

TÍTULO DA TESE EM INGLÊS: Representations of gentrification on São Paulo's press: the case of Santa Cecília district

ABSTRACT

This dissertation analyses the transformations that took place in Santa Cecília, a downtown district in the Brazilian city of São Paulo, between 2006 and 2016. Based on news coverage about the area, connections were made between those changes and the phenomenon of gentrification. The research focused on news published on the two biggest regional newspapers, taking into account that media coverage not only reports changes that take place on site, but also influences both public opinion and the stakeholders directly involved in the production of the urban space. The general goal of the research was to characterize the manifestations of gentrification in São Paulo through its representation on the local media. More specifically, there was an effort to identify how the city's press reports Santa Cecília district and in what ways those reports point to the occurrence of gentrification in the region.

The conclusion of the research was that, even though newspaper pieces are not enough to categorically affirm that gentrification is present in Santa Cecília, they convey strong evidence that process(es) of such nature is/are taking place on the district, such as the cultural renaissance of the neighborhood and the symbolic and real estate (re)valuation of the area.

Palavras Chave: (6 palavras - externas à caixa de texto): Gentrification; Press, São Paulo; Brasil; Media; Urban Sociology