FAR-RIGHT DISCOURSE IN BRAZIL: HAS SHAMELESS LANGUAGE BECOME NORMALIZED?

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Research Question: In this paper, we focus on what was said by far-right Brazilian politicians and their supporters on Twitter about Brazilian Supreme Court Judges in the days surrounding the celebration of the country's independence bicentenary. The following questions guided our study: 1. To what extent was impolite shameless language employed in the posts of far-right politicians and their supporters to discuss the role of the Brazilian Supreme Court? 2. How did Twitter users react to these posts? 3. What did the posts reveal about the normalization of impolite shameless language in the Brazilian political debate?

Purpose: To investigate if the verbal behavior of far-right Brazilian politicians and their supporters revolves around verbal behaviors that cross the boundaries of the 'sayable' in the political scenario and how/if it threatens the constitutional order and the human rights.

Method: To do that, we searched for #stfvergonhanacional (#stfnationalshame), #stforganizaçãocriminosa (#stfcriminalorganization) and #stfgabinetedocrime (#stfcrimeoffice) and found over two hundred original tweets with these tags in the days near the celebration.

Results: We discovered that, while the tags prompted a discussion about impoliteness and shameful language in the political sphere (Culpeper, 2011; Blitvich, 2022, Scheppele, 2020; Wodak, 2021), the posts accompanying them were also mainly employed to vilify the judges of the Supreme Court in an attempt to ostracize them.

Organization: The findings also show that Brazilian populist leaders' rhetoric in the episode was characterized by shameless impolite language, which was targeted at minorities, namely, immigrants, women, black, gay people, as well as democratic institutions.

Society: In assuming that the normalization of shameless language plays a pivotal role in implementing authoritarianism in illiberal democracies, as well as in normalizing illiberal discursive practices, this study has shed light on the Brazilian digital environment, particularly

Twitter.

Originality: The study revealed that a new tendency in the Brazilian political debate may be underway, particularly in that it affects the constitutional order and seeks to promote a type of digital media dictatorship.

Limitations / further research: Although our data is relevant and contributes to manifold fields of investigation, we also believe that more research is needed to expand our findings, specially to other digital platforms and political scenarios.

Keywords: far-right discourse, digital media, human rights; shameless language, political discourse; impoliteness. Twitter.

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