

The Construction Of A Performativity: The C-Section Market In Brazil

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Resumo

Using the performative theory, the present research explores the childbirth market in Brazil. The performative theory explores how a social concept is conventionalized by actors who create tools and techniques to commodify this concept. We used historic method to explore how C-section became the norm in Brazil as means to understand how a consumption becomes normalized in a performative marketplace. In the conclusion, we reflect about the movements of the marketplace assemblage elements and the monopolization of the discourses over time in order to normalize a way of consumption, which empower providers and disempower consumers.

