



The Feminine Identity in the Political Area: A Symbolic Route in Language Ecology

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Abstract

There is no denying that the presence of the feminine manifestation was one of the resources of the electoral process in 2002 Brazil. The September 7, 2002 issue of *Época Magazine* 'proves,' by means of linguistic marks, the presence of the feminine manifestation as a decisive instrument in the future of the country as it publishes on the cover that "Women will decide who will win the elections. First ladies are the stars at the finish line. The female vote is the majority for the first time." And, contextualized in this political movement- Brazil, September and October 2002 -, we will seek to configure the identity-promoting movement of the feminine manifestation built by/in distinctive games in the media discourse.

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