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TELEVISION JOURNALISM AS A TOOL FOR PUBLIC COMMUNICATION:

a study of cases of violence against women
in the newscast “Bom Dia Goiás” from TV
Anhanguera

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ABSTRACT: This article discusses the social function of journalism, the scope and the credibility of TV journalism, as well as the possibility of its use as a tool for public communication. To this end, it is necessary to refer to details surrounding the deployment and development of TV journalism in Brazil and to conceptualize public communication and citizenship. Also, this study carries out an analysis of the channels that the individual uses to get information, mass communication characteristics and, above all, television and the need for the existence of public communication for citizenship. In addition, this article puts forward a content analysis of the TV news program Bom Dia Goiás - TV Anhanguera (an affiliate of Rede Globo in Goiás), outlining its approach and the type of information conveyed to the public about a serious social problem - violence against women.

Keywords: TV Journalism; public communication; citizenship

O TELEJORNALISMO COMO FERRAMENTA PARA A COMUNICAÇÃO PÚBLICA: estudo sobre a abordagem de casos de violência contra a mulher no telejornal “Bom Dia Goiás” da TV Anhanguera

RESUMO - Este artigo discute a função social do jornalismo, a abrangência e credibilidade do telejornalismo e a possibilidade do uso desse gênero televisivo enquanto ferramenta para a comunicação pública. Para isso, faz-se necessário relembrar detalhes da implantação e do desenvolvimento do telejornalismo no Brasil, conceituar o que é comunicação pública e cidadania, e também uma análise dos canais que o indivíduo utiliza para se informar, das características da comunicação de massa e, principalmente, da televisão e da necessidade de existência da comunicação pública para o exercício da cidadania. Este estudo apresenta, ainda, uma análise de conteúdo do telejornal Bom Dia Goiás da TV Anhanguera – afiliada da Rede Globo em Goiás, revelando a abordagem do programa e o tipo de informação repassada à população sobre um grave problema social, a violência contra a mulher.

Palavras-chave: Telejornalismo. Comunicação Pública. Cidadania.

EL PERIODISMO TELEVISIVO COMO HERRAMIENTA PARA LA COMUNICACIÓN PÚBLICA: estudio en el tratamiento de casos de violencia contra la mujer en el noticiero “Bom Dia Goiás” de TV Anhanguera

RESUMEN: En este artículo se describe la función social del periodismo, el alcance y credibilidad de las noticias de televisión y la posibilidad de utilizar este género televisivo como una herramienta para la comunicación pública. Para esto, es necesario entendimiento de la implementación y el desarrollo del periodismo de televisión en Brasil, conceptualizar la comunicación pública y la ciudadanía, así como un análisis de los canales que los individuos utilizan para informarse, así como las características de la comunicación de masas en especial la televisión y la necesidad de la existencia de comunicación pública para la ciudadanía. Este estudio también presenta un análisis de contenido noticiero “Bom Dia Goiás” TV Anhanguera - de Rede Globo revelando el enfoque del programa y el tipo de información transmitida a la población en un grave problema social, la violencia contra las mujeres.

Palabras clave: Periodismo televisivo. Comunicación Pública. Ciudadanía.

Introduction

Prior to the advent of the mass media, individuals tended to build their knowledge and opinions through their lived experiences in society. Institutions such as the family, church or school, were important in this context, especially before the emergence of a mediatised society.

Modern, capitalist life imposed on men and women of different ages and socioeconomic classes a routine punctuated by commitments and deadlines that have decreased direct, unmediated social contact. Equally, the media, driven by technology, have become ubiquitous. One can watch TV, read the newspaper or listen to the radio in any environment and through various devices: in the bedroom, the kitchen, the car, the waiting room of the doctor's office, on mobile phones and tablets. Currently, personal knowledge as well as opinions, are constituted as a result of what is shown by the vehicles of mass communication: radio, television, newspapers, magazines and the internet. However, this does not reflect the absolute truth, given that they are subject to many variables, ranging from production routines (that determine which issues are addressed and will be addressed), to the editorial lines of vehicles and their commitment to the hegemonic power.

However, the fact of being in the media and occupying valuable space within TV journalism gives to the events shown an aura of truth and importance. Particularly in the case of radio and television, since they are open to the public and gain public concessions, it is asked if there genuinely is public communication. Is information conveyed by the media in the public interest? Does the way content is developed contribute to the information of the individual citizen, or are there simply tragic or comedic performances that are repeated in every edition? If reflection on this is sought, it is necessary to analyze media content and compare it with the specificities of public communication. Thus, this article proposes an empirical study involving the TV station with the largest audience in Goiás, TV Anhanguera, and a serious social problem, violence against women. The aim is to analyze how the news displayed on this theme in the *Bom dia Goiás* newscasts facilitates understanding of the issue and if the information helps to bring about citizen-oriented communication.

The relevance of this research can be appreciated within a

context of discussion on the use of television journalism as a tool for public communication and its current role in society. Hence, the article contextualizes television in Brazil and the role of television journalism. This paper then proposes a discussion about public communication, and finally, analyzes television journalism from the perspective of public communication, drawing on empirical research.

Television in Brazil

As the most diverse vehicle of mass media communication, television in Brazil is responsible for disseminating information and faddism, as well as being an opinion shaper. Mass media can be defined as the "specific form of communication that occurs by brokering / mediation of a technique or multiplier, which allows the message to reach an anonymous, heterogeneous and physically dispersed, audience" (TEMER; NERY, 2009).

According to the Brazilian Institute of Geography and Statistics (IBGE)¹, 97% of Brazilian households have a television set, not to mention those scattered around large public spaces, such as restaurants and lounges. This is a number that not even the most optimistic of television pioneers could have dreamed of in September 1950, when the first television broadcast (almost improvised) was set up by Assis Chateaubriand in São Paulo.

The influence of television, through entertainment programs and newscasts, is most notable: the female, soap opera fashion that becomes a national craze, or folksy, humoristic jargon that is repeated by men and women of all ages and social classes. However, the role of television journalism needs to be taken into account. "Considered by common sense as an expression of reality" (TEMER; TONDATO, 2009), the importance of this genre has been duly noted by many theorists of communication.

There are several examples of the influence of television news coverage throughout Brazil's history. One of the most famous is the debate² between the presidential candidates in 1989, Fernando Collor de Mello and Luiz Inácio Lula da Silva, with clear bias towards the former, the eventual winner of the elections. More recent examples include social mobilization to help flood victims in the mountainous region of Rio de Janeiro. The news relayed by several broadcasters appealed to sensitivities across lots of Brazilian states, and thousands of donations were sent to the homeless.

The examples cited above raise the question of what might be called the good side and the bad side of television influence on citizens. For Adorno (apud WOLF, 2008), a leading critic of mass communication, TV audiences are passive and manipulated by a content built just to be accepted and not discussed. But McLuhan (2002), who coined the term "global village", argues that media communication, particularly television, is an opportunity for the democratization of information. This clash of visions is more important for theories developed today, which includes the communication of a much broader way.

Thompson (1998) does not believe that the audience is passive, arguing that they do not simply absorb content exposed by the media like a sponge absorbs water. For him, the process is much more complex, since any information / product provided by the media to be received by the individual, will be interpreted according to personal experiences.

Sodré (2002) argued that the media would be a new way of life- "media bios", a way of being that would differ from the three mentioned by Aristotle: contemplative, politics and pleasure. To the author, the media mirror is not a mere reflection because the changes that construction of discourse require in terms of time and real fact, create other parameters for the formation of personal identities. The changes that Sodré refers to include new technologies, and the exchange of argumentative logic present in the bourgeois press of the 18th and 19th centuries regarding the sensitivity and influence of economic power. It is also important to remember that television is a media device in a state of constant evolution.

Identity formation is linked to the recognition of cultural values of the environment in which individuals belong. In this regard, Marc Augé's theory of "Non-Places" (1994) seems applicable. The author discusses spaces where the individual does not have or does not exercise their identity. Continuous temporality, encouraged by speed and automated processes, inhibits society and restricts the exercise of democracy, consequently leading people to a collective seclusion. There is no interaction. It is akin to being at a McDonald's restaurant in Anápolis, in Goiás, or in the Chinese city of Beijing.

When the author mentions that modernity is a super producer of non-places, it is made clear that the term is not only geographic or economic, but also behavioral. Hence, spheres can be transferred over time. It may be appropriate to speak of non-places when discussing the internet, tourism, architecture, politics and even as regards the media and broadcast journalism.

Brazilian TV journalism

Brazilians came to discover broadcast journalism and television virtually simultaneously. The first official television broadcast in Brazil happened on September 18, 1950³ and the first newscast - *Imagens do Dia*, was aired 24 hours later. Even the technical difficulties⁴, which impeded transmission speed in the news, hindered the success of this television genre. Within a short period of time, there were dozens of programs and the population had subscribed to the convenience of sitting, listening to and watching television.

In the early years, the audience witnessed constant technical innovations, such as: videotape cameras, zoom, satellite transmission, broadcasters affiliated with regional programming, live broadcast, color image. These changes were important, allowing TV journalism to leave the imported radio style and develop its own language. It was also renewing itself with editorial changes, such as investment in community news, announcements relating to public services, and the attempt to make viewers feel a part of the process of producing news, as a character or through suggesting themes.

In recent years, television journalism has incorporated performances into its productions. A fact is no longer enough to make it newsworthy; there must also be a setting seeking beauty or the grotesque. In addition, there must be emotion, as well as an action that maintains the viewer's attention. For example, in a flood, the reasons that caused the flooding are not revealed, as emphasis is placed on the reporter being transported by boat in areas where there should be cars, on the old lady in tears, or the mother asking for help to feed her children.

Consequently, journalism and television journalism have a social function of promoting the common good. "Acting via the diffusion of information and commentary about the present, the primary objective of journalism is to inform and guide people from specific regions and around the world" (BELTRÃO, 1980, p. 14). According to the author, "opinions come from knowledge of facts and circumstances, which the receiver approaches with an ideology."

Traquina (2008) argues that processes such as capitalism, industrialization, urbanization, mass education and advancement have transformed the act of reporting in business. His opinion is shared by Ramonet (2005), who adds that the world of journalism has become the world of immediacy, where there is no time to study the information,

increasingly made up of impressions and sensations.

Therefore, it is possible to conclude that the media, concerned with profit, recounts facts with increasing speed, but without content or an approach to inform. This provokes the following questions: has TV news lost its social function? Can TV news be considered from the perspective of public communication?

Citizenship and public communication

Superficial conceptions define citizenship as the rights and duties of an individual in society. However, the real meaning of citizenship is much more complex, leading to considerable deliberation. For Santos (1996), the concept goes beyond rights and duties, and concerns the emancipation of an individual either within the community or in the defense of the systematization of the rights.

For Marshall (*apud* CARVALHO, 2011), citizenship is the exercise of civil, political and social rights⁵. For the author, the natural order of things would be first civil rights, then political rights, which would guarantee social rights as they emerged, as in England, for example. But in many other countries, this has not been the order of things. In Brazil, for instance, social rights preceded the others due to various reasons, such as the slavery brought by colonization, which provoked the emergence of an unequal society, hampering the development of a sense of belonging, which for Marshall, is also part of the construction of citizenship.

It means that the construction of citizenship occurs due to people's relationship with the state and the nation. People become citizens as they start to feel part of a nation and a state. (CARVALHO, 2011, p.12)

In Brazil, where decades of military government signified the abolition of political and civil rights, the project of developing citizenship was undertaken. Carvalho also points to a current problem faced by all nations.

The internationalization of the capitalist system, which started centuries ago, greatly accelerated by recent technological advances, and the creation of economic and political blocs, has caused a reduction in the power of states and a change of the existing national identities. (CARVALHO, 2011, p.13)

Viana (2003) also views citizenship as the integration of the individual into bourgeois society through the state, arguing that it is

up to municipalities, states and the federal government to implement policies that end social exclusion, by guaranteeing basic rights for the poor, such as health, education and housing. These rights are all enshrined in the constitution but why are they not guaranteed and why does the population not question the situation?

After reviewing these definitions of citizenship, it is clear that the common point is the need for quality information in order for the individual to be aware of and demand their rights, or to mobilize the community to demand action. It is also clear that this is not the information disseminated by the media today. So, what would be the role of television stations in that sense? And newscasts?

Lima (2009) criticizes the way that broadcast licenses are issued in Brazil. The country uses the trusteeship model, ie licenses. Concessions are public but operated via the private sector, with an essentially commercial outlook. There is a regulation to ensure the plurality of information, though the laws have lagged behind technological innovation and are not enforced.

The author cites cross-ownership, the ability of one family group or corporate group to control radio and television stations, newspapers and magazines, as a major problem. The reason is that if this group has links with local, regional or national political groups, the information will be conducted in ways that benefit these groups.

In any case, we must always remember that what is really at stake when we discuss the relationship between communication and politics is the democratic process. The distortions of power caused by the imbalance between private, public and state (broadcasting) systems, the concentration of ownership - largely caused by the absence of rules that prevent cross-ownership - and linkage of large media groups with regional and local policy, are some of the problems that hinder the democratization of our communication. And without it, there will not be diversity or plurality of information, autonomous public opinion and, therefore full democracy. (LIMA, 2009, p. 93)

Brandão (2009) states that public communication is still a concept under construction. For a long time, this term was related to organizational communication, scientific and even policy and governmental disclosure, which are, in fact, institutional communication strategies and advertising. The author also noted that public communication has been related to communication strategies of organized civil society, ie, popular movements and the third sector. Nowadays, the aspect under discussion is public communication within the context of public interest and giving a voice to citizens.

Public communication is the process of communication that is established in the public sphere between the state, the government and society, which purports to be an ideal opportunity for negotiation between the interests of the various instances of constituent power of public life in the country (BRANDÃO, 2009, p. 31).

Matos (2009) broadens this setting, which correlates public communication with democracy and citizenship, and compares it to a trading field where "collective measures of interest are discussed to get a democratically legitimate decision."

"Public communication places the centrality of the communication process above the citizen, not only by guaranteeing the right to information and to expression, but also through dialogue" (DUARTE, 2009, p. 61). The author also defines the concept of public communication: "the use of the term is associated with the effort to improve people's lives through communication."

To achieve this, communication tools need to be used with the citizen in mind, not just their consumer, voting, or user interests. Carrying out public communication involves taking public consciousness and privileging the collective interest instead of personal and corporate prospects. (DUARTE, 2009, p. 61)

From these definitions arises a discussion about the importance of public communication in the consolidation of citizenship in a mediatized society. For the exercise of citizenship, it is necessary that individuals have information about rights, laws and public administration, at the municipal, state and federal levels. In the example mentioned earlier in this study, it is not relevant whether the individual is aware of the reporter "sailing" in the flooded street. What really matters is knowing if the flooding was caused by deforestation in inappropriate places, if the deforestation was done by a company or by the community itself, if the problem was due to the poor execution, or even absence, of public works. Thus, individuals would be able to form their opinions and be active citizens. Changes in attitude arise with the boycott of company products, through awareness campaigns for residents, or rethinking voting choices in upcoming elections.

In this context, the media could make a public announcement (or communication) or promote the public interest. It should be clear that this is not a prerogative of the state or public broadcasters. From the moment that commercial broadcasters start operating on public licenses, as Bourdieu argues (1980), the priority should be the social function, at least in journalistic programming, whose credibility is its greatest

symbolic capital. Nevertheless, the opposite situation seems to recur: this symbolic capital is used "to sell" breaking news facts, adding nothing to the construction of citizenship and community development.

Empirical observations

To complement the analysis of television news from the perspective of public communication, empirical research is proposed here, with a focus on a content analysis of the newscast *Bom Dia Goiás*. In order to justify the methodological choices made for this study, the context of communication research shall be briefly outlined.

The field of communication and communication research is a recent development in Brazil. One of its pioneers, Luis Beltrão, took an initial step in 1963, with the creation of the Information Sciences Institute (Icinform). However, this development was marked by the appropriation of techniques from other sciences, and one of the most controversial is content analysis, which was "imported" from the social sciences. This methodology was first used in the 18th century, when a Swiss court analyzed 90 religious and anonymous hymns, the songs of Zion. The court wanted to know whether there was any heresy in the compositions, reaching the conclusion that there was nothing. In the 20th century, the technique began to be used effectively in various fields of communication.

In political science, for example, it led to the discovery of German secret weapons by the British, from the study of Nazi propaganda; in psychology, it has contributed to the diagnosis of patients by analysis of therapy interview recordings; in literary criticism, it has helped to highlight the characteristic features of an author; in sociology, to understand the diversity of national mentalities; in mass communication, to compare the attitudes adopted by various newspapers in the election period. Kientz, Apud FONSECA JR. In DUARTE, 2010, p. 281)

Nevertheless, this background did not make content analysis generally respected as a research technique, though it did benefit from recognition during the Second World War. In the seventies, however, it was criticized by Marxists, who claimed that the methodology did not allow for a critical-ideological observation of the media. According to Fonseca Jr., the technique evolved in the nineties with the popularization of the internet and all the content made available by the worldwide web. Much of the criticism and reservation lies in the fact that content analysis originated from Comtean positivism⁶. This unfavorable assessment is gradually being discarded by modern authors, "who have opted for more

detail in examining the data obtained by this type of analysis; investing in analytic inference and projection of this data" (TEMER, 2011, p. 411) .

Fonseca Jr. (in DUARTE, 2010) writes that for research on mass communication, content analysis is used to study messages, as well as semiology and discourse analysis. Content analysis, nevertheless, requires systematicity and reliability. For Krippendorff (1990), nowadays, content analysis has three basic characteristics: empirical orientation linked to real facts; analysis within the content, message, channel, communication system; and flexibility in the methodology, allowing the researcher to determine the stages undertaken according to the needs of the survey data, and still evaluate the results independently. For Bardin (1988), there are seven techniques used in content analysis: categorical analysis, valuation analysis, enunciation analysis, expression analysis, contingency analysis, structural analysis and finally, discourse analysis. In this study, enunciation analysis will be carried out, since comments will be restricted to oral discourse.

Bom Dia Goiás study

The channel TV Anhanguera began broadcasting on October 24, 1963. It was the second TV station in the state of Goiás⁷. In the first five years, it was broadcast via Excelsior Television and later via Globo TV, with which it is nowadays affiliated. Initially, local production programs offered entertainment and journalism but today all regional content is journalistic. The station has six affiliates in the state, operating in just over 200 of the 242 counties in Goiás. There are four newscasts: *Bom Dia Goiás*, which is aired Monday to Friday, between 6:30am to 7:30am; *Jornal Anhanguera* first edition, between 12:00pm and 12:40 pm, Monday to Saturday; *Globo Esporte*, between 12:40pm and 12:45pm, Monday to Saturday; and finally, *Jornal Anhanguera* second edition, between 19:15pm and 19:30pm, Monday to Saturday.

The choice of TV Anhanguera is justified because it is the most watched channel among the six stations opened in the state of Goiás, and the newscast chosen, *Bom Dia Goiás*, is the longest-running local program on the station.

Ten editions of the newscast, aired between 25 June and 6 July, 2001, were analyzed. Also, articles addressing the issue of "violence against women" were selected for this study, the reason being that there are already public policies implemented to combat the problem, such as specific police stations for this kind of crime, as well as the *Maria*

da Penha law, in addition to various initiatives from non-governmental organizations.

The topics discussed

The material that makes up the corpus of research is arranged chronologically, according to a thematic and temporal delineation of violence against women. Analysis focused on the news, headlines, duration and content, and it would appear that as regards the role of television news, the consolidation of a communication geared towards citizenship needs to be addressed. Specifically regarding the issue of “violence against women”, the following observations can be made:

June 25: Minister accused of molesting eight teenagers in São Paulo is arrested. Duration: 1 minute and 31 seconds. The item describes the arrest of the accused, what will happen to him, and raises the possibility that there are also victims in Anápolis, the city where the accused was hiding. But there is no information for parents on how to identify changes in the behavior of children, or where to make an anonymous statement.

June 26: Man accused of molesting and raping women and girls, arrested in Campinorte city. Duration: 2 minutes and 49 seconds. The story involves several people, all of whom have complained that the accused entered their homes. The police chief said that the man had invaded the home because he knew the routine of the residents, and also because in a small town, few adopt safety habits, like locking doors. However, neither the reporter nor the police chief advised the people on how to cultivate habits like keeping gates closed and sleeping with doors and windows locked, or calling the police if they notice the presence of strangers.

June 27: Youth with mental disorder is drugged and raped in Goiânia. Duration: 1 minute and twenty five seconds. The accused are shown and the matter is described in detail, including identification of the victim's father. At no point are families advised to ensure people are not left alone in a physically or psychologically debilitated state. There is also no response to the complaint about lack of safety in the neighborhood.

June 28: Women from Goiás trafficked for prostitution return home. Duration: 3 minutes and 4 seconds. The news item shows a seminar in which people discuss the problem of people from the state of Goiás

who leave the country to work as prostitutes in European countries. The video tape (VT) reveals figures, examples of women saying they suffered a lot, and publicizes the work of a non-governmental organization that helps to bring these women back. However, it does not disclose the relevant telephone number or address for those who are in the same situation and seeking help.

June 29: nothing on the topic.

July 2: Husband kills wife and three children because he disagreed with the separation. Duration: 1 minutes and 46 seconds. The headline exposes the number of cases of violence against women in Goiás. The piece provides details of the crime through the testimony of relatives and neighbors. It is explained that the murdered woman had sought help at the women's police station. But there is no advice for women going through the same problem not only to go to the police, but also to formalize complaints and request protection. Many women do not seek help because they do not know that there is a shelter where they can go with their children. As a result, they are unaware that they can leave home without risking losing custody of their children.

July 3: Woman tortured by her husband for eight years. Duration: 3 minutes and 15 seconds. In the report, testimony and women crying feature heavily. During the interview, the police chief encourages women victims of violence to come forward with complaints but none of the aforementioned elements were brought to the fore, not even the address or telephone number of the *Delegacia da Mulher* (police department specialized in combating violence against women).

July 4: Woman sold pornographic videos featuring her own daughters, aged 3 and 6. Duration: 1 minute and 56 seconds. The report describes how the police approached the woman, to whom the videos were sold and what happened to the children. However, the news does not devote attention to the consequences of that violence for children, or society for that matter.

July 4: Woman is shot in the neck during "trawler" (a flock of burglars in action) in Luziânia. Duration: 2 minutes. The VT narrates a "trawler" composed of two teenagers at bus stops, operating at times when workers are on the move. The woman is not identified. Meanwhile, the population complains about the lack of police presence in the city. There is no response to the residents' complaint, just as there is no discussion about violence among children under 18.

July 5: Teen is murdered in knife attack by her boyfriend on 14th birthday.

Duration: 2 minutes and 49 seconds. The report deals with a crime of passion, depicting only the emotional consequences for the family and friends.

In the news analyzed, emphasis is placed mainly on the event itself. Nothing is done to address the situation that generated the act of violence, or possible solutions to it. Also, no information is given to the viewer about what to do in case of a similar problem. All of the news items analyzed lasted more than a minute and a half. Five lasted more than two minutes, and two more than three minutes. Taking into account the time generally devoted by broadcasters to particular issues (between one minute and thirty seconds, to a minute and forty-five seconds), it can be deduced that violence on the news is of considerable importance.

Certainly, the analysis undertaken here has its limitations. Thus, it is important to broaden the scope to new research, for example, covering the major TV news networks. In this way, comparative parameters would exist for analyzing the presence of public communication in their journalistic content. Another potential research line includes the development of indicators to measure the impact of state broadcasters in public communication and trade.

Therefore, the limits of this study can be extrapolated for new horizons and perspectives that enhance reading communication in the context of journalism.

Considerations

To a greater or lesser degree, the media is present in the daily lives of people, whether for entertainment, information, or even education. This presence is ensured by technological advance, through access to radio, television and printed content, like newspapers and magazines, anywhere in the world. In addition, the world media has begun to replace traditional forms of interaction with social groups, such as the family, school and religion. The influence and scope of journalism, as well as the credibility of television news, have been remarkable.

Given these characteristics, the efficiency of broadcast journalism as a tool for informing the individual is unquestionable. However, the use of this tool needs to be questioned. As this study has revealed both theoretically and empirically, there appears to be little public communication on newscasts. The lack of focus on community interests is plain, especially on the way useful information for men and

women could help to exercise citizenship, leading to the fulfillment of duties or demanding rights. In order for content displayed by TV news to be considered public communication, it would be necessary to have an approach free from political or commercial objectives, a deeper analysis of the causes and consequences of the issues, and greater citizen participation.

Given that television stations are public concessions and must air matters of public concern, content conveyed on newscasts should express the full exercise of citizenship. The news discussed is insufficient to draw deep conclusions about the absence of public communication on Brazilian news programs. However, the research presented here focuses on a specific issue, violence against women, an issue that TV newscasts in Goiás have not addressed from the citizen's viewpoint.

The lack of a journalistic approach with a focus on citizenship, evidenced by the research corpus, is not the rule in television journalism. It is necessary to recognize that there is genuine communication within public journalism when neighborhood VTs are aired, showing residents exposing problems such as unpaved roads, lack of water, the absence of a public health clinic or police station. In this way, the government is urged to explain such problems. Another example is when newscasts include health campaigns, including the immunization of children and the elderly.

In conclusion, therefore, television journalism is a powerful tool for the exercise of citizen-oriented communication. Unfortunately, the communication system in Brazil is undermined by a number of factors, such as the public concessions system for television stations in the country, or the lack of regulation allowing the formation of oligopolies in the hands of family or business groups with political or economic agendas, which manipulate content according to their interests. Another consideration is the way the market is set up, so as to reduce the number of journalists seeking profits. Finally, attention should be devoted to the production routines of television journalism, whose available time and need for images determine the importance of a particular issue.

In order for television news to be used for the exercise of public communication, several measures will be necessary, including the democratization of the way concessions are operated; compliance with existing rules and the creation of new rules to prevent cross-ownership. The discussion of a new regulatory framework can redeem the plural character of the communication system in Brazil.

It is through popular mobilization that TV stations will improve

information that promotes citizenship, that is to say, when society organizes itself to demand quality content. But how to guarantee people will be interested in mobilization without information? Certainly, it is a matter that should occupy the academic world, as an institution with research interests in social development, and that is composed of educators of professionals who will lead the market in the future.

NOTES

- 1 The data from the National Household Sample Survey carried out by the Instituto Brasileiro de Geografia e Estatística can be consulted at: http://www.ibge.gov.br/home/estatistica/populacao/trabalhoerendimento/pnad2009/pnad_brasil_2009.pdf.
- 2 In the last presidential debate between candidates for the Brazilian elections of 1989, TV Globo aired two edited versions for their newscasts “Jornal Hoje”, and another controversial production in the “Jornal Nacional”, the most watched newscast in the country. It is claimed that in the second version, TV Globo favored Collor by giving the candidate a minute and a half longer than Lula and selecting his best moments.
- 3 TV Tupi was idealized by Assis Chateaubriand. Initial content in live presentations featured artistic personalities in that decade.
- 4 In the first video, cameras used 16 mm lenses. It was necessary to develop the film, like a photograph via the chemical process. Therefore, the news was transmitted without images (usually, the journalist simply “read” the fact). In case using images it was just happen from one day to another.
- 5 Civil rights are those essential to life, such as liberty, property, equality, freedom of expression and thought and the inviolability of the home. Political rights guarantee the individual’s participation in government actions. Finally, social rights guarantee participation in collective resources, such as health, education, housing and employment.
- 6 This theoretical approach was developed by Auguste Comte. Positivism appreciates the hard sciences as a paradigm of science and a reference point for the highest level of human consciousness. (FONSECA JR., 2006, p.281)
- 7 The first TV Station was TV Radio Clube, known today as TV Record.

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