



CALL FOR APPLICATIONS SCHOLARSHIP FOR YOUNG TALENT WITH EXPERIENCE ABROAD

The Programa de Pós-Graduação em Ciências Sociais (PPCIS), of Universidade do Estado do Rio de Janeiro (UERJ) let it be known, to whom it may concern, that the **Call for Young Talent with Experience Abroad**, within the scope of the Institutional Internationalization Project (IIP) under the Capes-PrInt Program, is now open for one scholarship.

I) PURPOSE

To select 01 (one) young talent with experience abroad, Brazilians or from other countries, residents outside of Brazil, with relevant international academic and scientific background to do research in the context of Project “Analysis of public campaigns to prevent gender violence in Brazil 2000-2017”, theme “Public Policies and Social Theory” (for more information about the project, see its abstract in the Appendix 1), under coordination of Professor Clara Araújo, PhD.

The selected candidate will work on the collection and analysis of data about the campaigns of gender violence prevention carried out in Brazil in the period of 2000-2017. He/she will also help in the organization of conferences and seminars on the subject, according to the work plan presented in the Appendix 2.

II) SCHOLARSHIP : R\$8.000,00 (eight thousand BRL)

III) PERIOD AND PLACE OF REGISTRATION: February 22 to 28, 2019, by sending the requested documentation, in PDF format, to ppcis.uerj@gmail.com.

IV) Eligibility Criteria: Successful applicants must meet the following requirements:

- a) To have a valid PhD degree, in in Sociology, Anthropology, Political Science or Social Sciences at the time of the application;
- b) To present a CV (in Lattes platform or similar) attesting relevant academic-scientific experience abroad in the scope of the project and its work plan (appendixes 1 and 2);
- c) To be a resident of a country outside of Brazil;
- d) To dedicate themselves integrally and exclusively to the activities of the project during its execution;
- g) To establish residence in the city of Rio de Janeiro, during the execution of the project;
- h) To be able to start activities related to the project in April 2019.

V) DURATION OF SCHOLARSHIP: 6 (six) months as provided for in Public Notice No. 41/2017 of the Program for Institutional Internationalization – CAPES-PrInt.

VI) REQUIRED DOCUMENTATION:

- a) a letter of presentation written by the candidate, justifying the candidacy and commenting on previous research experience on the issues covered in the project "Analysis of public campaigns to prevent gender violence in Brazil 2000-2017" (annexes 1 and 2);
- c) Lattes CV updated (or similar).



VII) SELECTION CRITERIA

- a) The selection process will be coordinated by the evaluation committee composed of 3 (three) professors members of the CAPES PrINT UERJ Program, previously designated by the PPCIS faculty members;
- b) For evaluation purposes, the curriculum and the adequacy of the presentation letter to the project will be considered by the committee. Candidates who have a grade equal to or higher than 7 (seven) will be considered approved;
- c) The candidates will be classified according to the highest final grade obtained.

VIII) SCHEDULE:

Registration: February 22-28, 2019.

Final result: March 1st, 2019 (on the PPCIS website).



APPENDIX 2: THE PROJECT (ABSTRACT)

ANÁLISE DAS CAMPANHAS PÚBLICAS DE PREVENÇÃO DA VIOLÊNCIA DE GÊNERO

Gender-based violence is a topic of increasing importance throughout the world. In recent decades new legislation has been introduced in many countries to combat this type of violence. An important milestone of this change in Brazil was the ratification of the ‘Maria da Penha’ Law, in 2006 to curb, punish and prevent violence against women. Following the promulgation of this law, other achievements in the area of women's rights were reached, such as Law No. 12,015, that expands the concept of rape to consider libidinal acts and violent attacks to the modesty, besides the ‘carnal conjunction’. Finally, the Law of Femicide was enacted in March 2015, categorizing femicide as qualified homicide and including it in the list of heinous crimes, in cases of domestic and family violence, discrimination or disparagement against the status of woman. At the same time, several prevention programs were created and public awareness campaigns were launched. The fundamental objective of this process was to convert gender violence from a private issue to a public issue, so that all society take their responsibility to prevent it. In addition, however, levels of gender – based violence remain worldwide and little is known about how and to what extent campaigns have helped to change attitudes and behaviors in the desired direction. This comparative project seeks to deepen our knowledge of the characteristics of these campaigns to prevent gender violence in several countries, in order to reflect on possible improvements in them.

For the last 20 years research on violence against women has focused on the dynamics of this violence, its underlying causes and risk factors, and interventions in diverse settings, such as in health care and the justice system. Appeals have been made to increase research on the prevention of intimate partner violence (IPV) and its analysis and evaluation, shifting the focus from victims and perpetrators towards the community as a responsibility mechanism for all its members. Social campaigns have been one of the most used prevention vehicles for such community-wide efforts.

Media and public education campaigns are used to raise awareness of IPV as a societal problem and as a public crime with a view toward changing public attitudes and norms in order to contribute to its prevention. By providing information about actions individuals could take to intervene on behalf of the victims, these campaigns also intend to modify witnesses’ behaviors from silence and tolerance to intervention and condemnation. Above all, they aim to inform abused or at-risk women about institutional or community resources and provide strategies for getting help and encouraging the feeling of being supported. Therefore, prevention through media campaigns includes certain interventions directed at the general population, others aimed at those who are maybe at risk for IPV, and others for at women currently suffering IPV and in need of help escaping.

When the effects of public campaigns to reduce IPV have been evaluated, as for example by United Nations Women, there has usually been no distinction made among those that are aimed at populations who do not live in a situation of abuse, those who do but are unaware of it, and those that live in an ongoing situation of maltreatment. Despite the



importance of considering these different types of prevention, there is little information regarding which have been given most prominence in recent years. Moreover, determining the target audience is a fundamental principle of campaign design, helping to define its preventive purposes. Knowing which group the messages are aimed at (e.g., victims, aggressors, witnesses) is helpful when trying to evaluate efficacy claims among the different promoters of campaigns in Brazil.

This study aims to analyze the campaigns to prevent gender violence in Brazil between 2000 and 2017. Analyzing the content of these campaigns will allow for the evaluation of existing campaigns and optimize the impact of future ones. Different hypotheses will be tested about the communicative purposes of advertisers, the type of prevention (primary, secondary or tertiary) that the campaigns proposes, the target audience, and the meaning of the messages. The results will compare the campaigns carried out in Spain, Portugal and Colombia. These results may ultimately serve as a basis for the construction and improvement of public policy implementation and management tools in Brazil. In addition, the relevance of this study rests on broader academic and social aspects, with potential for public intervention.

A great advantage of developing the study with the Graduate Program in Social Sciences of the State University of Rio de Janeiro (PPCIS / UERJ) is the tradition of this program in applied studies evaluating public policies, particularly in violence and gender. In this way, this study is located in two lines of research of the program: a) Violence, Citizenship and Public Policies; b) Family, Gender and Generations. In addition, UERJ's social sciences course has two extension centers that are a reference in the areas of violence and gender and will make available their resources for conducting the research, the Laboratory of Analysis of Violence (LAV) and the Center for Studies on Inequalities and Gender Relations (NUDERG).



APPENDIX 2: WORK PLAN

Main Goals:

Identify, archive, index and facilitate public access to all campaigns to prevent gender violence in Brazil between 2000 and 2017. Determine the purpose of the authors of the most significant campaigns and analyze the evolution of these objectives over time. Operationally describe the content of the campaigns: what they say and how they express it in texts and images (denotative axis), and evaluate their content making semantic inferences from the linguistic analysis and rhetoric of the images.

Main Activities:

Identify possible institutions that have developed campaigns to prevent gender violence in the country between 2000 and 2017. Catalog posters, leaflets, folders and stickers related to the campaigns. Encode and analyze the content of the campaigns and their respective target audiences.

Methodology:

Identification of all relevant institutions, State Agencies, Ministries and National Secretariats with competences related to the prevention of gender violence (Health, Education, Public Safety, Labor, Culture, etc.) in the 27 states and specific secretariats of municipalities. Most representative political and trade union organizations and non-governmental organizations. Identification of web pages, postal addresses and employees responsible for these initiatives; Review of publications and web pages of all entities to identify campaigns to prevent gender violence;
Direct contact through email, post and telephone to request information on possible or already identified campaigns;
Identification and registration of documents;
Codification of the characteristics of the campaigns according to protocol previously elaborated;
Selection of campaigns launched between 2000 and 2017 to carry out detailed analyzes;
Analysis of documents in scientific databases (the Atlas IT software used for this purpose).