also differences in the growth of interest in the relationship within each sub-area. It is important to highlight, as relevant factors for the expansion of the studies, the emergence of research groups, lines of research in graduate programs, and the maintenance of publications aimed at discussing gender relations, as well as the publication of dossiers in journals. Graph 1, below, shows the longitudinal distribution, separated by the research sub-areas, while the coefficient of determination (r^2) shows how much time explains the growth of publications differently for the areas selected in the research.

Graph 1 – Temporal distribution of the development of the areas (N=628)



Source: Authors' own work (2020).

Among the sub-areas, the one that presented the greatest development was that of Film, Image and Audiovisualities, with the percentage of variation explained by the time factor being 71% ($r^2=0.71$). Journalism is very close to this ($r^2=0.61$). It is important to note that Advertising and Marketing, despite being among the areas with fewer papers intersected with Gender, was among the ones that grew the most ($r^2=0.58$), especially since 2009. In media studies – a category into which new studied products are inserted, such as video clips and comic books – there is a major increase, albeit centered on the years after 2015. The only area that has not grown, maintain similar works over several years, is Public Relations and Organizational Communication, in which they are the most evident gaps, given the little attention to studies that consider gender aspects relating to the respective areas, at least with regard to publications in the researched journals.

Another variable observed is the object of analysis in empirical research. In this case, there are 572 articles of an empirical nature and 61 theoretical works. The data, as shown in Table 2, also show an imbalance in the objects of greatest interest in the

research, with priority given to print newspapers and magazines (25.8%) and film, series, documentaries and theatre (16.1%). This preference is evidently related to the sub-areas that appeared the most above. Nevertheless, even within those sub-areas, some objects receive less attention, as is the case with alternative media, news, and radio news. In turn, research with news sites (4.6%) stands out, although they are much more distant from print newspapers and magazines.

Table 2 – Type of empirical object predominant in the research

Object	Quantity	Percentage
Print journalism/magazine	163	25.8
Film/series/documentaries/theatre	102	16.1
Advertisement/Marketing campaign	47	7.4
Social media (FB, Twitter, Instagram)	43	6.8
Cyber journalism (news websites)	29	4.6
Audience	27	4.3
Photography	25	3.9
Soap opera	21	3.3
Entertainment/games	19	3
Books or literature	17	2.7
Internet (when the space is not defined)	15	2.4
Area professionals	14	2.2
News show	12	1.9
Blogs	12	1.9
YouTube, video clips, music	12	1.9
Radio news	6	0.9
Alternative media spaces	3	0.5
Others	3	0.5
Institutional outlets	2	0.3
Total	572	90.4
No empirical Object	61	9.6
	633	100

Source: Authors' own work (2020).

Corroborating the findings of Sarmiento (2018), the Internet and social media appear with some significance (2.4% and 6.8%, respectively), which demonstrates an increase in the analysis of communication and gender practices, such as digital activism. It is important to note that 7.4% of the papers have advertising campaigns as research objects, while

institutional outlets comprised the least present category, with the possibility of being an axis to be studied with more emphasis. Another highly relevant issue to note is the adherence of the intersection between entertainment and gender studies, as soap operas, music, YouTube and entertainment in general (live studio shows, games, etc.) appear in 3.3%, 1.9% and 3%, respectively, of the articles analyzed.

Two other points are still significant. Audience-focused research, particularly given the approach of Cultural Studies and adherence to gender studies (ESCOSTEGUY; MESSA, 2008), stood out in 27 papers, which corroborates the data presented by Tomazzeti & Coruja (2017). We emphasize that, although studies on audience present their own theoretical-methodological approaches, it was considered here that the focus of the studies was the audience (listeners, viewers, followers, etc.), as opposed to the producers who are behind the media content, for example. In turn, attention is drawn to the little reflection made based on gender studies to observe content producers, whether on the news or in audiovisual products, and the reflexes of relationships in the work environment can translate into media productions marred by stereotypes and invisibilities (BIROLI, 2010).

How we observed: predominant methods and techniques

This topic discusses how the research is carried out, as well as the methodological strategies based on which the objects listed above are observed. Thus, Table 3 concerns the nature of the research carried out, whether theoretical or empirical. The data show that there is a predominance of empirical research (90%) over theoretical research (10%), which is in line with other studies already carried out that indicate a similar scenario (DOW; CONDIT, 2005).

Table 3 – Nature of the research developed

Research Type	Quantity	Percentage
Theoretical	61	10%
Empirical	572	90%
Total	633	100

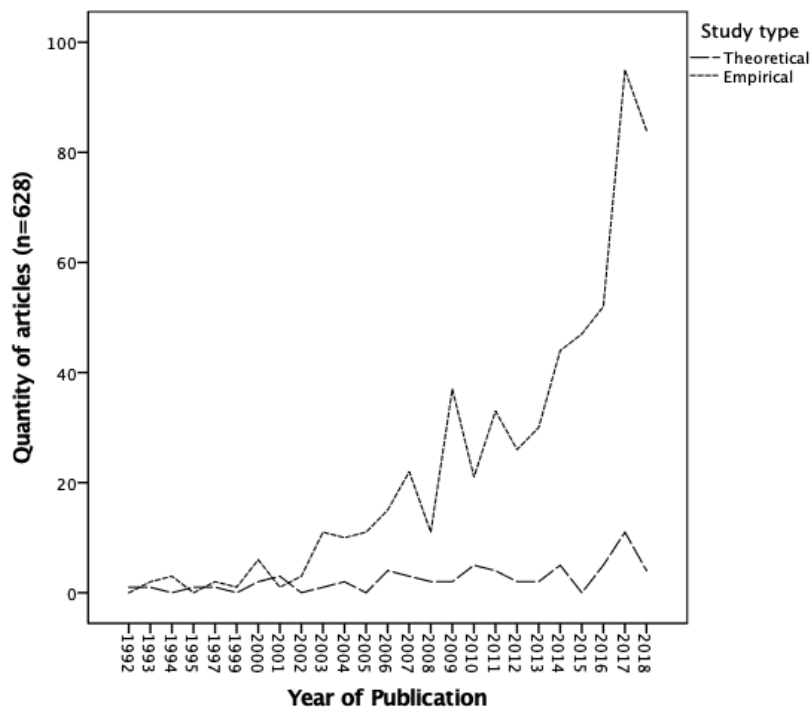
Source: Authors' own work (2020).

While, on the one hand, empirical research points to the advancement of the area, the theoretical research reveals the production of new theories, which is also relevant to avoid stagnation, as the absence of theoretical reflections may demonstrate difficulty in the development of new theories (DOW; CONDIT, 2005). In this sense, despite the difficulty of studies in presenting innovation from a theoretical standpoint, a greater connection between research and social reality is perceived, as theoretical discussions are checked with the observation of production, content or reception, in case of the

interface with the Communication. It is also worth mentioning that empirical research presents theoretical reflections, which support the investigation and provide elements for the analysis of the results found, which may also contribute to the prospecting of new theoretical approaches.

Complementarily, Graph 2 presents the longitudinal distribution of the research, showing that empirical research was in fact responsible for the advancement of studies on Communication and Gender. The chart also reinforces that this growth has occurred especially since 2002, although there have been later oscillations.

Graph 2 – Temporal distribution of theoretical and empirical studies



Source: Authors' own work (2020).

Despite the slight increase in theoretical research publications at certain points, particularly in years such as 2010, 2016, 2017, and 2018, there are few changes compared to empirical research. It is important to mention, before concluding this discussion, that many journals tend to accept more empirical studies, which can be reflected in the results, as the scope of analysis of this study focuses solely on journal articles. Regardless, in accordance with the proposition of Dow & Condit (2005), a balance would be ideal for the areas, demonstrating that empirical research generates, in addition to specific results, a set of questions that allows the conception of new theories.

In addition to the type of research, the method used was observed, based on the division between quantitative and qualitative approaches, as well as the bibliography for cases of theoretical studies. With the advancement of research and the proposition of methodological triangulation (FIGARO, 2014), a fourth category was also added to account for papers that demonstrate a quantitative/qualitative bias. In general, as seen in Table 4, research is mostly based on the qualitative method (79%) in the area of Communication and Gender, followed by bibliography – in which theoretical studies were included. The quantitative method was the one that appeared the least, representing only 3.9% of the papers. The multiple approach, with techniques belonging to either quantitative or qualitative, totaled 7.4%.

Table 4 – Type of research method used

Method	Quantity	Percentage
Qualitative	500	79
Bibliographic	61	9.6
Quanti/Quali	47	7.4
Quantitative	25	3.9
Total	633	100

Source: Authors' own work (2020).

It should be noted that neither method has a priority over the other with regard to value judgments (CERVI, 2009). Nevertheless, while it is important to have a detailed, in-depth observation of the objects – whether they are producers, recipients, or the contents themselves – which would provide a thorough analysis of the cases from the qualitative study, it is also important to have observations that allow for some kind of generalization of the results, which would be the responsibility of the quantitative methodology.

Another characteristic analyzed in the articles included in the corpus of this mapping concerns the approaches/techniques used to reach the objects of empirical research. Theoretical papers or those based on area mapping⁵ were classified as “not applicable.” The main technique used was content analysis in 46.6% of publications, followed by discourse analysis (18.3%). Such data already lead to a focus on the analysis of products and content, whether they are journalistic or entertainment-based, which will be discussed later in this article. Only afterwards, as the third most used technique, do interviews appear, with 5.1%.

It is noteworthy that 9.8% of the papers present other research approaches, which differ from those commonly mentioned in the methodology books in Communication, thereby demonstrating, in a way, an attempt to seek new ways of looking at different

⁵ It is noteworthy that some papers presented more than one research technique. In this case, the main technique mentioned in the article or the one that took up the most space in the presentation of the empirical part was considered. It should be noted, however, that more than one technique only appeared in 21% of the articles.

objects in the area. Examples include image analysis based on montage theory and textual analysis by argumentation theory, among others. Conversely, there is a negligible use of some techniques/approaches, which may be related to the low presence of certain objects – such as producers and audiences. This is the case with ethnography, participant observation, surveys, focus groups, and oral history.

Table 5 – Approaches/techniques used in the articles

Research Technique	Frequency	Percentage
Content analysis	295	46.6
Discourse analysis	116	18.3
Other	62	9.8
Interview	32	5.1
Semiotics	16	2.5
Case study	14	2.2
Ethnography	14	2.2
Participant/research observation	10	1.6
Discussion group	4	0.6
Questionnaire/survey	3	0.5
Focus group	3	0.5
Network analysis	2	0.3
Oral history	1	0.2
Does not apply	61	9.6
Total	633	100

Source: Authors' own work (2020).

Regarding to the scarce presence of the use of some of the aforementioned techniques, it is important to mention the difficulties in fieldwork, i.e., reaching the object, whether it is composed of producers or receivers⁶. Conversely, unlike the already consolidated research techniques that appear scantily, network analysis, more recently used in the area, has already appeared in two articles on Communication and Gender. As the choice of techniques and methods is in line with the research objectives, this results in the observation and prioritization of some stages of the communicational process over others, as shown in the following topic.

⁶ It is mentioned that the cataloging considered the approach/technique mentioned by the author, not including an analysis of the execution and development of each technique and not verifying, for example, the continuation of the research protocols and whether they were adequate or otherwise.

What aspects we prioritized: processes in empirical observations

In the last part of the discussion of the data, we sought to verify how some types of analysis become more common, particularly due to the research techniques that have already shown to be predominant. In general, this topic presents the most qualitative characteristics of the cataloged articles, considering what was prioritized by the authors in terms of analysis. To do this, the stage of the communication process was observed, i.e., whether the focus was on production, content, or reception.

The data on Table 6 show that there is a priority for research designs due to the focus on the content published in a wide variety of media, from journalistic to film-related (71.1%). Next, there is a preference for reception or public behavior, which appears in 13% of articles. In this case, the works analyze how gender issues interfere in the way the audience consumes and interprets the contents.

Table 6 – Stage of the communication process prioritized in the research

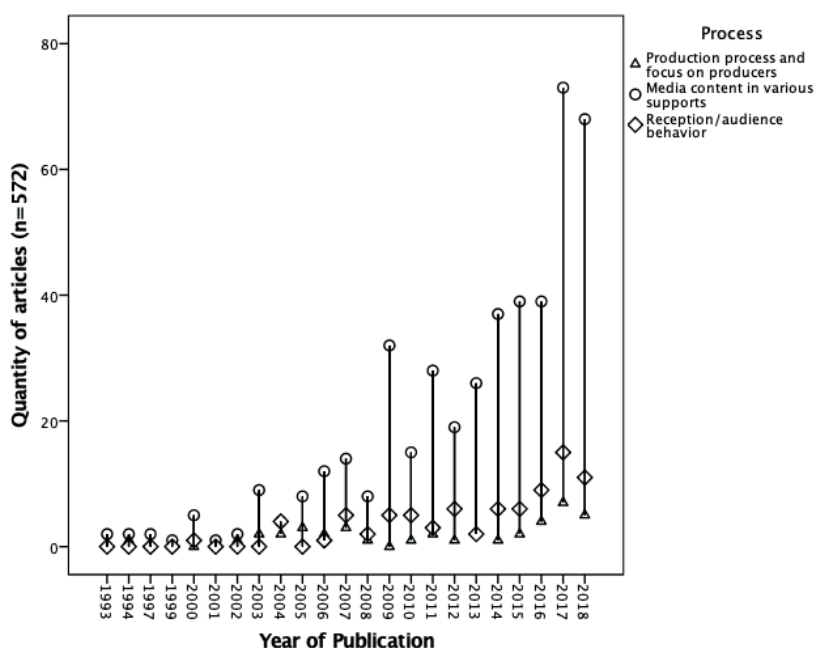
Communication Process Stage	Frequency	Percentage
Production process	40	6,3
Media content in supports	450	71,1
Reception/audience behavior	82	13
Does not apply	61	9,6
Total	633	100

Source: Authors' own work (2020).

What has least gained focus in research, presenting themselves as a gap yet to be developed, are the papers that observe the production process and how gender can be a variable that interferes in the way they work, relate, and build communicational products⁷. This type of research appears in only 6.3% of publications. Another relevant data is obtained by the temporal series, which again presents a turning point in research, dating from the beginning of the twentieth century, as seen in Graph 3.

⁷ The cases of theoretical articles were disregarded in the distribution, as the focus was on empirical papers and the way they related to social reality.

Graph 3 – Time distribution of prioritized processes



Source: Authors' own work (2020).

Graph 3 allows us to identify that despite the advancement of research in the twenty-first century, what appeared, in fact, were papers focusing on content, which represents a large portion of the growth in research in the area. The gap in the papers that observe the ends of the process – production and reception – only began to be addressed from 2010, but with a more considerable growth from 2016, especially for research that looks at reception. Research on the production process included studies that gained prominence later in articles published in Brazilian journals, with greater density also since 2015, but essentially nonexistent as of the 1990s. Thus, after all the issues identified in communication products, it is necessary to understand – in essence – what lies behind production.

Final remarks

The mapping presented in this paper provides an overview of existing research on Communication and Gender in Brazil, based on qualified publications in the area. Considering the data presented, we have identified major advances longitudinally, particularly from 2010 onwards. The main areas of Communication in which gender studies have been addressed are Journalism and Film and Audiovisual, while in Advertising and Marketing, they are still incipient and may gain more prominence in future work.

Print newspapers, magazines and audiovisualities are the most widely studied objects. Others, such as Communication professionals, soap operas, news shows, radio news shows, blogs and audiences were little explored from a gender perspective. Research that observes comic books and video clips have emerged since 2015, but, in general, there are many gaps yet to be filled regarding the analyzed objects. With respect to methodological resources, the vast majority of published papers have an empirical and qualitative approach, with content analysis as the main technique adopted, followed by discourse analysis.

Among the processes emphasized in the research, media content is prioritized. Conversely, there are scant studies on the production process addressing the gender perspective. This means that academic production on Communication and Gender in Brazil is focused on Journalism and Film, with an analysis of the content of print newspapers or audiovisual production. There are few reception studies – which began to be published in 2010 – and in the scope of production, as well as research using the quantitative or mixed method. That is, there are several paths yet to be explored, such as understanding how gender can be a variable that interferes in the way in which professionals in the field work, particularly regarding public relations, advertising, and institutional communicators; or understanding the processes and internal relations of the media, in addition to explaining why the communication content is as it is.

We also highlight additional issues that need reflection, but which were not part of this article. The text, for example, does not address the different categories of gender, in order to understand the multiplicity of studies and the expansion of the concept itself. Similarly, the theoretical perspective addressed in the publications was not approached, which may bring complexity to the discussion, as it provides an understanding as to what extent the genre is placed from the theoretical standpoint, demonstrating in fact an intersection among the areas, or if it is only one specific variable brought to the methodological design, without real problematization of the results presented.

Although there are gaps – either in this text or in the area itself – which reinforces the need to continue working on this intersection between communicational phenomena and processes and gender relations, it is paramount to note the relevance of the multiplicity of research, as it is through this wide range of subjects, with new questions, objects, methods and processes, that the development of the area can be possible. Finally, it is hoped that the mapping presented will encourage future research to remedy, at least in part, the gaps that exist between studies on Communication and Gender in Brazil, many of which were pointed out in this text, but also others, as also evidenced by other studies already published.

Funding

This work was supported by CAPES (Finance Code: 001).

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Camilla Quesada Tavares

Assistant professor in the Undergraduate and Graduate Program in Communication at the Federal University of Maranhão (UFMA/Imperatriz). PhD in Communication from the Federal Fluminense University (UFF), Master's Degree in Applied Social Sciences from State University of Ponta Grossa (UEPG) and holder of a bachelor degree in Social Communication – Journalism from the same institution. Coordinator of the research group Communication, Politics and Society (COPS/UFMA). E-mail: camilla.tavares8@gmail.com.

Michele Goulart Massuchin

Professor at the Department of Communication (DECOM), the Graduate Program in Communication (PPGCOM) and the Graduate Program in Political Science (PPGCP) at the Federal University of Paraná (UFPR). PhD in Political Science from the Federal University of São Carlos (UFSCar). She is part of the Research Group on Communication, Politics and Public

Opinion (UFPR) and the Research Group on Communication, Politics and Society (UFMA).
E-mail: mimassuchin@gmail.com.

Nayara Nascimento de Sousa

Master's degree student at the Graduate Program in Communication at the Federal University of Maranhão (UFMA). Holder of a bachelor degree in Social Communication – Journalism, also by UFMA. Member of the Research Group on Communication, Politics and Society (UFMA). Her research interests focus on gender, journalism, and politics. E-mail: nayara.nns@hotmail.com.

Gabriela Almeida Silva

Master's degree student at the Graduate Program in Communication at the Federal University of Maranhão (UFMA). Bachelor in Social Communication – Journalism, also by UFMA. Member of the Research Group on Communication, Politics and Society (UFMA). E-mail: gabrielaalmeida.gc@gmail.com.

Received on: 03.18.2020

Accepted on: 02.18.2021

