

Marta Vilar Rosales (ICS-ULisboa) | *Nodes of inclusion and exclusion Media, Context and the Shaping of Contemporary Movements across de Atlantic*

The chapter examines the role of media in the contemporary global movements of people and things. Particularly, the chapter focus on the circulations between Portugal and Brazil, from 2011 to 2016, and on the media contents generated in Portugal about these two contexts as sites of departure and arrival, in order to explore the experiences and strategies of inclusion and exclusion of those on the move.

For the past eight years, and until recently, Portugal experienced significant emigration flows due to the economic crisis the country faced and its negative impacts on unemployment. Outgoing moments were, at the same time, paired by an aggressive political campaign aimed at attracting specific immigrant groups from all over the world, potentially interested in investing and living in the country. Media played a significant role in both processes, by strategically producing and displaying information, not only about the opportunities of inclusion abroad for those who were experiencing varied forms of exclusion in Portugal, but also on the attractiveness of the country for middle class families and businessman from all over the world. Drawing on ethnographic fieldwork carried out in the last five years, this chapter explores the circulations between Portugal and Brazil, two contexts connected by long colonial and post-colonial migration experiences, and the processes of inclusion and exclusion these circulations entail.

The chapter examines how and to what extent Portuguese and Brazilian migrants interacted with and made use of Media contents to feed imaginaries and expectations, design positioning strategies, experience belonging and manage exclusion and inclusion, while crossing the Atlantic. Print Media contents, published during the time frame of analysis, will be discussed, with a particular focus on three topics: Portugal as a hospitable and inclusive context to foreign middle classes; the attractiveness of diverse migration destinations to the Portuguese middle classes; and the particular social framework at play, which promoted the simultaneous exploration of pulling and pushing aspects in Portugal and Brazil, by the Portuguese Media.