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RESEARCH ARTICLE

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## DISCOURSE OF INFORMATION IN THE PROGRAM ENCONTRO COM FÁTIMA BERNARDES

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### ABSTRACT

The TV program “Encontro com Fátima Bernardes” produced by Rede Globo is the subject of this article. One of the controversies is in relation to the type of information offered by the program. Motivated by this discussion, during the three-day period, an analysis of the information present in the program was carried out. The theoretical basis was structured in the studies of Gender and Formats of Brazilian TV (SOUZA, 2004) and as a methodology, we opted for the Collective Subject Discourse (LEFEVRE, 2009). This method defends the idea that different speeches on the same theme form the discourse of a collectivity. Among the conclusions of the analyzed period, it is observed that the information is linked to social and cultural themes, involving the human and professional conditions that need to be debated around diversities and inclusive Public Policies.

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### INTRODUCTION

The program *Encontro com Fátima Bernardes (EFB)*, shown daily by Rede Globo de Televisão, has been studied for its important presence on Brazilian TV mornings. As it is considered a novelty at the station, some authors describe the program as just entertainment, denying that there is information, as is characteristic of electronic magazines. (VIEIRA, 2014). The program *Encontro com Fátima Bernardes*, which in 2020 completed eight years on the air, is more comprehensive in the matter of entertainment than in information. During the broadcast of the program, the guidelines are diversified and commented on by actors from Rede Globo de Televisão, who are there to “promote” the network’s soap operas. And experts make obvious comments on the issues (STYCER, 2016). In the program, presented for Fátima also brings information, opinions and interprets events as a journalist, due to his credibility for these tasks.

She is also a “brand-author” since at different times she presents herself as a poster girl. (STYCER, 2016). Criticisms of the program served as a motivation to carry out this research. It is necessary to be updated to write about television, since every television program must inform and entertain, regardless of its category (SOUZA, 2004). To accomplish the objectives of this research, three editions of the *Encontro com Fátima Bernardes* were analyzed, on September 19, 20 and 21, 2016, based on the speeches of each guest, in order to verify the presence or not of the information in the program. Therefore, the general objective of this article was to reveal whether there is information at the *Encontro com Fátima Bernardes* and the specific objectives were: to present the characteristics of the Program and to analyze the information made available to the public in each edition.

As a methodological support, the Collective Subject Discourse was used, which argues that several speeches of an individual on a theme represent the way of thinking of a collectivity (LEFEVRE, 2009).

## METHODS

To get the research objectives, three editions of the *Encontro com Fátima Bernardes* program from the same week were analyzed. The selection took place after the Olympics and Paralympics held in Brazil in 2016, on September 19, 20 and 21. The programs were recorded directly from YouTube to facilitate the analysis of the data obtained. It was also observed part of the speeches of each guest on the theme of the day discussed during the program, thus forming the Discourse of the Collective Subject. The collective subject's discourse is "a synthesis discourse made up of pieces of similar discourses of meaning gathered in one discourse" (LEFEVRE, 2009). The central ideas of each statement were extracted to form the key expressions, that is, parts and excerpts of the speech, which were highlighted to reveal the essence of the speech. From these expressions, the synthesis discourse was elaborated.

## RESULTS AND DISCUSSION

*Encontro com Fátima Bernardes*- (TV show)- 09/19/2016

Theme of the day: Inclusion of people with disabilities in the labor market. In this edition after the presentation of the guests, mentioned in the table below, and a small opening with the singer Saulo, the presenter Fátima Bernardes started a chat with them about the Paralympics, addressing the opportunity of each one in this great event. After that, a report about the visually impaired photographer João Maia was shown on the program. A representative from the Ministry of Labor was in the audience and spoke about the inclusion of people with disabilities in the labor market. In this way, each guest spoke on the theme of the day.

*Encontro com Fátima Bernardes*- (TV Show) - 09/20/2016  
Theme of the day: Racism

The program started with the presentation of the guests present, initiating a dialogue about the recent death, by drowning, of the actor Domingos Montagner. With the interaction of the audience, the matter was discussed for a few minutes. Then, the presenter Fátima Bernardes called to the stage, four friends who suffered racism and, after the occurrence, published a video on the internet about the context. The theme of the day turned to racial prejudice being discussed among the guests, and each expressed his opinion. Following, the actresses Nicette Bruno and Eva Wilma, talked about the play Theatrical that was playing in the country. Finally, the presenter invited two children from the audience to a small game with the actresses. The program ended with the participation of singer Rael.

*Encontro com Fátima Bernardes*- (TV Show) - 09/21/2016  
Theme of the day: Respect for women:

Survey: Can't the woman who wears short clothes complain about rape? 1 in 3 men replied that they did not.

The edition of the program began with the presentation of the guests, among them, the singer Daniel who sang a song at the opening of the edition. Fátima Bernardes comments on the research mentioned above and provokes the debate with the invited people. Each expressed their opinion on the topic. After that, the presenter invited a child to the stage who is passionate about fans and invents objects from old pieces. And

it calls the news board presented by the G1 website. Actress Debora Bloch talks about her participation in the miniseries Justice and the death of actor Domingos Montagner. The program ends with the participation of singer Daniel.

- First reading: General analysis of tables. According to the data found in the previous tables, the program brings issues related to society's daily life. Issues such as inclusion of people with disabilities in the labor market, racism and violence against women were discussed by experts and generated a lot of information and reflection for the audience that watched the editions chosen for the analysis. There are usually three to four experts, in addition to one or two actors and singers who also express their opinion regarding the subject matter. In this way, the people who watched the *Encontro com Fátima Bernardes* program were able to process the information, both from experts and from actors who often represent the common citizen and are considered "idols" for a portion of the population.
- Second reading: Construction of the collective subject discourse. In this second reading, the opinion of each guest of the edition of the program on the topic addressed is recovered. From each speech, its essence was extracted in simple form, called "Key expressions". Based on each expression, a Collective Subject Discourse was constructed, with the objective of presenting the information present in the three analyzed editions of the *Encontro com Fátima Bernardes*. Below are the key expressions of each guest:

S = Subject; Key Theme Expressions

Theme: Inclusion of People with Disabilities

**S 1 - Photographer:** The composition of my photography is made by sounds.

**S 2 - Journalist:** Sport is everything for the inclusion process.

**S 3 - Actor:** It is present through our heart, through our soul.

**S 4 - Coordinator of the insertion project for people with disabilities:** Inclusion is done all the time, not just in the job market.

**S 5 - Journalist:** People will face it more naturally for visibility.

**S 6 - Psychiatrist:** Using disability as a challenge.

**S 7 - Five-a-side football athlete:** I had a chance to dream a second time and went to the fight.

**S 8 - Swimmer:** I opened my eyes and asked why I was regretting.

**S 9 - Swimmer:** Disability is just one feature.

**S 10 - Javelin throw:** In this game, I broke the Brazilian record.

Table 1. Labor Market

| Name                   | Profession   | Institution             | Talks   |
|------------------------|--|-------------------------|---|
| Saulo                  | Singer   | Music                   | New CD release. "It's the third one, called O Azul e Sol, exactly to try to make this light projection, get out of that darkness and find that light."  |
| João Maia              | Visually impaired photographer                         | Photography             | "The composition of my photography is made up of sounds and blurred shapes and colors (...)"  |
| Lair Rennó             | Journalist   | Globe                   | "Sport is everything for the inclusion process and it is there for us to see that those who do not identify, have other opportunities."   |
| Lucas Veloso           | Actor  | Globe                   | About the soap opera Velho Chico: "Now we are going to pass the look of the Saint in the eyes of those who are accompanying him. It is present through our heart, through our soul. A tribute to Domingos."   |
| Joaquim Travassos      | Coordinator of   | Ministry of Labor (MT). | "We have to remember that inclusion is done all the time, it's not just in the job market. It has to happen daily (...) mainly at school. (...) In MT we try to encourage companies to include them. See people as they are and not because of their disability."       |
| Felipe Andreoli        | Project for the insertion of people with disabilities. | Globe                   | "The Paralympics here in Rio, in Brazil, gave this visibility to children who had an acceptance problem, no longer. People will face it more naturally for visibility."   |
| Jairo Bouer Ricardinho | Journalist<br>Psychiatric doctor                       | Globe<br>Paralympics    | "He uses disability as a challenge, a possibility, an opening of chances (...)"<br>"I saw normal until I was six years old and had the dream of being a football player (...). God gave me a new opportunity. I had a chance to dream a second time and went to fight." |
| Felipe Rodrigues       | Five-a-side football athlete                           | Paralympics             | "When you are a child, you end up feeling more (...). I was ashamed to walk in shorts, in slippers. Participating in the Paralympics made me open my eyes and ask why I was regretting it."   |
| André Brasil           | Swimmer  | Paralympics             | "Sport came as an opportunity. The doctor indicated swimming as a form of rehabilitation (...). I discovered that swimming was what I loved most. It put me on an equal footing. Disability is just one feature."   |
| Shirlene Coelho        | Swimmer  | Paralympics             | "I started working and was invited to wheelchair basketball (...). A year later I started with record releases (...). In this game, I broke the Brazilian record."  |

Table 2 - Racism

| Name                 | Profession                               | Institution | Talks   |
|----------------------|--|-------------|---|
| Nicette Bruno        | Actress                                  | Globe       | "We need to fight and we need to be talking, alerting, because prejudice exists in several sectors (...). It is important to speak in schools, at home, so that the children know that we are all really the same." |
| Eva Wilma            | Actress                                  | Globe       | "Disrespect for differences has existed since the world is a world and if we don't fight it will continue getting worse."   |
| Lair Rennó           | Journalist                               | Globe       | "At least the person apologized and got real (...). We don't have to  |
| Fernando Gomes Pinto | Neurosurgeon                             | Globe       | never divide by race".  |
| Rael Estela          | Singer                                   | Music       | He did not comment on the topic.  |
| Beatrice             | Four friends * (viewers who sent video); | Viewers     |   |
| Samanta Carol        | Four friends *                           | Viewer      | "People are always used to seeing black people as manual labor. At school, it was very difficult to deal with. My first experience with racism it was at school."   |
| Carol                | Four friends *                           | Viewer      | "My brother was expelled from a store in another mall in São Paulo. He went to my work and said: Look sister, I just got kicked out of a store. He went to ask me for help ... We want equality".                   |

Table 3 - Respect for women

| Name                | Profession   | Institution | Talks  |
|---------------------|--------------|-------------|--|
| Daniel              | Singer       | Music       | "The child does not know how to listen sometimes, but that denominator is difficult. We guide them to make the choice, to say no. Parents need to be more present"   |
| Lair Rennó          | Journalist   | Globe       | "Some women who answered the survey think in the same proportion as men. One in three says they can't complain. The woman has to have personality, time to say no. She decides to say no."   |
| Débora Bloch        | Actress      | Globe       | "It is a horror, scary. Because it is an acceptance of violence, it is a lack of indignation and people (rapist) are not punished. This idea of women dressing as they want and being able to suffer rape is from the Middle Ages. There needs to be more representation of women in power. The lack of is not a lack of law, so the law is important" |
| LuliMilman          | Psychologist | Invited     | "It is a very large number, at 3, 1 it is a scandal. It is necessary to have educational campaigns and discussion forums on this subject. Children have this practice of treating women as a minority. It is a lack of solidarity. They think that women are a priority"   |
| Júlia Milman        | Psychologist | Invited     | "Discuss the issue of gender in society. Since childhood we have been treating differently what it means to be a boy and the woman herself sometimes feels placed in that place of object and ends up thinking that she has to behave in that way."  |
| Fabrizio Carpinajar | Poet         | Globe       | "We don't respect the woman's words, so it seems that she doesn't mean that, it seems that she has no power (...). We have to be more direct and objective, the woman's word has strength, authority and it's over. No, it is not".  |

**S 11 - Singer:** get out of that darkness and find that light.

**Collective Discourse:** People with disabilities use the problem as a challenge for inclusion and sport is of great importance for this process. This must be done full time and not just in the job market. It is necessary to see people as they are and not because of their deficiencies. Each has a history and has to go to fight, and this is what the job market wants. Disability is just one feature and the Paralympics were able to show this to people.

Theme: Racism

**S 1 - Actress:** children should know that we are all really equal.

**S 2 - Actress:** Disrespect for differences has existed since the world is the world.

**S 3 - Journalist:** We don't have to divide ourselves by race.

**S 4 - Neurosurgeon:** Did not comment on the topic.

**S 5 - Singer:** People are always used to seeing black people as manual labor.

**S 6 - Four friends:** We want equality.

**S 7 - Four friends:** We want equality.

**S 8 - Four friends:** Did not comment on the matter.

**S 9 - Four friends:** When we see this situation, it is painful because it is everyday.

**Collective Discourse:** Disrespect for differences, unfortunately, still exists and must stop. People cannot be divided by race, because everyone is equal and that is what blacks want. They only aim for equality, as human beings are used to seeing black people as manual labor.

Theme: Violence against women

**S 1 - Singer:** Parents need to be more present.

**S 2 - Journalist:** She decides when to say no.

**S 3 - Actress:** The lack of is not a lack of law, so the law is important.

**S 4 - Psychologist:** They think women are a priority.

**S 5 - Psychologist:** The woman herself sometimes feels placed in that place of object.

**S 6 - Poet:** The woman's word has strength, authority and is over.

**Collective Discourse:** Women are not owned by anyone and have the right to choose when to say no, and this must be respected by everyone, including men. Women are not an object and when their will is contradicted, there is a need for punishment, but this is not due to the lack of representation of women in power.

**Collective Subject Discourse Analysis: information during the program**

The elaboration of the Collective Subject Discourse based on the analysis of the three editions of the *Encontrocom Fátima*

*Bernardes* program reveals a program characterized mainly by the question of information. Entertainment appears at times, but always in conjunction with information, referred to by certain authors as "infotainment". In each edition, subjects present in people's daily lives were addressed (inclusion of people with disabilities, racism and violence against women). These relevant themes keep the audience in front of the television and allow them to reflect on what happens in the country's daily life. Another important factor for the information to be passed on to the public is the presence of specialists in all editions. Neurologists, psychologists, psychiatrists and journalists discuss their positions regarding the topics and reveal to the people who attend, the information necessary to understand what is being addressed. In addition, the actors of the soap operas and miniseries of the broadcaster who participate in the program, also end up expressing their opinions regarding the theme and transmit this to the public.

On the day that the Inclusion of People with Disabilities was discussed, the presence of para-athletes telling their experiences about "self-acceptance" and entering the job market, conveyed the message to viewers that everyone is equal and that the person it is beyond your disability. For specialists, starting to work is something that makes the disabled feel included in society and realize that everyone is capable of carrying out activities that they did not do before. In the issue that brought up the theme of racism, the theme came after a video published by four friends on the internet who suffered prejudice in a shopping mall in São Paulo. During the program, the guests discussed the matter with the young women and showed the audience that they were watching, that prejudice should not exist, because all people are equal regardless of color. Viewers can understand that skin color does not define character or profession, and that, unfortunately, racism still exists in Brazilian society.

During the "*Encontro*" of September 21, 2016, the topic discussed was violence against women, a topic frequently addressed by the Brazilian media and which still happens in the lives of women. All information given was based on the woman's right to say no, to be able to choose what she wants and to have her will respected. People who watched the debate and experienced situations of violence, were encouraged to report. Another factor that contributes to the information addressed reaches a large number of people is the opinion of those in the audience. The interaction takes place through a quick survey that addresses the theme of the day (STÜMER, 2015).

## Conclusion

At the end of this research on the *Encontrocom Fátima Bernardes*, it can be said that there is a constant presence of information in the program, during the course of its exhibition. It is noticed that there is a deepening in the theme of the day, generally chosen among the subjects present in the public's daily life. From this analysis, the objective of verifying the existence of information in the program was fulfilled. Presenter Fátima Bernardes and the guests (specialists, actors and musicians) transmit information to the people who attend, so that they understand and process the informed content in their own way. In the days analyzed, the audience that watched the program, can understand that women are not an object and have the right to say no, but, unfortunately, violence against women still exists.

People also knew that everyone is equal in their rights, regardless of their skin color and that black people are fighting for this equality. Another theme presented was the inclusion of people with disabilities, in which it was learned that people with disabilities are beyond their limitations and are capable of exercising all functions in the labor market. Informing the public “means allowing the person, at the end of the exhibition, to know a little more than at the beginning of the program about a certain subject” [2, p. 38]. Thus, it is concluded that the *Encontro com Fátima Bernardes* produces information for the public and makes people more informed about finished subjects, based on the explanations of experts and guests. Subjects, these, which always refer to something that happened or was published on the internet, thus keeping the public attentive to the program and the information that emerged there.

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