

Social Change Symposium

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Title: Feminist Digital Media Politics in Latin America: a counterhegemonic space of gender activism

Abstract: New media has become fundamental to the emergence of political feminist digital journalism across Latin America. This PhD investigates LATFEM, a ground-breaking Argentine feminist digital media that has become a powerful counterhegemonic media space for gender democracy in the region since 2017.

Femi-periodistas (feminist journalists) are central to feminist journalism. They recognise their bias as feminists and activists challenging the realm of professional objectivity in the news construction process. Femi-journalists' character corresponds to a politicising vision of journalism where they are part of the socio-political conflict, disputing for hegemony in the public sphere.

Femi-journalists appropriate ICTs to create and disseminate a counterhegemonic narrative aligning with the feminist political agenda. The aim is to resist in a public sphere dominated by the heteropatriarchal media narrative. Femi-journalists integrate online and offline political actions.

This thesis includes a case study of the LATFEM's participation in the Argentinian's 2018-20 communication campaign for legal, safe and free abortion. This PhD argues that LATFEM's narratives apply discursive political activism as a strategy of political resistance to challenge hegemonic media discourses. LATFEM proposes an alternative news epistemology informed by feminist decolonial and techno-political perspectives, offering approaches based on the experiences of historically marginalised groups in legacy media.