

LGBTQIA+ representations in advertising studies: a look at the Brazilian scientific production of Intercom, Compós and Pró-Pesq PP from 2000 to 2020¹

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Abstract

The purpose of this article is to report and discuss the results of an analysis carried out on the development of scientific production of communicational studies in Brazil, from 2000 to 2020, which addresses LGBTQIA + representations in advertising. As sources, we considered works published in the annals of three important national events in the field of Communication Sciences, such as: Intercom/ Thematic Division (DT) 2 - Advertising and Propaganda; the Pró-Pesq PP; and Compós. From the 4,902 articles that make up the aforementioned annals, 38 (0.78%) relevant texts were identified, selected and analyzed. The results shared in this work outline an informative framework that highlights not only theoretical aspects and methodological approaches but also some paths and challenges to be embraced in future studies.

Keywords: Advertising. Representations. LGBTQIA+. Scientific research.

¹ This article is a revised, updated and expanded version of the works presented at the 43rd Brazilian Congress of Communication Sciences (Intercom) and at the International Congress Media Ecology and Image Studies, in the end of 2020. The discussions within these preliminary texts do not include in their analysis the articles published in the annals of the Intercom Congress, which took place between December 1 and 10, 2020. These works also do not present analytical reflections distinctly directed by event.

Introduction

The objective of this article is to report and discuss the results of a non-exhaustive analysis carried out on the scientific production of communication studies in Brazil, from 2000 to 2020, which addresses the LGBTQIA+ media representations² in advertising. Thus, in order to observe and identify some notions that allow us to reflect on the “disciplinary matrix”³ (KUHN, 2011, p. 228) that has been developed and articulated by this set of works, the rationale of this text is guided by the following questions: What is known about national advertising studies on LGBTQIA+ representations? What theoretical aspects, methodologies and media of choice (and their materialities) are being adopted for the development of this theme? What are the representations and main topics explored in the investigations?

In this direction, to elucidate such questions, the articles published in the annals of three traditional Brazilian events in the field of Communication Sciences, which occur annually, are being considered as sources. They are the Pró-Pesq PP – National Meeting of Researchers in Advertising and Propaganda held since 2010 by the Brazilian Association of Researchers in Advertising (ABP2)⁴; the Annual Meeting of the National Association of Graduate Programs in Communication (Compós)⁵, which has taken place since 1992; and the Brazilian Congress of Communication Sciences (Intercom)⁶, which takes place since 1977. Specifically in the latter, the works published in the annals of the national event, in the Thematic Division (DT) 2 – Advertising and Propaganda are being considered. Still on these events, it is important to characterize the type of public that each one welcomes, with the Pró-Pesq PP being more specific, and aimed at advertising researchers. On the other hand, the Intercom Congress and the Compós Meeting are more wide-ranging events, however, as a rule, the latter welcomes theoretically more advanced works.

From the exploration of these productions, a set of 4,902 articles was counted, of which 2,936 (60%) were extracted from the annals of Compós (2000-2020); 1,147 (23%) from Intercom (2001-2020); and 819 (17%) from the Pró-Pesq PP proceedings (2010-2019)⁷. It is important to point out that only full texts were considered, authored by PhDs, PhD candidates, masters,

2 The international acronym LGBTQIA+ is adopted to indicate lesbian, gay, bisexual, transvestite, transsexual, queer, intersex and asexual people. The plus symbol (+) represents other sexual orientations, gender identities and expressions. Some directions on these terms are addressed throughout this text.

3 This term is suggested by Kuhn in the afterword written for his classic work *The Structure of Scientific Revolutions*, in 1969, instead of the concept of paradigm, until then used by the author. Regarding the meaning dimensions of the term “disciplinary matrix”, Kuhn (2011, p. 28) clarifies that “‘disciplinary’ refers to a common possession of practitioners of a particular discipline”, and that “‘matrix’ is composed by ordered elements of various kinds, each of which requires a more detailed determination”.

4 Available at: <https://www.abp2.org/>. Accessed on: 21 Jan. 2021.

5 Available at: <https://www.compos.org.br/>. Accessed on: 21 Jan. 2021.

6 Available at: <https://www.portalintercom.org.br/>. Accessed on: 21 Jan. 2021.

7 It is recorded that because of the COVID-19 pandemic, which, since the beginning of 2020 has been plaguing Brazil and the world, many events that would take place in the first half of 2020, due to health security, were cancelled, such as the Pró-Pesq PP. Others that would take place in the middle of the beginning of the second half of 2020 were postponed and virtually rescheduled for the end of that year, such as the Compós Meeting, taking place from November 24 to 27, and Intercom, taking place from December 1 to 10.

and master's candidates (the works of these researchers with graduates and undergraduates were also analyzed), which are published and available online on the respective websites of the events.

The methodological care applied is guided by the articulation of directions proposed by Siddaway, Wood and Hedges (2019); Kim and colleagues (2014); Ursi (2005); and Trindade, Peruzzo and Perez (2018).

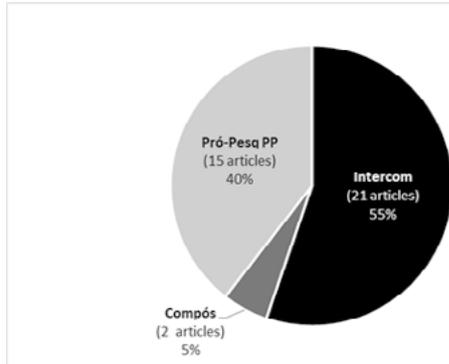
Therefore, as a strategy for the selection of relevant texts for the purposes of this research, in a first screening phase, all the articles that were part of the online proceedings of these events had their titles, abstracts and keywords read. This activity was operated separately for each work registered in the annals available on the websites (Compós and Intercom) and in the digital books (Pró-Pesq PP). This non-automated procedure was necessary, considering that, until December 2020, only the Compós website offered a satisfactory search system on the pages of its proceedings.

Hence, the selection of articles followed a guided reading that initially considered those works that presented the following terms, either in the titles or in the abstracts, or in the keywords: “advertisement”; “advertising campaign”; “brand”; “advertising”; “propaganda”; “user-generated content”; “branded content”; and “consumption”. These terms needed to be associated with the words: “LGBTQIA+”; “GLS”; “lesbian”; “bisexual”; “gay”; “transsexual”; “transvestite”; “queer”; “LGBTQIA+ family”; “gay family”; “lesbian family”; “homoparenthood”; “homo-affective couple”; “gay marriage”; “lesbian marriage”; “LGBTQIA+ marriage”; “same-sex marriage”; “sexual diversity”; “homosexual”; and “homosexuality”. The plural form of these words was also considered.

To strengthen methodological care, texts that in their titles, abstracts and keywords did not present the terms listed above, but suggested potential discussions on LGBTQIA+ issues and advertising in their proposals, were strategically read and, when relevant, were selected, taking into account the use of terms such as “minorities”, “minorized groups”, “social causes” and other similar terms.

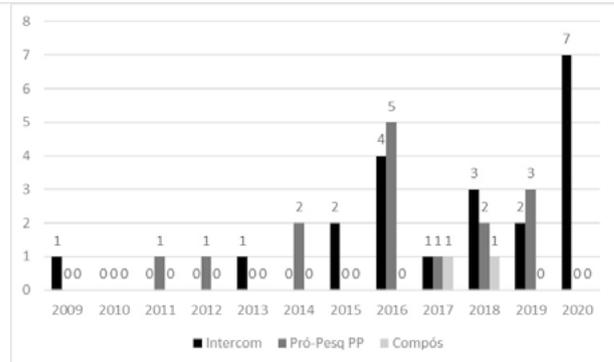
In this process, from the directed reading of the 4,902 works, after the screening stages, 38 articles produced between 2009 and 2020 were selected for analysis. These works represent, specifically, 0.78% of the set of articles that make up the annals explored. From these 38 texts, 21 (55%) are part of the annals of Intercom, 15 (40%) of Pró-Pesq PP and 2 (5%) of Compós (Graphs 1 and 2).

Graph 1 - Selected articles (38 texts)



Source: elaborated by the author.

Graph 2 - Articles published per year



Source: elaborated by the author.

The selected texts were analyzed observing the following mix of characteristics organized and adapted from the work of Kim and colleagues (2014); Ursi (2005) and Trindade, Peruzzo and Perez (2018): (1) title of articles, (2) authorship, (3) institutional links, (4) year of publication, (5) events, (6) theories/disciplines used, (7) seminal authors, (8) research approaches (qualitative, quantitative or mixed), (9) methodologies, (10) units of analysis, (11) media of choice, (12) LGBTQIA+ approach (representation) and (13) topic areas.

The efforts of this study are added to other similar initiatives already developed and offered to the field, for example, the researches by Lazarin and Iribure (2014, 2016) and by Scherer and Petermann (2019). Indeed, it is also important to highlight works that strengthen the context of these efforts by adding broader perspectives on expressions of gender and sexualities, such as reflections on feminisms, new masculinities, among other topics that touch on non-hegemonic and dissident LGBTQIA+ themes. Among these works, the contributions of Colling and colleagues (2012); Trindade, Peruzzo and Perez (2018); Tomazetti (2019).

Against this backdrop, accommodating the results produced in this survey to the limits of the spaces of this text, we now analyze the 38 articles that structure the rationale of this writing, considering the characteristics indicated *a priori*.

About the identification and authorship of the articles

From the identified articles, the first texts are published in the annals of Intercom, in 2009, and of Pró-Pesq PP, in 2011, both authored by Baggio (PUC-SP/Facinter-Curitiba). In the annals of Compós, the first article appears published in 2017, authored by Mendes (UFPE). Fifty-one authors wrote the 38 articles, 21 (55%) of which have individual authorship and 17 (45%) are collective authorship. Among the researchers who registered the most contributions in the period, Iribure (UFRGS) with 5 (13%) publications and Mozdzenski (UFPE) with 4 (11%)

articles stand out. In Table 1, the articles analyzed are listed by year, title, event, authorship and institutions that hosted the development of the work.

Table 1 - Selected articles from the annals of Intercom, Pró-Pesq PP and Compós (2000-2020)⁸

	Title	Authorship	Year	Event	Institutional bond
1	The homosexual theme in advertising: representation and stereotypes	Baggio, Adriana	2009	Intercom	Facinter
2	Advertising Endorsement and Celebrity Exhibitions of their Homoaffective Intimacies	Loyola, Viviane; Campos, Daniel	2013	Intercom	FUMEC
3	Advertising surrenders to sexual diversity: a reception study on the 'Casais' campaign of the perfume Egeo by O Boticário	Oliveira, José	2015	Intercom	University Center Methodist I. Hendrix; FEAD-MG
4	The subtle temptations: analysis of the advertising video O Dia dos Namorados by the brand O Boticário	Reino, Luciana; Carvalho, Cristiane	2015	Intercom	PUCRS
5	The Representation of Minorities in Brazilian Advertisements for the 2014 World Cup	Soares, Sérgio; Alves, Luiz; Loyola, Viviane; Borges, Admir	2016	Intercom	FUMEC
6	Advertising and diversity: paradigm shifts in the context of inclusion of diversity in the Brazilian advertising message	Silva, Renato	2016	Intercom	FIRB-SP
7	Is Brazilian advertising coming out of the closet? Critical analysis of Valentine's Day commercials	Mozdzenski, Leonardo; Silvia, Kelyny	2016	Intercom	UFPE
8	Advertising and Representativeness: Analysis of Advertising Discourse in a New Social Conjuncture	Mulatinho, José; Bezerra, Josenildo	2016	Intercom	UFRN

⁸ To help with the reading and understanding of this text, considering that the works were originally published in Portuguese, the titles of the articles analyzed in the research were freely translated into English.

	Title	Authorship	Year	Event	Institutional bond
9	Represents Me or Doesn't Represent Me: Perceptions of an LGB Audience on the Representations of Homosexualities in Brazilian Open TV Advertising	Santos, Marta; Marmitt, Gustavo	2017	Intercom	FEEVALE
10	Part 2 - Almost Man, Almost Woman: The Repercussions on the Facebook Social Network of Gender and Trans Sexuality of Advertising Broadcasted on Brazilian Open Television	Iribure, André	2018	Intercom	UFRGS
11	Aesthetics of Difference in Brazilian Audiovisual Advertising	Brandão, Vanessa	2018	Intercom	UFMG
12	International Day against LGBTphobia: different approaches to sexual and gender diversity in two advertising campaigns	Alonso, Laiara	2018	Intercom	USP
13	Pablo Vittar and the construction of a personal branding in contemporary society	Souto, Juliana; Cariolano, Danilo	2019	Intercom	UFPE; UNIFAVIP
14	An Interaction between Brands: from the censorship of the Banco do Brasil commercial on open TV to the representation of diversity in the Burger King post on Facebook	Iribure, André	2019	Intercom	UFRGS
15	Advertising and LGBT Representations: a look at the Brazilian scientific production of Intercom, Compós and Pró-Pesq PP from 2000 to 2020	Leite, Francisco	2020	Intercom	USP
16	The Search for Recognition of Social Minorities in Contemporary Advertising Production Practices in Brazil	Brum, Enéias	2020	Intercom	UFRGS
17	The Influence of Brand Advertising on the Scheduling of Values and Causes from the Perspective of Implicit Cognitive Processes	Zimmermann, Daniel	2020	Intercom	USP; Fac. Cásper Libero

	Title	Authorship	Year	Event	Institutional bond
18	Advancing in Advertising and LGBTQIA+ Minority Research: A Perspective on Approaching Different Queer Identities	Silva, Arthur; Hansen, Fábio	2020	Intercom	UFPR
19	Natura, Thammy and Boycott: a case of media and brand literacy	Martins, Thiago	2020	Intercom	UTP; UNIPAR
20	Outvertising – advertising out of the closet: The cartography of sex-gender diversity in advertising communications	Mozdzenski, Leonardo	2020	Intercom	UFPE
21	All the Ways of Being a Man: Analysis of the Representations and Engagements of the Natura Father’s Day Campaign	Coelho, Victor; Iribure, André	2020	Intercom	UFRGS
22	The path of homosexual pleasure: a semiotic analysis of Prosex condom advertising	Baggio, Adriana	2011	Pró-Pesq	PUC SP
23	Prejudice and Propaganda: an experience report	Tomita, Iris	2012	Pró-Pesq	UFPR; Unicentro
24	“Webgay, Gaymobile, Advergay”: the stream to network homosexuality	Leal, Jorge	2014	Pró-Pesq	PUC-Rio
25	Advertising on Facebook: contributions to the Brazilian debate on equal civil marriage	Leite, Francisco; Batista, Leandro L.; Souza, Joseane	2014	Pró-Pesq	USP
26	Between representations and repercussions of homosexualities: an analysis on the advertising on open TV and its ramifications on Social Network	Iribure, André	2016	Pró-Pesq	UFRGS
27	‘O Boticário sells perfumes, not holy water’: the public’s pathemic reaction to a controversial advertisement	Mozdzenski, Leonardo	2016	Pró-Pesq	UFPE
28	Advertising used as a rhetorical element for the deconstruction of prejudices in society	Cruz, Diego; Villegas, Greicy	2016	Pró-Pesq	UNAMA; PUC-SP

	Title	Authorship	Year	Event	Institutional bond
29	An overview of LGBT studies in the Graduate Programs in Social Communication in Brazil: a look at the area of advertising and propaganda	Lazarin, Lucas; Iribure, André	2016	Pró-Pesq	UFRGS
30	Neither for them nor for them: a reflection on the “@gender” in advertising and the fashion market	França, Eduardo	2016	Pró-Pesq	PUC-Rio
31	“Sexual persons” for a communicational approach to LGBT representations in advertising. A case study	Gonçalves, Renato	2017	Pró-Pesq	USP
32	When gender-diverse advertisements touch the real: the queer voice and visibility in documentary-advertising	Mozdzinski, Leonardo	2018	Pró-Pesq	UFPE
33	Cultural Capital and Diversity of Representations in Advertising	Scherer, Anderson; Petermann, Juliana	2018	Pró-Pesq	UFSM
34	Reverberations of politics in advertising: discourses on sexual diversity in online campaigns	Machado, Mônica; Oliveira, Arize	2019	Pró-Pesq	UFRJ
35	The different representations in the advertising narratives of Pride Month 2018	Silva, Arthur; Hansen, Fábio	2019	Pró-Pesq	UFPR
36	Much more than a party: communication, consumption and sociability on the social networks of Coletivo Drag Noite Suja	Ferreira, Emanuele; Vieira, Manuela; Luz, Matheus	2019	Pró-Pesp	UFPA
37	Between market and identity dynamics: youtubers and the advertising controversy of O Boticário	Mendes, José Maria	2017	Compós	UFPE
38	Communication and Gender Studies: diasporic images, insurgent imaginaries	Rocha, Rose; Postinguel, Danilo; Santos, Thiago; Neves, Thiago	2018	Compós	ESPM

Source: prepared by the author.

Considering the Brazilian regions and the universities that hosted the development of the works, it is possible to observe that the scientific productions come from higher education institutions located in the North, Northeast, Southeast and South. Overall, the 38 selected studies were based in 25 Brazilian institutions, of which 15 (60%) were non-public and 10 (40%) were public.

Theoretical aspects

All 38 articles are guided by theories, and 28 texts directly indicate their theoretical perspectives and the other 10 texts (26%), despite not explicitly demarcating their foundations, combine theoretical references that support their propositions. From these 28 texts, 15 are registered in the annals of Intercom, 11 are linked to Pró-Pesq PP and 2 to Compós. On the other hand, from the 10 texts, 6 were published in the annals of Intercom and 4 in the records of Pró-Pesq PP. Overall, most papers present discussions that articulate, in a multi and interdisciplinary way, more than one theoretical perspective.

Thus, in addition to considering the studies and theories of Communication, especially from its Advertising and Propaganda subfield, to think about advertising dimensions in the spaces of teaching, production and consumption, the authors of the articles also activate other diverse contributions arising from Sociology, Anthropology, Philosophy, Social Psychology, Language Sciences, among others. From this knowledge, some contributions from Anthropology of Consumption, Cultural Studies, semiotics, discourse theories, feminist, post-colonial and decolonial theories, among others, are appropriated.

Indeed, exploring this framework and taking into account that most articles are built with the contribution of more than one theoretical approach, in a numerical, not a percentage way, it is opportune to highlight some observations.

In the set of works, 14 texts can be identified (7 of them are part of the annals of Intercom, 6 appear in the records of Pró-Pesq PP and 1 in the records of Compós), which are associated with studies of gender and sexualities. The first uses of these theoretical references, with great modesty, can be observed from 2012 and 2013, respectively, in the texts of Tomita (Pró-Pesq PP/2012), who records in his references the classic *Problems of gender*, by Butler (2003)⁹, and Loyola and Campos (Intercom/2013), who use the thinking of important authors such as Green (1999), Nunan (2003), França (2013), among others. However, it was only in 2016 and 2018 that there was a significant increase in the use of these references, concomitantly with the curious increase in works recorded, especially in the annals of Intercom and Pró-Pesq PP (Graph 2 and Table 1).

9 Discussing gender, sexuality, culture and other issues, Judith Butler is recognized as one of the exponents of *queer theory*, especially considering her works critical of heteronormativity, such as the work *Gender Trouble*, from 1990, translated into Portuguese in 2003.

Dating from this period, for example, it is possible to perceive the first papers, such as the aforementioned article by Tomita (Pró-Pesq PP/2012), which refer to some of the celebrated thinkers of *queer theory*¹⁰. For example, the inscription of Perlongher's thoughts (1987)¹¹ can be observed in Leal's work (Pró-Pesq PP/2014); Louro's perspectives (2001)¹² in the article by Iribure (Pró-Pesq PP/2016); the thinking of Preciado (2011, 2014 etc.) in the works of Rocha and colleagues (Compós/2018), in the text of Alonso (Intercom/2018), among others.

In this regard, it is worth noting that although the aforementioned *queer theory* departs from and crosses the works of Butler, Preciado, Louro and others, among the 38 articles analyzed, only 6 make it clear that their reflections are supported by or approach this theoretical perspective. Among these are: 2 papers by Iribure, published in the annals of Intercom in 2018 and 2019, and 1 text by the same author with Coelho, published in Intercom in 2020. There is also 1 text by Mozdzenski (Pró-Pesq PP/2018), 1 work by Silva and Hansen (Intercom/2020) and, finally, 1 text by Rocha and colleagues (Compós/2018).

Due to the limits of this space, it will not be possible to expand discussions that stress the reasons for the increase in research in the period and the timid adoption of *queer theoretical approaches* in the studies on screen. However, as an exercise to try to understand some points of this conjuncture, the results of this analysis can be fed to the considerations shared by Trindade, Peruzzo and Perez (2018).

These authors, when observing the trends of research on gender and sexualities, in a broad way, in advertising and consumption, in Brazilian scientific journals of the Qualis A2 communication, between 2006 and 2018 – which is very close to the findings of this article –, indicate the perception that the increase of these studies gains expression from 2014 onwards and prominently in 2017 and 2018.

Still, according to them, such a scenario could be justified for two reasons:

- 1) the issue of gender as an audience and in its various forms of representation become part of *the agenda of brands and studies of media uses in the market and in academia*; 2) the country's conjunctural context, which in this decade has shown a certain *space conquered [...] by the struggle for the Rights of Women and the LGBT+ population*. During this period, the elections of openly homosexual, transgender, feminist and black political representatives were registered, especially in the Legislative Power, and the conquest of the right to same-sex

10 Considering the complexity of inscribing the understanding of *queer theory* in this limited space, Safatle's powerful definition is adopted, who observes it "as a thought that 'takes as identification of itself what seems expelled from the normal reproduction of life'" (REVISTA CULT, 2015, p. 23, our translation).

11 Miskolci points out that, in the mid-1980s, when theories to be called *queer* emerged, from social and academic movements in the USA, in Brazil, Néstor Perlongher included the contributions of the works *O Negócios dos Michês* and *O que é AIDS?*, that expressed questions about the hegemonic forms of sexual experience. "Despite dealing with historically and socially very different objects, the cited books marked an inflection in studies on sexuality" (MISKOLCI, 2017, p. 31, our translation).

12 Louro was one of the first thinkers to discuss and produce works thinking about and approaching *queer theory* in Brazil. In 2001, "one of the first texts on *queer* in our country was published: 'Queer Theory: a post-identity policy for education', by [...] Louro published in the journal *Estudos Feministas*" (MISKOLCI, 2017, p. 37, our translation).

Civil Marriage in 2013. In addition, the current electoral context of 2018 made it effervescent political and academic debates on the civil and human rights of the so-called “minorities”, since the hegemonic candidacy for the Presidency of Brazil and some candidates for the government of the States begin to problematize these achievements in their campaign speeches, in such a way that this context makes research on the subject intensify. (TRINDADE; PERUZZO; PEREZ, 2018, p. 18-19, our translation and emphasis).

In agreement with these reasons and observing the annual progress of the publications that integrate the annals in question, it is also possible to perceive that the expressive increase of scientific productions in these spaces, with more expressiveness in Intercom and in Pró-Pesq PP, potentially reflects the agenda effects (McCOMBS; SHAW, 2000 [1972]) of debates fostered by advertising media discourses (LEITE, 2014) and vice versa.

As an indication of the power of this agenda, for example, it is symbolic to consider the case of the campaign by O Boticário, freely translated to “A Valentine’s Day for all forms of love”, for its perfume Egeo, in 2015, which in its frameworks showed the representation of two LGBTQIA+ couples (lesbian and gay) demonstrating affection with hugs. The projection and social effects that the placement of this ad produced imply the analysis of several articles considered in this research, from 2015 to 2019.

The buzz that this campaign produced in society would probably justify the significant increase in scientific production that unfolds on the theme of advertising and LGBTQIA+ representations from 2016, as highlighted in Graph 2 and Table 1. This point will be taken up again.

Moving forward with this report, among the 38 articles analyzed, 14 indicate that they support their reflections based on studies on social representations, while 7 highlight theoretical approaches about stereotypes and identities as references. These perspectives are present in works that seek, among other aspects, to think about the expressions and images of LGBTQIA+ individuals, whether or not represented in advertising, as well as the implications of this visibility or invisibility in identities, perceptions and social relationships.

There are 11 articles linked to the studies of virtual communities, media and social networks on the internet and media convergence. These studies denote the authors’ view of the dynamics and challenges inscribed and permeated in and through the spaces of social networks on the internet, as well as observing these environments as privileged, considering that they have been, strategically, the first option of advertisers to broadcast advertising productions with LGBTQIA+ representations. This perception will be reinforced in a topic that follows, in which data from recent surveys that confirms it are presented.

It is possible to observe the adherence to theories of discourse and semiotics of different affiliations in 10 articles. In this set of works, 2 texts supported by reception theories and 2

others by marketing studies are still identified. There is also the use of studies on the culture of the spectacle, the politicization of brands and media literacy.

Considering these main theoretical approaches, we can see the attentive look of most authors towards the discussion of LGBTQIA+ and Advertising themes implied by the expressions of media uses and consumption (material and/or immaterial). In this exercise, it is expressive to note the recurrent use of André Iribure's reflections in the articles (Table 1 and Table 2). This researcher is recognized as one of the pioneers in studies on LGBTQIA+ representations in Brazilian advertising production.

In this context, Everardo Rocha also stands out as one of the most referenced authors among the works. Rocha has been approaching communication in his studies and, in particular, the themes of consumption and advertising narrative from Anthropology. He also focuses his investigations on reflecting on Brazilian culture and the theory of culture.

Along with these two Brazilian researchers, positioning herself among the three most referenced authors, is the American Judith Butler with her studies of gender and sexualities, founders of *queer theory*.

In Table 2, the authors who have had their works most referenced among the 38 articles in this analysis are registered. Thus, it lists authors who have had their theoretical production referenced in up to 3 different articles, that is, in 8% of the works explored. The respective total number of referenced articles is also shown in the table.

Table 2 - Most referenced authors

Authors	Ref quantity	Authors	Ref quantity
<u>Iribure, André</u>	13 34%	<u>Mozdzenski, Leonardo</u>	4 11%
Rocha, Everardo	12 32%	<u>Batista, Leandro L.</u>	3 8%
<u>Butler, Judith</u>	10 26%	Carrascoza, João A.	3 8%
Hoff, Tânia	8 21%	Charaudeau, Patrick	3 8%
<u>Hall, Stuart</u>	7 18%	<u>Colling, Leandro</u>	3 8%
<u>Bourdieu, Pierre</u>	6 16%	<u>Connell, Robert W.</u>	3 8%
Castells, Manuel	6 16%	<u>Foucault, Michel</u>	3 8%
Covaleski, Rogério	6 16%	Gastaldo, Édison	3 8%
Jenkins, Henry	6 16%	<u>Leal, Jorge</u>	3 8%
Recuero, Raquel	6 16%	<u>Leite, Francisco</u>	3 8%
Canclini, Néstor G.	5 13%	McCombs, M. E.; Shaw, D. L.	3 8%
<u>Trevisan, João S.</u>	5 13%	<u>Miskolci, Richard</u>	3 8%
Barthes, Roland	4 11%	Moscovici, Serge	3 8%
Casaqui, Vander	4 11%	<u>Nunan, Adriana</u>	3 8%

Authors	Ref quantity		Authors	Ref quantity	
<u>Facchini, Regina</u>	4	11%	Orlandi, Eni P.	3	8%
Kotler, Philip	4	11%	<u>Petermann, Juliana</u>	3	8%
<u>Louro, Guacira L.</u>	4	11%	<u>Preciado, Paul B.</u>	3	8%
Lipovetsky, Gilles	4	11%	Primo, Alex	3	8%
Nicholson, Linda	4	11%	Trindade, Eneus	3	8%

Source: elaborated by the author.

To facilitate reading, in Table 2, the names of the authors who inscribe contributions to discussions on gender and sexualities are also highlighted, as well as the names of those who direct their reflections especially towards LGBTQIA+ issues are highlighted and underlined.

As a complement, Table 3 presents a breakdown of these references by event, year, authors and the number of identified references. Thus, in a sensitive way, it is possible to observe the significant progress that the works are articulating for the strengthening and updating of theoretical discussions on the subject in focus.

Table 3 - Details by event and year of the most referenced authors

INTERCOM	
2009	Kotler, Philip (1); Rocha, Everardo (1).
2013	Bourdieu, Pierre (1); Hoff, Tânia (1); Lipovetsky, Gilles (1); Nunan, Adriana (1); Trindade, Eneus (1).
2015	Canclini, Néstor García (1); Charaudeau, Patrick (1); Hall, Stuart (1); Hoff, Tânia (1).
2016	Covaleski, Rogério (1); Foucault, Michel (1); Hoff, Tânia (1); Iribure, André (1); Kotler, Philip (1); Leal, Jorge (1); Mozdzenski, Leonardo (1); Nunan, Adriana (1); Orlandi, Eni P. (1); Rocha, Everardo (1).
2017	Foucault, Michel (1); Hoff, Tânia (1); Iribure, André (1); Louro, Guacira Lopes (1); Rocha, Everardo (1).
2018	Butler, Judith (1); Carrascoza, João A. (1); Castells, Manuel (1); Connell, Robert W. (1); Facchini, Regina (1); Gastaldo, Édison (1); Hall, Stuart (1); Iribure, André (1); Lipovetsky, Gilles (1); Louro, Guacira Lopes (1); Moscovici, Serge (1); Nicholson, Linda (1); Preciado, Paul B. (1); Recuero, Raquel (1); Rocha, Everardo (1); Trevisan, João Silvério (1).
2019	Butler, Judith (2); Canclini, Néstor García (1); Covaleski, Rogério (1); Iribure, André (1); Jenkins, Henry (1); Kotler, Philip (1); Primo, Alex (1); Recuero, Raquel (1).

2020	Iribure, André (5); Hall, Stuart (3); Bourdieu, Pierre (2); Colling, Leandro (2); Leal, Jorge (2); Leite, Francisco (2); McCombs, Maxwell E.; Shaw, Donald L. (2); Miskolci, Richard (2); Mozdzenski, Leonardo (2); Petermann, Juliana (2); Trindade, Eneus (2); Batista, Leandro L. (1); Carrascoza, João A. (1); Casaqui, Vander (1); Connell, Robert W. (1); Covalleski, Rogério (1); Facchini, Regina (1); Gastaldo, Édison (1); Hoff, Tânia (1); Jenkins, Henry (1); Kotler, Philip (1); Louro, Guacira Lopes (1); Moscovici, Serge (1); Nicholson, Linda (1); Orlandi, Eni P. (1); Primo, Alex (1); Recuero, Raquel (1); Rocha, Everardo (1).
PRÓ-PESQ PP	
2012	Canclini, Néstor García (1); Bourdieu, Pierre (1); Butler, Judith (1); Lipovetsky, Gilles (1); Rocha, Everardo (1).
2014	Jenkins, Henry (2); Batista, Leandro L. (1); Barthes, Roland (1); Castells, Manuel (1); Leite, Francisco (1); McCombs, Maxwell E.; Shaw, Donald L. (1); Rocha, Everardo (1).
2016	Barthes, Roland (2); Castells, Manuel (2); Casaqui, Vander (2); Iribure, André (2); Nicholson, Linda (2); Bourdieu, Pierre (1); Butler, Judith (1); Charaudeau, Patrick (1); Connell, Robert W. (1); Covalleski, Rogério (1); Facchini, Regina (1); Gastaldo, Édison (1); Hall, Stuart (1); Hoff, Tânia (1); Jenkins, Henry (1); Louro, Guacira Lopes (1); Moscovici, Serge (1); Mozdzenski, Leonardo (1); Nunan, Adriana (1); Primo, Alex (1); Recuero, Raquel (1); Rocha, Everardo (1); Trevisan, João Silvério (1).
2017	Butler, Judith (1)
2018	Rocha, Everardo (2); Barthes, Roland (1); Bourdieu, Pierre (1); Butler, Judith (1); Carrascoza, João A. (1); Charaudeau, Patrick (1); Covalleski, Rogério (1); Hoff, Tânia (1); Iribure, André (1); Petermann, Juliana (1); Preciado, Paul B. (1).
2019	Butler, Judith (2); Hall, Stuart (2); Rocha, Everardo (2); Batista, Leandro L. (1); Canclini, Néstor García (1); Casaqui, Vander (1); Castells, Manuel (1); Colling, Leandro (1); Facchini, Regina (1); Foucault, Michel (1); Hoff, Tânia (1); Iribure, André (1); Lipovetsky, Gilles (1); Miskolci, Richard (1); Orlandi, Eni P. (1); Recuero, Raquel (1); Trevisan, João Silvério (1).
COMPÓS	
2017	Castells, Manuel (1); Covalleski, Rogério (1); Jenkins, Henry (1); Recuero, Raquel (1).
2019	Butler, Judith (1); Canclini, Néstor García (1); Hall, Stuart (1); Preciado, Paul B. (1); Trevisan, João Silvério (1).

Source: elaborated by the author.

Finally, taking into account the theoretical approaches and authors indicated *a priori*, it is possible to perceive a balance in the use of theoretical contributions registered by Brazilian (22) and foreign (16) thinkers.

About the methodological aspects

From the 38 articles considered, 20 (52%) of them are articulated from the spaces of advertising production, 6 (16%) focus on reception and 9 (24%) address production and reception. In addition, 3 (8%) texts direct their efforts to the literature review.

Overall, 31 (82%) papers are conducted by empirical approaches and 7 (18%) invest in the production of theoretical essays. From the empirical studies, 25 adopt qualitative methodological paths, 3 assume mixed articulations (qualitative and quantitative) and 3 are systematic reviews of the literature.

From the qualitative works, 5 adopt the discourse analysis following the guidelines of authors such as Patrick Charaudeau, Michel Foucault, Eni P. Orlandi, Émile Benveniste and Michel Pêcheux. However, there is a text with a mixed approach that adopts French discourse analysis and quantitative and qualitative opinion research.

That said, it is also reported that there is 1 work that is developed through critical discourse analysis (Teun A. van Dijk), 1 article linked to discursive semiotics (Joseph Courtés), 1 text proposing to work on the communicational analysis of LGBTQIA+ representations in advertising based on Camille Paglia's thinking and, therefore, 1 text that performs content analysis based on semiotics and on studies of media literacy, according to Elliot Gaines.

Another methodological approach that stands out among the works is the content analysis adopted in 7 texts. There are also 2 articles that use case study procedures and techniques, one of which complements this approach with the application of interviews with professionals in the fields of Marketing and Advertising.

Ethnography is also used in 2 works, one of which adopts ethnography for the internet and the other uses traditional ethnography, complementing it with participatory exploratory research and analysis of social networks.

Distinctively, 1 article adopts the focus group technique, 1 work reports a classroom experience carried out with a group of advertising and advertising undergraduate students and 3 articles are articulated as exploratory research.

It was also possible to observe 1 paper that adopts as methodology the assumptions of reception studies to conduct and evaluate the results of a research with a mixed quantitative and qualitative approach. In addition, 1 article that, in the same line, invests in a mixed methodological architecture to perform a pilot research, with the accomplishment of experiments, application of a questionnaire with Likert scale; IAT (Implicit-Association Test) or TAI (Implicit Association Test); use of eye tracking; and application of qualitative exploratory research through personal interviews.

Observing the units of analysis inscribed in the 38 articles, we identified 7 texts that produce data for their investigations having direct or indirect contact with the individuals informing the study: 1 observing directed discussions in the classroom with undergraduate

students, as mentioned; 1 article considering interviews with marketing professionals and advertising professionals in the creative area; 1 conducting semi-structured interviews with young heterosexuals and homosexuals; 1 article applying an opinion survey with women and men aged 18 to 55+, lesbians, gays and bisexuals; 1 presenting results from a focus group formed by gays, lesbians and bisexuals; 1 text building its results with the support of 10 individuals (6 women and 4 men, aged between 18 and 70 years, homosexuals and heterosexuals), who answered a Likert scale questionnaire, participated in experiments and personal interviews; and, finally, 1 considering drag queens¹³ in an ethnographic context.

Among these analyzed texts, there is no record of attention to intersectionality clippings that consider, for example, color/race in the profile of the informants of the investigations, as well as the expressions of transgender people (transsexuals and transvestites)¹⁴, among other identity markings.

From the set of 38 works in focus, 32 (84%) of them use *corpus* of different advertising material. Thus, considering the presence of different formats of advertising pieces in the same article, it is observed that printed advertisements are considered in 4 articles; and in 1 of these texts the pieces used were prepared by the author himself.

Therefore, 2 texts address *billboard* media campaigns and 22 articles focus on advertising productions that circulated on the internet (branded films, *posts*, *fanpages*, *banners*, campaigns that use # [*hashtags*], reaction films [*reacts*] TV commercials, etc.), 18 texts use traditional TV ads. From these texts, 8 articles analyze the campaign “A Valentine’s Day for All Forms of Love” by O Boticário, for its 2015 Egeo perfume line. In addition, a text, in addition to analyzing the ad, considers especially the social repercussion generated about this piece by studying 75 videos posted on YouTube, which react to this production.

Moreover, 7 articles, despite not considering them as the main focus of their discussions, briefly explore some promotional marketing actions. In this approach, 6 texts focus on brand activations carried out, especially, during the celebration period of the São Paulo LGBTQIA+ Parade, and 1 article discusses a promotional action whose main piece is a printed calendar. There are also 4 articles that offer some advertisements and foreign *fanpages/sites* as examples.

13 *Drag queen*, according to the LGBTI+ Communication Handbook, is a “man who dresses up in women’s clothing in a satirical and extravagant way for the exercise of the profession in concerts and other events. A *drag queen* is still a type of ‘transformer’, as the use of clothes is linked to artistic issues [...]. *Drag king* is the ‘male version’ of the *drag queen* [...]” (REIS, 2018, p. 28, our translation).

14 According to the LGBTI+ Communication Handbook (REIS, 2018, p. 26-31), unlike the term *cisgender*, which indicates the individual who identifies, in all aspects, with the gender assigned at birth, transgender is a “terminology used to describe people who move between genders. These are people whose gender identity transcends conventional definitions of sexuality” (ABGLT, 2010, our translation). According to Lanz (2015), it makes no sense to write “transvestites, transsexuals and transgenders”, or to use TTT in the acronym [LGBTQIA+], since transvestites and transsexuals are transgender by definition. “Either write transvestites and transsexuals, or write transgenders, or preferably trans people.” A transsexual is a “person who has a gender identity different from the sex assigned at birth. Transgender people can be men or women, who are looking to fit their gender identity.” A transvestite, on the other hand, is “a construction of the female gender, opposite to the biological sex, followed by a physical construction of a permanent character, which is identified in social, family, cultural and interpersonal life, through this identity [...]. Currently, the term transvestite has acquired a political content of resignification of the term historically seen as pejorative”.

In the set of 38 articles, it is still possible to identify that 4 of them do not directly consider typical advertising materialities, but their expansions of meanings. For example, there is 1 work that seeks to reflect on the brand and image (personal branding) of the drag queen singer Pablio Vittar as a mediator for other brands; and another text that uses as example a video clip sponsored by a soft drink brand which also stars Pablio Vittar in partnership with singer Luan Santana and singers Simone and Simaria.

There is also, in this context, 1 text that discusses a video clip, sponsored by a distillate brand that stars transvestite singers Linn da Quebrada, Assucena Assucena and Raquel Virgínia – the latter two are vocalists of the band *As Bahamas e A Cozinha Mineira*. This same text also addresses a mini-documentary sponsored by a deodorant brand starring the transgender singer Liniker. Finally, 1 article identified investigates three ventures specialized in providing creative/strategic consultancy to companies and advertising agencies that seek to properly establish communications with non-hegemonic groups.

Finally, there are 3 texts that invest in surveys and literature reviews on Brazilian scientific production that articulates the LGBTQIA+ and Advertising themes, taking into account theses, dissertations and works published in the annals of academic events in the communication field in Brazil.

About LGBTQIA+ representations

Regarding to the LGBTQIA+ representations in the advertising pieces surveyed in the articles, we observed 48 Brazilian productions (excluding repetitions) broadcast both on television and on the internet, besides print media (magazines and promotional material), outdoor media, etc.

Among these productions, considering the possibility of the same piece containing more than one LGBTQIA+ representation, there are 18 productions that address lesbian representation and 20 that consider gay images. The expressions of transgender people (transvestites and transsexuals) are suggested in 17 pieces (15 women and 2 men).

The representations of *drag queens* and agenders¹⁵ are observed in 8 pieces. It is observed in only 1 production the presence of an elderly gay individual. The use of iconography (eg: LGBTQIA+ flag, rainbow, a pair of men's shoes and sneakers together near a bed, two underwear hanging on the clothesline, illustrations of same-sex couples (gay and lesbian) in marriage etc.) was adopted in 9 advertisements. The representations of bisexual¹⁶, asexual¹⁷,

15 Agender is an individual who “does not identify with or feel that he belongs to any gender”. Briefly, as an introduction, “gender means that men and women are products of social reality and not just a result of the anatomy of their bodies” (REIS, 2018, p. 17, our translation).

16 Bisexual is the individual “who relates affectively and sexually with people of both sexes/genders [...]”. (REIS, 2018, p. 21, our translation).

17 The word asexual refers to the individual “who does not feel any sexual attraction, whether for the opposite sex/gender or for the same sex/gender [...]” (REIS, 2018, p. 21, our translation).

intersex¹⁸, *drag kings*, etc., are also not explicitly identified. Thus, these gaps denote issues and challenges to be properly observed, tensioned and faced in future studies.

Taking into account the race/color, from the 48 pieces observed, 22 of them bring black individuals (black and brown). No representations of indigenous and yellow individuals are identified. It is also significant to note that an expressive part of the pieces observed uses images of celebrated LGBTQIA+ artists, for example, transgender actor Thammy Miranda, transgender singers Liniker, Candy Mel, Linn da Quebrada, drag queens singers Gloria Groove, Lia Clark, Pablo Vittar and others. Among the ads, there is also a campaign starring the American actor Jaden Smith, son of fellow actor Will Smith, who has come out as a gender.

This strategic approach in the advertisements observed dialogues with the findings of the survey carried out by Elife and agency SA365, which, considering advertising communications on social networks on the internet, point out that LGBTQIA+ representation is present in only “4% of publications, being identified [...] from public figures and affective demonstrations” (MEIO & MENSAGEM, 2020, *online*)¹⁹.

However, it is necessary to emphasize that, considering the 48 productions identified in this work, this strategy of making use of public figures is more recurrent when it is involved in the attempt of intersectional representation of black LGBTQIA+ people (especially transgender people). When observing the representations of white LGBTQIA+ individuals, it is clear that this feature is activated in a less expressive way. We do not disagree with this strategy, which is valid, but this disparity between the ads included in this research is noteworthy. This also marks, perhaps, an instigating topic to be adequately analyzed in future studies.

With regard to representations of affective relationships, the present study identifies 14 (37%) articles, which use 10 advertisements with the representation of 19 LGBTQIA+ couples in the rationale of their discussions, and in these pieces are found 9 lesbian couples, 9 gay couples and 1 couple formed by a transgender woman and a cisgender man both apparently heterosexual. Among the representations of these pairs, there are only 2 interracial LGBTQIA+ couples, a gay couple and another lesbian formed by white and brown individuals. Black, indigenous, yellow LGBTQIA+ couples are not identified in the narratives.

In this extract, among the most used ads in the articles, the already mentioned film of the Valentine’s Day campaign by O Boticário stands out. These articles were published between 2015 and 2019, in the annals of the three events considered in this article.

Still in these dimensions of affectivity, the meanings of the representations of the idea of family (parental agents and children) are emphatically observed in 3 campaigns observed in the texts, in which 1 film presents a white gay couple reporting their experience with

18 The term intersexual is “adopted to refer to a variety of conditions (genetic and/or somatic) with which a person is born, presenting a reproductive and sexual anatomy that does not fit the typical definitions of female or male [...]. Hermaphrodite is an outdated and derogatory term” (REIS, 2018, p. 63, our translation).

19 In the broader context, encompassing open and closed TV ads, as well as Facebook, the results of the 9th wave of the Todxs survey, released at the end of 2020, reveal that LGBTQIA+ representation is 1.3%. Available at: <https://bit.ly/33pPlt9>. Access on: 21 jan. 2022.

the adoption of a black boy. There is another article that presents a film exposing 2 lesbian couples and 1 gay couple taking care of their respective babies and a fourth gay couple, but without children. This couple also verbalizes and positions themselves as a family in the aforementioned ad.

The third ad is an advertising *post* (video), sponsored by Natura, published on the Instagram of the actor and transgender man, Thammy Miranda. In this scene, he shares his daily parenting experience with his son Bento. This video, like others similar to it, posted on social media by other famous, mostly heterosexual fathers, was a strategy by the advertiser to reinforce its national advertising campaign for Father's Day in 2020.

The campaign had as its main piece a traditional film for TV and internet, which did not contemplate the representation of LGBTQIA+ parents. However, like what happened with the advertisement of O Boticário, already mentioned, the positive and negative buzz of the campaign focused on the signs of LGBTQIA+ representation and their expressions of affection, specifically in this case in the expressions of parental care performed by a transsexual father. The analysis of this *case* and its repercussions guide 2 articles published in 2020 in the annals of Intercom. Both articles were considered in this article.

About the topic areas

To identify the topic areas of the 38 articles, we use the guidelines of Kim and colleagues (2014). These authors suggest, based on Yale and Gilly (1988), seven topics to organize and integrate scientific works, with a focus on advertising, identified in literature review research, namely: 1) Advertising practice: advertising business management issues (e.g. budget, sales response, promotions), media issues, advertising agency issues; 2) Advertising effects: any of the individual, social and economic effects that are the *direct result* of an advertising action such as an advertisement or sponsorship (e.g. recall, recognition, perception, attitude, awareness, involvement, persuasion, wear and tear, attention, word of mouth, etc.); 3) Advertising-related effects: individual, social and economic effects that are an *indirect result* of an advertisement or sponsorship or the direct result of other content or marketing context; 4) Social Issues: political advertising, race, ethics, social/economic "price" of advertising, elderly issues, government regulation of advertising, children's issues, sex role stereotypes, etc.; 5) Advertising content: types of appeals, subliminal advertising, source factors in advertising, informative content, use of sex or nudity in advertising, image, institutional advertising, etc.; 6) Methodology: articles on research methods with special emphasis on the needs of the advertising researcher; and 7) Others: advertising services, industrial advertising, education, history, etc.

From these points, immediately, it is necessary to recognize, as well alerted by Yale and Gilly (1988, p. 16), the subjective factor that implies the decisions to establish the prioritization "of one topic over another in order to develop mutually exclusive topic area

categories”. This attention is relevant, considering that some works may be linked to more than one topic.

Indeed, considering this observation, with the reading of the 38 articles, it was possible to ratify the perception that all of them have the topic “Social issue” as a direction for their theoretical and empirical constructions. In this sense, the production of knowledge in these works was instigated by the problems associated with the representations or not of LGBTQIA+ individuals and their implications in the spaces of teaching, production and Brazilian advertising consumption. Thus, strategically, this topic was extracted from the list *a priori* indicated, seeking to demonstrate the topics covered in the analyzed texts transparently.

Therefore, in view of this methodological care, it is observed that most articles prefer to address topics aimed at exploring the content and the direct and indirect effects of advertising productions in social spaces (Table 4). With lower implementation, some articles are framed in the theme “methodology”, distinctly encompassing literature survey studies and a proposal for a methodological approach for the communicational analysis of advertisements.

Table 4 – Number of articles by subject area

Thematic areas	no	%
Advertising content	17	45%
Advertising effects (direct)	7	18%
Advertising-related effects (indirect)	5	13%
Methodology	4	10.5%
Others	4	10.5%
Advertising practice (management)	1	3%
Total	38	100%

Source: elaborated by the author.

The topic “others”, on the other hand, welcomes some texts from different approaches aimed at education, the personal branding strategy, the provision of services, focusing on the trend of specialized enterprise markets in providing consultancy to companies and agencies that need to dialogue with non-hegemonic audiences and, finally, a paper that brings reflections on consumption and sociability.

The “advertising practice” welcomes a text that, within its discussions, emphasizes ethical issues as well as the potential and impacts of the presence or not of LGBTQIA+ professionals in the staff of advertising agencies and in the decision-making processes of these organizations.

Finally, it is noteworthy that all the articles analyzed seek to inscribe theoretical and/or theoretical-methodological contributions, as well as practices, by raising awareness and

providing a collection of critical tools for thinking, doing and consuming advertising in the contexts contemporary social. In this effort, it is noted that the authors indicate the continuity and progress of their reflections in subsequent researches in 20 (53%) of the 38 texts analyzed.

Final considerations

With the results reported in this text, we sought to share a non-exhaustive panorama that informs and allows us to perceive the scientific development (KUHN, 2011) of Brazilian advertising studies that address dimensions of meanings of LGBTQIA+ representations, elucidating their theoretical aspects, methodological approaches, topics of interest, among other relevant points. However, it is significant to mention that some discussions, due to the objective of this work and the limits of this space, could not be approached with depth, as pointed out throughout the text, but it is expected that other researchers will consider exploring these and others gaps in their research agenda.

For example, in line with the scientific development of the analyzed production, in addition to presenteeism, there is an opportunity to articulate and explore with more attention and criticality a historical and contextual view that situates and strengthens the understanding of the transformations experienced in the scenarios that these academic productions reflect and refract or not. From 2000 to 2020, through the struggles of social movements, the Brazilian LGBTQIA+ population conquered important rights, guaranteed by the judiciary, which would need to be highlighted and stressed in the rationale of scientific progress of the studies framed in this text. Among these achievements, the following stand out: the right to a “common-law marriage” (2011) and to civil marriage (2013), the recognition of the right to use the social name and the recognition of the gender identity of transvestites and transsexuals (2016) and the criminalization of homophobia (2019).

That said, in general, a low scientific production on LGBTQIA+ representations was detected in Brazil, in the advertising studies recorded in the sources explored. These productions do not represent 1% of the set of texts that make up the annals explored. The Intercom Congress is the space that most received works on the subject in the observed period, followed by the Pró-Pesq PP, which stands out for being the newest among the events, and by the Compós one.

Indeed, by reading the texts, observing the periodicity and the years that the publications occurred, it was possible to perceive, among other points, the fragility of the theoretical and continuous progress of the reflections scheduled in most of the analyzed studies. In this horizon, it is latent to observe the strong influence that the agenda and social buzz of advertisements, and/or brand actions, such as the mentioned examples of Natura and O Boticário, operate to stimulate scientific production analyzed. These stimuli are important, but the theoretical development agenda of these investigations could be regularly strengthened with and beyond the occurrence – and perhaps dependence – of these advertising events. Exercises for this

awareness are already underway, as can be seen from the reading and developments of a few works, published in recent years, considered in this research.

In this sense, another manifest point that, in due course, could be carefully reflected on refers to the timid adherence of the works to the references of queer theory, with and beyond the thinking of Judith Butler. For example, the use of *quare* theoretical studies (JOHNSON, 2001) and queer of color critique (FERGUSON, 2004) was not observed in the articles. These studies offer and develop in their approaches the intersectional views of race, gender, sexualities, among other markers. The reflections of the contribution of these studies could bring powerful subsidies to Brazilian research, especially when these theories are tensioned and read with a lens of the tropics (PEREIRA, 2012).

Briefly, it is important to point out that this theoretical framework, for example, provides significant conceptual tools that, among other directions, encourage the construction of knowledge and critical spaces about destabilization, subversion and freedom for identity manifestations related to gender and sexualities. Through the aims of this theoretical approach, gender and sexualities have been observed, in their forms, as non-linear and non-regular. Roughly speaking, these manifestations would be unstable and fluid, as well as they would permeate, tension and articulate the identities and representations that seek to conform them. Discussions about queer theoretical approaches are ongoing in society and in academic spaces, in several areas of knowledge.

In this context, considering the findings of this study, there is also an expressive opportunity for advertising studies, with a focus on LGBTQIA+ representations or not, to explore and associate such theoretical references to their productions in order to strengthen their reflective developments and, as observed in this work, to add to the recent and timid initiatives in the area to bring such contributions closer together.

This shy expression of queer studies in the discussions of the works is probably a consequence of the correct and powerful criticisms that they inscribe to capitalism/neoliberalism. In the context of these debates, the advertising business and its meanings are not adequately observed in their potentialities beyond the market dynamics, as it was possible to notice by the clues of the theoretical and empirical discussions of the articles analyzed.

Thus, with the report of this research, it is expected to encourage more advertising researchers to exercise, with more sensitivity, the construction of dialogues between these disciplines to try to dilute such resistances in order to scientifically demonstrate the potential for collaboration that advertising studies can inscribe to the issues agenda by queer theory (and other insurgent perspectives) and vice versa.

However, this observation does not imply that the criticisms that queer theory, and other approaches, direct to advertising should not be registered, but quite the contrary. These criticisms have the potential to be properly directed, without implying restrictions on collaborative initiatives that start from thinking and doing advertising, and/or other related areas, which try in their actions, even starting from market objectives, to support the process of perceptual

change (development) and understanding of LGBTQIA+ expressions and experiences in the contemporary world.

Finally, in view of the sensitivities and opportunities addressed in this article, it is recommended to emphasize that despite the few texts identified, from 2000 to 2020, these works inscribe fundamental perspectives to subsidize the advancement and strengthening of a research agenda to be fostered in the field of Communication Sciences in the country.

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