

The journalism made for the community and inserted in the “new spirit of capitalism”: a case study of the *Alô Comunidade* journal

DOI: 10.1590/1809-5844201727

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Abstract

The present study analyzes the *Alô Comunidade* newspaper, a monthly publication of the ThyssenKrupp CSA (TKCSA) steel company. Due to the fact that the newspaper is a requirement of an extrajudicial agreement proposed by an environmental agency as a way to publicize measures to compensate for the socio-environmental impacts generated by the company; to the fact that it is made by the company; and that its target audience is the affected community, we attempted to assess what kind of journalism is produced by the journal, taking into account these three factors. We also reflected on journalism within a process resulting from the recent changes in the spirit of capitalism, which entails broadening business rationality and its means of domination and control to include social relations. To do so, we analyze *Alô Comunidade* issues from January 2012 to December 2016.

Keywords: Journalism made for the community. New spirit of capitalism. Extrajudicial agreements. *Alô Comunidade* newspaper. ThyssenKrupp CSA (TKCSA).

Introduction

Social Communication became central to different areas of knowledge. It plays a special role in managing decision-making processes in companies, public or private institutions and communities.

Within this communication scenario, different types of “community” journalisms are being developed and it becomes increasingly urgent for Communication as a whole to reflect upon the strategies of social actors that are part of it. These actors are the communities - in their struggle for recognition and community development -, and the companies - with their environmental management policies and their marketing and public relations strategies directed to communities in the surroundings of their premises.

In general terms, community communication, and especially community journalism, can be seen as journalistic work that deals with facts occurred in a certain community, encompassing neighborhoods, villages, towns, settlements, districts etc. It is often times seen as an alternative to break the structure of property concentration of the media, thus promoting democratic access to information and allowing anonymous or marginalized communities to have access to the main media channels (FERREIRA, 2011).

But analyzing studies such as Peruzzo (2006), Kucinski (1991), Yamamoto (2007) and Miani (2006), we consider that in order to determine the “community” character of an information medium we need to analyze certain elements that comprise and define it, such as: its levels of popular participation, its mechanisms to break free from a hegemonic communication system, its incentives to citizenship, and whether they are non-profit or for-profit. Analyzing each one of these elements would allow us to identify what Peruzzo (2006) defined as two large strands of local media: one fueled by the interest in contributing to community development and the other who deals with local themes because of market interests.

Based on the elements mentioned above, community journalism should not be seen only as a means of communication carried out by the community, since it can also result from communication strategies adopted to favor the interests of those who hold political and economic power, such as companies, for example.

The present study analyzes the *Alô Comunidade* newspaper, a monthly publication of the ThyssenKrupp CSA (TKCSA) steel company. Due to the fact that the newspaper is a requirement of an extrajudicial agreement proposed by an environmental agency as a way to publicize measures to compensate for the social-environmental impacts generated by the company; to the fact that it is made by the company; and that its target audience is the affected community, we attempted to assess what kind of journalism is produced by the journal, taking into account these three factors. We also reflected upon journalism within a process resulting from the recent transformations in the spirit of capitalism, which entails broadening the logic of business rationality and its means of domination and control to include the field of social relations.

In order to do so, we analyzed *Alô Comunidade* issues from January 2012 (1st issue) to December 2016 (last issue available when this study was concluded). A total of 60 issues containing 540 stories, news pieces, and newsletters were conveyed by the newspaper.

Communication within the “new spirit of capitalism”

If Weber (2005) suggests that we ask ourselves what capitalist development within the press itself means for the sociological position of the press in general, as to the role it plays in public opinion making, it is necessary that we transpose the question to communication instances promoted by capitalist companies. After all, capitalist development in the external

communication of companies contributes to public opinion making. Moreover, we should ask ourselves why this communication investment is made and obviously try to unravel how it is structured.

In order to deal with the issue of the external communication of companies, we will need to include in the discussion themes such as public relations, corporate communication, social and environmental corporate responsibility, etc. All these themes would be part of a broad process frequently named “corporate governance”.

Authors such as Bueno (2010) state that good corporate governance presupposes a new communication culture for organizations, both internally and externally. Believing that this new culture is gradually being built, the author says that communication for governance should have a political non-neutral perspective, in that it should be committed to a worldview that critically analyzes management models and to the communication cultures that are implemented by most companies.

In order to discuss the author’s position, we should first reflect upon the neutrality issue, so dear to journalism and mentioned by Bueno (2010) when referring to governance as “non-neutral”. What is that after all?

Peruzzo (1986) deals with the issue of “non-neutrality” of Public Relations in companies as the product of a bourgeois ideology that intends to promote mutual understanding between unequal parts, considering the interests at stake as identical and that they serve common good. The author recognizes the different levels of power and of social and material capital of stakeholders. So she states that:

The alleged neutrality of Public Relations found in debates during courses, congresses, and in some writings is a ghostly manifestation. Neutrality does not happen in practice. When descending and ascending communication is established between business owners and workers, for example, the goal is to collect problems, conflicts and trends from workers so that the capital can quickly find answers that would reconcile interests or undermine, misrepresent or eliminate a possible movement of workers organization. (PERUZZO, 1986, p.73 - Our translation).

In order to understand the debate about external communication of companies and all its related themes, we intend to inscribe this debate within the dominant ideology of what we consider as the “new spirit of capitalism”, whose more natural expression can be found in the “corporate management discourse” (BOLTANSKI; CHIAPELLO, 2009).

According to Boltanski and Chiapello (2009), the corporate management discourse contains ideas, human organization proposals, ways to order objects and guarantees.

When considering the history of corporate management as the history of constant sophistication of the means to control what happens in the company and in its environment,

they say that this dynamic extends beyond the intent to control machines and employees, spreading by means of sub-departments of corporate management such as “business strategy”, “marketing”, “procurement management”, and “public relations”. In this sense,

Along with business strategy came the control over market and free competition; with marketing came the control over the distribution cycle, clients and their purchasing behavior; along with procurement management came the control of suppliers; with public relations came control over press and public powers (BOLTANSKI; CHIAPELLO, 2009, p.109 - Our translation).

The development of these sub-departments happens in parallel to new imperatives of rationality that characterize the contemporary capitalist company as a peculiar type of social organization who seeks not only to get more effective and efficient production performance but also to resolve conflicts, disagreement, and antagonisms that can jeopardize this performance (CHAUÍ, 1984).

Community journalism within the “new spirit of capitalism”

Despite its conceptual and methodological distinctions, community journalism can be understood as the appropriation of techniques and types of communication representation by social groups who have been historically excluded from traditional communication decision-making processes. This appropriation comes as a result of a paradoxical process in which the development of capitalism, following its logic of production and private accumulation of wealth, ends up developing new technologies that will revolutionize the access to communication techniques, thus fostering a more widespread use of these techniques in political experiences and projects that often times question the bases of the *privatism* of the political-economic system itself.

Marques de Melo (2006, p.10) says that “journalism can only be considered as community journalism when it is structured and works as the authentic means of communication of a community. In other words: produced by and for the community”.

Therefore, it is according to context, purposes, and how these community groups use journalism - and also how this journalism can unbalance the force field within which these groups find themselves as subordinates, or yet, how it can problematize the relations of dominance present in each social situation -, that we can define the reach of these experiences and characterize them according to their community objectives.

The possibility of identifying the purposes and uses of community journalism, however, is hindered by what Peruzzo (2006) considered as the indiscriminate use of the term “community” by different means of communication, often times as a way to get credibility. The author brings up an important point concerning the use of the term “community”:

[...] using the term community without adhering to community principles or developing programs that are called “community programs” but in truth alter the way in which communities articulate and mobilize and, instead of contributing to community development, end up reproducing mechanisms of dependence and alienation. (PERUZZO, 2006, p.160 - Our translation).

The *Alô Comunidade* newspaper and its reach

The *Alô Comunidade* is a monthly external newspaper of ThyssenKrupp CSA (TKCSA) with an initial monthly edition of 25 thousand copies (increased in July 2013 to 50 thousand copies), which is distributed in the communities of Reta João XXIII and focal points in the neighborhood of Santa Cruz, in the west zone of the city of Rio de Janeiro-RJ¹.

The neighborhood of Santa Cruz, where ThyssenKrupp CSA (TKCSA) is located and where the *Alô Comunidade* newspaper is distributed, has an estimated population of 217,333 inhabitants², distributed in an area of 12,504.43 ha³, in the vicinity of the city of Itaguaí and the neighborhoods of Campo Grande, Paciência, Sepetiba, and Guaratiba. The neighborhood occupies the 119th position among the 126 neighborhoods and districts of Rio de Janeiro according to the Human Development Index (HDI) ranking in the state⁴, has a low-income population and suffers from lack of infrastructure and investment in public policies.

The *Alô Comunidade* newspaper is the result of a requirement in a Consent Decree⁵ signed by TKCSA and the State Environment Institute (INEA) in order to make the company compensate for the social-environmental damages the company caused in 2010 and 2012⁶. A clause in the decree establishes that the company shall develop communication programs to publicize the actions carried out in order to fulfill what is set forth in the decree. The Appendix 1 of the Action Plan of the Consent Decree, item 64, referring to the area called “Social Responsibility”, states that TKCSA shall: “publish a free newspaper for the community (Reta, downtown Santa Cruz, and downtown Itaguaí). Its content shall focus on social-environmental responsibility actions and community activities”⁷.

1 The newspaper is printed in A4 format and is normally 4 pages long. Its content is directed to local subjects such as services and events available in the region, interviews with local personalities, health campaigns etc. The newspaper, however, stands out for publishing social and environmental actions carried out or supported by TKCSA.

2 Source: Government of the City of Rio de Janeiro. Neighborhoods of Rio de Janeiro: Santa Cruz. Pereira Passos City Institute of Urban Planning (IPP). Available at: <<http://www.armazemdedados.rio.rj.gov.br/>>. Accessed on June 19th, 2017.

3 Idem.

4 Source: Pereira Passos Institute; IBGE. Table 1172 - City Human Development Index (HDI) ranking according to neighborhoods or groups of neighborhoods, 2000. Available at: <<http://portalgeo.rio.rj.gov.br/>>. Accessed on June 19th, 2017.

5 The Consent Decree is a type of extrajudicial agreement signed by the Prosecution Office and by other government agencies (such as environmental agencies) and by a violator or potential violator of a transindividual right (diffuse, collective or individual homogenous right). It contains a number of obligations (or requirements) to be fulfilled by this violator or potential violator aiming at repairing the damage to transindividual rights, at changing conduct so as to follow the legal or regulatory requirements. and also at compensating and/or indemnifying for damage that cannot be recovered. The Consent Decree is valid as extrajudicial enforceable instrument and has civil implications once signed. It is provisioned by Law no. 8,069/90 and by Law no. 8,078/90 (that amends, through article 113, the Law no. 7,347/85, the Public Civil Lawsuit Law).

6 TAC INEA no. 02/2012.

7 Idem.

ThyssenKrupp CSA (TKCSA)

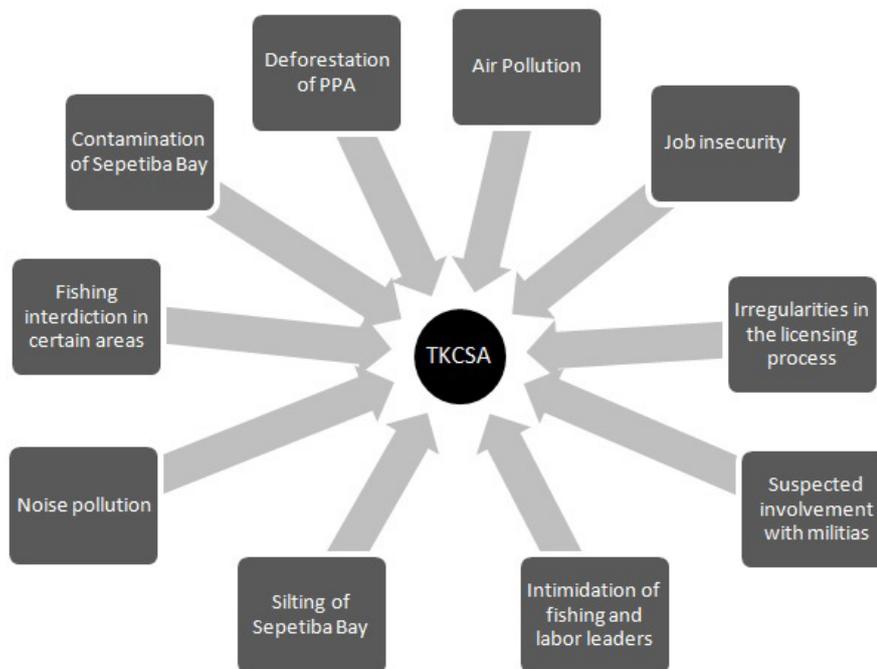
Located at the margins of Sepetiba Bay, in the Santa Cruz neighborhood, city of Rio de Janeiro, TKCSA was a joint venture of the German ThyssenKrupp Steel group (holding 73% of shares) and Brazilian Vale (holding 27% of shares). Attracted by tax exemptions from the federal and state governments and with a credit of about BRL 1.48 billion from the Brazilian Development Bank (*Banco Nacional de Desenvolvimento Econômico e Social - BNDES*), the steel company cost about BRL 12 billion.

In 2016, ThyssenKrupp Steel bought all Vale shares and became sole owner of the plant. In the following year, the company was sold to the Italian-Argentinian group Ternium, one of the controlling partners of the steel company Usiminas from the state of Minas Gerais.

Since its arrival in Rio de Janeiro in 2006, TKCSA has caused a series of problems to the population and to the environment.

Main charges against TKCSA

Figure 1: Charges against TKCSA



Source: Devised by the authors.

SILVER RAIN

In 2010, after the plant became operational, TKCSA was responsible for the emission of metallic particulate matter into the atmosphere, without any filter or environment control measure. This pollution incident became widely known as *silver rain*.

TKCSA stated in a report that the matter emitted was only “graphite dust”, which would be “non-toxic”. However, a report by the *Secretaria de Estado do Ambiente* (Environment State Secretariat – SEA) pointed out that the composition of the particulate matter could cause asthma, cardiovascular problems and congenital defects.

In 2012, there was another case of particulate matter emission into the atmosphere. This time, the emission happened because TKCSA did not properly humidify open-field slag in order to prevent this particulate matter to disperse into the air.

These episodes motivated many collective lawsuits filed by the affected population, by fishermen and aquaculture associations and by NGOs, who promoted demonstrations on foot and by boat, contacted unions and social movements in Germany, pressed charges in the German parliament and in the company’s shareholders meeting, promoted campaigns to interdict the company, among other actions.

The INEA determined in 2010 that TKCSA partially interrupt its activities, but, at the end of the same year, the SEA, top agency in state administration, authorized the operation of the blast furnace 2 as a measure of “emergency and exceptional nature”.

The extrajudicial path was chosen by the state environmental agencies in order to solve the conflict. But even in face of the social and environmental impacts, part of the obligations (or requirements) set forth in the Consent Decrees signed with TKCSA was repeatedly extended by amendments, maintaining the social and environmental vulnerability scenario in the Santa Cruz region.

Analysis of the stories in the *Alô Comunidade* newspaper as to the obligations agreed to in the extrajudicial agreements signed with TKCSA

Many were the Consent Decrees signed between TKCSA, the state government and environmental agencies.

On July 22nd, 2008, the SEA, the Environment Foundation (*Fundação de Meio Ambiente* - FEEMA), the *Fundação Instituto Estadual de Florestas* (State Forest Institute Foundation – IEF), the *Fundação Superintendência Estadual de Rios e Lagoas* (State River and Lagoon Superintendence Foundation – SERLA) and TKCSA signed a Consent Decree

concerning the fact that the company did not fulfill some of the conditions for the operation license⁸. In the decree, it agrees to reforest 39 hectares on the banks of the Guandu river and 8.7 hectares on the banks of the São Francisco channel⁹ as a compensation measure for the removal of native vegetation above the levels allowed by the environmental agency.

Three amendments referring to this Consent Decree were signed by the same institutions. One of them changed the size and location of the area to be reforested. In the newspaper, the company not only does not inform that it was penalized for deforesting the mangrove without previous authorization with resulting floods in the São Fernando housing project, in *Reta João XXIII*, but also holds the local population responsible for the environmental problem in the area, who pollute the mangrove according to the news piece.

Figure 2 – News headline “CSA preserves the Sepetiba Bay mangrove and conducts studies to recover local fauna and flora”¹⁰



Source: Issue 15, April 2013, p.2.

8 Consent Decree signed between TKCSA, SEA, and FEEMA, IEF, and SERLA (no longer in operation) in July 2008, page 2, of the INEA process no. E-07/512941/2012.

9 Ibidem, fl. 4.

10 “Since CSA began its operation in Santa Cruz, it has preserved the mangrove of Sepetiba Bay and conducts studies to understand the dynamic of its ecosystem and thus recover local fauna and flora. The first step was to remove all trash – one of main causes of crab mortality. “Trash contaminates animal, destroys plant germination, and hinders the tides. Unfortunately, many people still dispose of their trash in rivers and slopes and rain ends up washing this trash into the mangrove”, explains Marcelo Silva, environment expert at CSA.”.

After some notices were not met or were partially met without effective results and notices of violation were applied, an Instrument of Environmental Cooperation was signed by TKCSA, SEA and INEA in August 17th, 2011. According to this instrument, TKCSA agrees to provide financial support to construction work and procurement of permanent goods for public projects, such as: construction of a family clinic in Santa Cruz (managed by the Health Secretariat of the city of Rio de Janeiro).

In the newspaper there is no mention of the construction of the clinic as “compensating indemnification”. The news cover reads:

Figure 3 – The story is headlined as “Family Clinic: More health and quality of life”¹¹



Source: Issue 7, July 2012, cover.

In March 2012, TKCSA signed a Consent Decree with SEA, INEA, and the *Comissão Estadual de Controle Ambiental* (State Commission of Environmental Control – CECA). It is in this decree that, among other obligations, the company commits to publishing a free newspaper for the community whose “content focuses on social-environmental responsibility actions and community activities”. This measure corresponds to the following “non-compliance” of the company: the need to review its social communication channels¹².

11 “Family Clinic: more health and quality of life. The new health care unit benefits 27 thousand inhabitants of the Reta João XXIII Complex and its neighboring communities. The unit has X-Rays and ultrasound equipment, a Gym, and special spaces for children, women and the elderly.”

12 TAC INEA no. 02/2012.

Concealing/censoring information in the *Alô Comunidade* newspaper

The first important point to be raised when it comes to concealing/censoring information is the fact that this newspaper is a requirement (obligation) established by a Consent Decree: “publish a free newspaper for the community (Reta, downtown Santa Cruz, and downtown Itaguaí)”. However, in none of the issues analyzed could we find any sort of explanation to the target audience about the reason why the newspaper exists, which would necessarily imply explaining to them what a Consent Decree is - the main reason why the newspaper exists.

In its first edition, the newspaper limits itself to the following definition:

Figure 4 – News piece from Issue 1, January 2012¹³

O ALÔ COMUNIDADE vai ser um jeito ágil e fácil das pessoas ficarem por dentro de tudo o que acontece na Reta João XXIII e em Santa Cruz, além de facilitar o dia-a-dia dos moradores com dicas e serviços.

Source: Issue 1, January 2012, p.3.

On TKCSA’s website, *Alô Comunidade* is defined as a “free newspaper produced by Thyssenkrupp CSA since 2012 for the members of the Reta João XXIII community, in Santa Cruz and surrounding region”¹⁴.

Another point to be made about a possible concealing/censoring of information can be found in the Rules of the 6th edition (2016/2017) of the newspaper’s Community Reporter Cultural Contest, which sets as selection criterion the production of a news piece focusing on “always emphasizing and highlighting the positive aspects and stories of people who inspire community members”, that is, there is no room for those who want to express negative view points. The full text can be found below:

13 “ALÔ COMUNIDADE will be an easy and agile way for people to learn about all that happens in Reta João XXIII and in Santa Cruz. It will also make daily life easier by providing tips and services.”

14 Source: Available at: <<https://www.thyssenkrupp-csa.com.br/pt-br/publicacoes>>. Accessed on March 14th, 2017.

Figure 5 – Excerpt from the Rules of the 6th edition (2016/2017) of the newspaper’s Community Reporter Cultural Contest¹⁵

6 – Da Modalidade, tema e formato do texto

Os candidatos deverão produzir uma reportagem de uma página sobre algum acontecimento, história, personalidade local, evento, projeto, entre outros assuntos que retratem o bairro de Santa Cruz. O foco é sempre exaltar e dar espaço aos pontos positivos e histórias de pessoas que inspiram os demais da comunidade. Junto com o texto, fotos e contato telefônico dos personagens em questão.

Source: Available at: <https://www.thyssenkrupp-csa.com.br/media/img_publications/regulamento_concurso_reprter_comunitrio_sexta_edio2016.pdf>. Accessed on: March 15th, 2017.

For a cultural contest whose goal is to “emphasize among students and other inhabitants of Santa Cruz, who are older than 16 years of age, the importance of writing, making it possible for winners to participate in the edition of a community newspaper”, it is worth mentioning the legal grounds of the rules, which present the legal consequences for winners who do not comply with it, found in item 14 - “General Provisions”:

Figure 6 – Excerpt from the Rules of the 6th edition (2016/2017) of the newspaper’s Community Reporter Cultural Contest¹⁶

Os participantes ficam, desde já, cientes que poderão responder judicialmente por todo e qualquer dano causado a terceiros. Na hipótese de ocorrência de alguma das irregularidades previstas no presente regulamento ou em lei, o participante, além das implicações legais, perderá também o direito de concorrer no Concurso Cultural. No caso de a violação ter sido cometida por participante cuja redação tenha sido eleita como vencedora, a irregularidade acarretará na perda do direito ao recebimento do prêmio.

Source: Available at: <https://www.thyssenkrupp-csa.com.br/media/img_publications/regulamento_concurso_reprter_comunitrio_sexta_edio2016.pdf>. Access on: March 15th, 2017.

The concern about what may be produced by contest participants is clear, since this rule found in item 14 comes right after item 12 – “Duration of Community Reporter”,

15 “6 – Text modality, theme and format. Candidates shall produce a one-page news piece about an event, a story, a local personality, a project, among other subjects that depict the neighborhood of Santa Cruz. The focus shall always be to exalt and magnify positive aspects and stories of people that can inspire others in the community. Along with text, photos, and telephone contact of the characters in question.”

16 Participants are advised that they may be held legally accountable for any damage caused to third parties. If any of the irregularities set forth in these rules or in law is to happen, the participant, in addition to legal implications, shall lose the right to participate in the Cultural Contest. If the contest winner is the one responsible for the irregularity, he shall not be entitled to the prize.

which establishes that the production of texts and/or videos/audios shall be followed up, guided, and supervised by the Editorial Board team.

A community reporter production that is “followed up, guided, and supervised by the Editorial Board team” seems to corroborate the critical analysis of TKCSA’s corporate social responsibility projects by *Instituto Políticas Alternativas para o Cone Sul* (Institute of Alternative Policies for the Southern Cone (PACS), which highlights the unchanging positive character of the newspaper’s approach when reporting the opinion of community members about TKCSA and about the reality of the neighborhood after the company started its operations:

On “*Alô Comunidade*” people are always happy; the lives of community members are often described as “better now” because of the industrialization process in the region. According to this editorial line, both the arrival of large plants and the personal qualities of the inhabitants of the area are to be highlighted and combined, resulting in the common conclusion: industrial development is good for all. (PACS, 2015, p.49 - Our translation).

After examining the newspaper issues, we actually found a lack of critical opinions by community members and a strong emphasis on the discourse of inhabitants who supported the presence of TKCSA in the region.

A large part of the issues and stories in the paper shows a selection of discourses supporting TKCSA:

“Four representatives of Santa Cruz will be part of the *Alô Comunidade!* newspaper team for a few months and will bring you positive stories of people who make Santa Cruz a better place.”¹⁷

“CSA gave me my first job. Since it was built, most of my family has worked here. It has not been here for long, but in a few years we will look back and it will be part of our history”.¹⁸

“Almost everything changed in Santa Cruz in the last few years, but we, the ‘old ones’, feel that the community is safer. Since the beginning of CSA’s projects, we have felt a decrease in violence”.¹⁹

The absence of critical voices is even more evident because there is a movement against TKCSA in the region called “Stop TKCSA” (“*Pare TKCSA*”) which has a website, as we can see in the Figure 7:

17 Issue 16, p.2.

18 Issue 24, p.3.

19 Issue 8, p.2.

Figure 7 – Print screen of the PACS website



Source: Available at: <<http://paretkcsa.org>>. Accessed on: March 3rd, 2017.

Proof of this movement against the company can be found in the letter “Manifest: Justice for inhabitants and fishermen of Santa Cruz and Sepetiba Bay”, signed on January 28th, 2016²⁰, which represents a series of critical opinions about the company, its activities, and its social-environmental impacts.

Concluding remarks

Going back to Peruzzo’s (2006) perspective according to which there are two large strands of local media, this study collected enough material to support that the *Alô Comunidade* newspaper belongs to the type of media that deals with local themes driven by market interests. This is because, first of all, it is removed from the concepts that serve as foundation to community journalism as a means for social mobilization, which would foster critical awakening of the community, produced by and for the community. The analysis of the stories in the *Alô Comunidade* newspaper in light of the requirements (obligations) agreed to in the extrajudicial environmental agreements signed with TKCSA and of the concealing/censoring of information in the newspaper provide us with elements to state that the journalism produced by the newspaper is closer to the features of a corporate journalism promoted by TKCSA that seeks to involve the community in order to meet the

²⁰ Available at: <<http://paretkcsa.org/carta-manifesto-justica-para-os-moradores-e-pescadores-de-santa-cruz-e-da-baia-de-sepetiba/>>. Accessed on: April 4th, 2017.

company’s policy. This assumption is based on the definition of corporate journalism by Torquato do Rego (1984), which depicts it as concerned with the selection of news pieces so that these will not damage the company. This behavior is evident and recurring in the case of the *Alô Comunidade* newspaper. The *Alô Comunidade* newspaper stands out as a producer of information and public opinion that constitutes a source of reality representation systems, aiming at influencing the community of Santa Cruz and fostering different actions to benefit the company itself. Bourdieu (1997) shows in his study about television journalism how television practices a type of symbolic violence, spending precious time to say futile things that are important in that they hide precious things, such as information that influences the democratic formation of citizens - what he calls “hide by showing”.

It is in “hiding by showing” that we see obligations (or requirements) set forth in the Consent Decree or in its Amendments (such as the reforestation of a total area of 47,7 hectares in the Guandu river basin and the construction of the family clinic in Santa Cruz) portrayed in the newspaper as voluntary and sustainable actions, hiding from its target audience (the community of Santa Cruz) the real reason behind these initiatives.

Orlandi (2001) assumes that any given discourse is bound to a social-historical context in which ideological factors play an important role, a sort of basic condition to constitute meaning. A relevant aspect to the discourse analysis method proposed by the author concerns “silence”, which appears as a determining factor to the attribution of meaning to the object of analysis. To Orlandi (2001), it is certain that the interdisciplinary conception of silence contributes to identifying discourse that has been omitted, censored by newspapers, allegedly not to contradict political and economic interests. This would be the “policy of silence”, which works with the concept that some meanings are censored either by the subject of a discourse or for a whole community in some historically determined place. In face of its political dimension, silence can be considered both as part of the rhetoric of domination (and of oppression) and as its counterpart, the rhetoric of the oppressed (and of resistance).

The absence of some type of explanation to its target audience as to why the newspaper exists, which would necessarily imply explaining to them what a Consent Decree is, the evident concern about what could be produced by the participants of the newspaper’s Community Reporter Cultural Contest, the inexistence of critical opinions from the members of the community and strong emphasis on the discourse of inhabitants who support the presence of TKCSA in the region are other examples of “silencing”, “concealing”, “censoring”.

Elements such as the ones listed above provide the basis for us to state that the *Alô Comunidade* newspaper is the result of a requirement (obligation) set forth in an extrajudicial agreement (a Consent Decree) that became part of a marketing strategy of the company to improve its image before the community and public authorities.

In this scenario, we are entering a process that involves broadening the logic of corporate (and/or market) rationality and its means of domination and control to include the field of social relations. We therefore agree with Crubellate (2004), who states that:

The advancement of rationalization for economic ends seems to imply, however, a certain circularity [...], as it increases the power of capitalist organizations to interfere with other social institutions and turn them into instances of institutionalization of standards that are favorable to the current economic order. (CRUBELLATE, 2004, p.6 - Our translation).

As to the ideas of consensus and negotiation, the author adds:

Normally one uses the ideas of consensus and negotiation as mechanisms to reach those allegedly social alternatives, but it seems necessary to consider the possibility that these mechanisms will constitute, in the end, rhetorical instruments of strategic rationalization based on previously constituted interests and in search of new foundations for legitimacy. That is, that they can be reduced to just one more domination resource. (CRUBELLATE, 2004, p.15 - Our translation).

This advance of rationalization for economic ends will intensify the means of domination and control of what happens in the environment external to companies, that is, that of “public relations”, by means of the search for increasingly more sophisticated devices of management not only of the press and of public power but also of the civil society, especially of social relations inscribed in the territory, interfering with territorial practices and defining positions within social, political and economic contexts of these territories.

This is the case of a number of mining, oil, steel and cellulose companies. This process, which we call *social management of territory*, happens by promoting a type of territorial governance inspired by principles of social management that is carried out by companies along with the many actors present in the territory: communities, local governments, etc. By establishing “participative” spaces (such as forums, meetings, councils, social programs, and means of communication made for the community) they seek, by means of a set of relationship methods and practices called “social dialogue”, to get social actors to acquiesce to their proposals and projects for territory development, as well as to mitigate conflicts that may result from these projects and proposals.

In the field of journalism, we need to promote critical advancement about the type of journalism that appropriates the term “community” and is a result of extrajudicial agreements, considering the previously mentioned broadening of the corporate (and/or market) rationality logic and of its means of domination and control to include the field of social relations. In it, physical and media spaces fueled by market interests are formed by means of domination strategies under the aegis of a community participation discourse,

becoming producers of information and public opinion that build representations of reality in order to influence the community for the benefit of companies.

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Received on: 05.25.2017

Accepted on: 07.18.2017