


A PRESS RELATIONS TOOL: THE ANALYSIS OF JOURNALISTIC FRAMING

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Luiz Eduardo Maciel Lopes¹

ABSTRACT

The intention of this study is to structure a tool that allows the press officer to understand the choices adopted within the editorial process of communication vehicles in print media, considering the need to understand the position of these vehicles in the face of facts related to the Institution of which the advisor is a part. For this, an adaptation of the research method analysis of journalistic framing was used, structuring it from the production process of the newspapers themselves. From the organization of the research instrument, it was applied in the framing carried out by the newspaper O Globo on the Guanabara operation, carried out by the Brazilian Army in 2003, in the city of Rio de Janeiro. As a conclusion, the potential of using a similar method for the same analysis regarding broadcast or television media was verified.

Keywords: Framing Analysis. Press Office. Operation Guanabara. Journalism. O Globo.

¹ General Staff Officer and Professional Master in Military Operations
Center for Personnel Studies and Fort Duque de Caxias

INTRODUCTION

The "Talking to the Press" section of the Brazilian Army's Social Communication Center is assertive in declaring that "the key to good dialogue with the media is to keep it proactively informed with concrete and correct facts." And he continues: "several facts accurately described, however, can be juxtaposed in a tendentious way. Suppressing information or inserting it can change the meaning of the news." (COMANDO DO EXÉRCITO, 2013, p. 15; 16)

On the other hand, the military professional, when taking over the Social Communication Section of a Military Organization, is usually unaware of the editorial line of the vehicles with which he will have contact, having, in relation to these, only articles collected in the Section's archives or references from his predecessor. How to establish a solid relationship, without knowing how the interlocutor's discourse is structured? How to perceive the intermediation process, to reduce distortions?

The need for proactivity described in "Talking to the Press" ends up implying the production of prospective scenarios for institutional dissemination in spontaneous media. In this sense, there are the criteria of newsworthiness, listed in this same document, which are: originality, improbability, interest, appeal and empathy (COMANDO DO EXÉRCITO, 2013), which serve to facilitate the recognition of which facts can be reported, but do not indicate in which vehicles or in what way. The same booklet recommends the search for a personalization of the information and its forwarding only to those who may be interested in the agenda.

The research problem is then structured: is there any way to analyze the journalistic text that allows drawing inferences about the editorial line of the outlets, in order to facilitate the personalization of information and the proactive and effective dissemination of the official message of the Force?

The tool that is presented to observe how the contents offered by the institution reverberate in the media is the *clipping* that:

consists of content analysis, use of releases, number of mentions or insertions in the media, which can be coded in control charts (BONELLA et al, 2015, p. 235).

Journalistic *clipping*, if structured quantitatively, provides information regarding the number of articles published, the space occupied, restricting the results more to the dimension of the repercussion than to its characteristics. In addition, it can be considered a

measurement of the return of everything that was published in the form of spontaneous media about an organization (BONELLA et al, 2015). These characteristics restrict the possibility of using *clipping* to provide an understanding of the hooks adopted by journalists or media outlets, which could allow inferring their editorial lines.

There is another research tool in communication, which can respond more completely to the research problem already mentioned: the analysis of journalistic framing. It consists, broadly speaking, in the interpretation of media messages as representations established by the choices of the journalistic text (CUNHA, 2005).

The understanding of how the outlet establishes its representations can give consistency to the understanding of its editorial line, facilitating the preparation of the *mailing* list – the list of contacts of the press officer (BONELLA et al, 2015). The analysis of journalistic framing, then, can make room for a more well-founded interaction with the press.

The general objective of this work was to structure a tool that would allow the Army's social communicator to infer the editorial line of communication vehicles in the face of the facts related to the Institution. In order to achieve the general objective of the study, the following specific objectives were outlined: to understand the analysis of journalistic framing as a technique of scientific research in communication, to build a tool based on the framing analysis and to apply the tool in the framing carried out by the newspaper O Globo about the Guanabara operation, carried out by the Army in 2003, in the city of Rio de Janeiro, to attest to its applicability.

The methodology used was the bibliographic review for the structuring of the research instrument, the creation of the instrument itself, and the framing analysis of the journalistic coverage carried out by the newspaper O Globo, regarding the Guanabara operation, which took place in 2003.

THEORETICAL-METHODOLOGICAL FRAMEWORK

The analysis of journalistic framing has been carried out through two approaches: inductive and deductive. The first involves analysing the subjects without a previous grid, in order to reveal the range of frameworks that are presented. The deductive approach, on the other hand, involves the prior definition of the frameworks, seeking to verify their occurrence in a sample of news (SEMETKO; VALKENBURG, 2000, apud SOARES, 2006).

In both cases, a question that arises is how to prevent the subject who is predisposed to carry out the framing analysis from being able to reduce the impact of his or her own subjectivity. For the communication advisor, this is a fundamental issue, since in order to guide his relationship with the various communication vehicles, he needs to understand how they relate to the themes that he can offer to obtain spontaneous media, and his opinion, pure and simple, does not bring an accurate record.

On the one hand, analyzing the subjects without a prior grid would imply greater freedom to allow the appearance of the adopted frameworks, but it would come up against the selectivity of the researcher, which would certainly be linked to his previous knowledge and feelings. In the same way, previously defining the framings and looking for them in the journalistic text suggests the search for the verification of one's own opinions in the object of research. By previously defining the frameworks based on socio-political contexts, is not the researcher constructing categories through his previous concepts and personal opinions on the themes and the very vehicles under study? In other words, when proposing the framework, isn't the researcher reframing, in a particular perspective, what has already been framed?

Thus, it was decided to seek in the author who elaborated the concepts related to the analysis of frames, in his anthropological theory, the first definitions from which the subsequent research was based, including the method of analysis of journalistic framing, which were:

Frame is the word used to refer to the principles of organization, observable by an individual, that govern events – at least social ones – and the subjective involvement in them, which allow the definition of situations (GOFFMAN, 2012). Framing, therefore, is the fitting of a situation into a certain socially shared interpretative framework.

Framing is a socially constructed interpretive framework that allows people to give meaning to social events and situations, basically answering the question: what is happening here? (GOFFMAN, 1974 apud SOARES, 2006, p. 451)

Framing, then, can be considered a form of interpretation of social situations, constructed within a culture, which allows the individuals of the human group, encompassed by this culture, to position themselves and react to them.

In the social construction of the paintings, there are primary schemes, which are those that are thought to convert into something significant what would otherwise be an

aspect of the scene devoid of meaning. The application of this scheme or perspective is considered, by those who apply it, as not depending on – nor returning to – any previous or original interpretation (GOFFMAN, 2012). The primary schema is, therefore, a first representation of a newly observed fact, a first framing.

The tone, in turn, is a set of conventions by which a given activity, already significant in terms of some primary scheme, is transformed into something based on this activity, but seen by the participants as something very different. Tonalization is the process of transcribing a fact framed by a primary scheme or by a previous tonalization to a new socially accepted and interpreted picture in a totally different way from the previous one. The tonalizations seem to vary according to the degree of transformation they produce (GOFFMAN, 2012).

A layer or lamination is the addition made by each transformation that occurs by toning. The effect obtained by the addition of significant "framing" layers is the existence of an inner layer, relative to what the fact means in a primary correspondence scheme, and an outer edge, relative to the significant concessions provided by the situation or the medium in which the fact was conveyed (GOFFMAN, 2012). If an individual witnesses a fact, he is subject to his cultural references and experiences to decode it, this is his inner edge. If, on the other hand, he hears the report of a fact made by another person, the impressions he has about the narrator compose, together with the meaning given to the narrative, the outer edge of the narrated fact.

Technical reenactment is a type of tone that consists of a track of what could have been an ordinary activity, performed outside its usual context for utilitarian purposes openly different from those of the original performance, it being understood that the original result of the activity will not occur. Within the technical reconstruction, there are the *replays* of a recording of a track of real activity with the purpose of establishing as a fact, as having occurred, something that happened in the past. To this end, exhibits can also be exhibited, such as photographs or written records (GOFFMAN, 2012). Technical reconstitution can be understood as the extraction of a certain representation of the real to compose a tonalization that allows the understanding of this real, which for some reason was not perceived as a primary scheme.

Machination is the intentional effort of one or more individuals, aimed at maneuvering an activity in such a way that one or more people are induced to have a false

conviction about what is occurring. It is a perverse plan, a treacherous plot or project that – when carried out – leads to the falsification of some part of the world (GOFFMAN, 2012).

Based on these concepts, the press vehicle was considered an organized human group, which has a structuring culture that allows its professionals to understand what is or what will become news and what are the parameters that indicate how the discourse will take shape, prioritizing certain events to the detriment of others. The sharing of this knowledge is clearly a gnostic operation, with rites of passage and a strong connotation of secret knowledge, only accessible to a few initiates, the journalists themselves (PENA, 2015).

In this sense, three fundamental knowledge can be listed for journalists:

Knowledge of Recognition: it is the ability to know which facts deserve to become news. That is, how to attribute value to newsworthiness criteria according to what they call journalistic flair.

Knowledge of Procedure: is the knowledge necessary to obtain information and prepare the news.

Knowledge of Narration: it is the ability to agglutinate the most pertinent information in a news narrative in an interesting way for the public (PENA, 2015, emphasis added, p.139).

Each of these types of knowledge seems to correspond to a stage in the production of the news, according to a method that should be objective (PENA, 2015), leaving subjectivity to the journalist. In the journalistic field, objectivity corresponds to the notion that the news can be the mirror of reality, as long as procedures of objectivization of discourse are used (SOUSA, 2001). Press professionals and the vehicle itself are subject to this method, to these procedures, either because of the reduced graphic space, or because of the imperative of staggering the facts in order of importance, or because of the need to attract the consumer of the product.

Thus, one can think of a "collective editorial personality", at the same time that the ideas outlined in the project itself depend on the "density of the internal culture". This collective personality and this internal culture are responsible for the diffusion and perpetuation of the knowledge outlined in the previous topic, giving a more uniform tonalization to the entire product (FOLHA DE S. PAULO, 2001, p. 10).

In other words, the knowledge listed above would produce "*the media framings, which are persistent patterns of cognition, interpretation and presentation, of selection, emphasis and exclusion, through which the manipulators of symbols organize the*

discourse, whether verbal or visual, in a routine way" (PORTO, 2004 apud SOARES, 2006, emphasis added, p.451).

This becomes especially important because the outer edge of the documentary tone, in which journalistic activity is inserted, practically does not exist, because it has an impressive power to inhibit the original meanings (GOFFMAN, 2012). This fact means that the reader does not approach a journalistic text as something that has been tonalized, transformed by use outside the original context, he perceives it as the expression of reality, that is, the medium gives the message a credibility that makes it practically real.

With these assumptions in mind, we sought to raise the professional impositions that guide the work of news production carried out by the "collective editorial personality" (FOLHA DE S. PAULO, 2001, p. 10), in order to structure an instrument that would allow the observation and understanding of the choices adopted for the preparation of the reports, inserted within the production process.

The graphic design of a print media vehicle, in this sense, in addition to providing an identity to the product, needs flexibility so that an immense range of different news can be organized on a daily basis. As a result, nowadays, the design of newspapers is generally based on a modular organization, that is, in a synthetic way, it is based on the division of pages into functional and interchangeable portions (but integrated into the whole) that are occupied by composite elements (title and running text, image and text, infographic, etc.) (SOUSA, 2001).

Still with regard to the modular system, it should be borne in mind that the visual appearance of the pages is related to the induction of meanings. The approximation of modules can cause an agglutination of them in a single semantic field. The objective, then, of the layout of a printed product is to make the communication organ attractive and interesting, facilitate its reading and understanding, hierarchize the information and preserve the style over a period of time. (SOUSA, 2001).

Next, a summary of considerations was made that allow us to understand the hierarchy of information on a newspaper page, according to laboratory studies:

- a. readers tend to enter the pages from where the most powerful graphic elements are, then move to other images, depending on their degree of relevance, and/or to the most prominent titles;
- b. tendentially, the larger the size of an image, the more attention it generates;

- c. The content, size and placement of photographs and other images tend to be more important elements than colour.
- d. Infographics tend to be processed by about 70% of readers.
- e. Readers usually do not see two pages as two discrete units but as a single unit; for example, readers commonly enter this set by observing the dominant photograph on the odd page and then look at the dominant photograph or title on the even page;
- f. readers usually notice most of the imagery elements, although they do not process them all; conversely, they usually only notice about 25% of the text; (GARCÍA; STARK; MILLER, 1991 apud SOUSA, 2001).

The act of hierarchizing information through graphic editing denotes a selection of priorities that seeks to adapt to the way the reader consumes the product, with the objective of helping him to orient himself in the referential and representational world that the newspaper proposes to him, that is, it can give the reader clues for the personal construction of a mental map of the world (SOUSA, 2001).

The space requirements imposed by the layout of the pages and the need to attract the reader's attention ended up consolidating a specific editorial structure, also for the journalistic text. It is the inverted pyramid, which consists of a report that prioritizes not the chronological sequence of the facts, but scales in descending order the most important elements, in fact the essential ones, in a montage that hierarchizes them in order to initially present the most attractive, ending with those of less appeal (PENA, 2015).

This inverted pyramid should actually consider the text as a whole, including its title. This is because the title is part of the graphic hierarchy that makes up the reader's journey on the page, composing the intersection between the graphic project and the text. In this context, it is understandable to say that "a title is not a journalistic act, but an act of marketing" (EVANS, 1973 apud SOUSA, 2001, p. 413).

The first paragraph of the journalistic text is called *lead*, and it is nothing more than a synthetic account of the event at the beginning of the text, answering the reader's basic questions: what? who? how? where? when? and why? It works as a kind of "network" that surrounds and holds the receiver of that information. The data are presented in such an articulation that the reader can only go to the end, without any invitation to pause, so the classic lead usually has only one end point (PENA, 2015).

The other paragraphs of the text bring the information considered by the press outlet as less relevant or less impactful. Such a structure has a purpose within graphic editing: when it becomes necessary to reduce the length of a piece written in blocks structured in the form of an inverted pyramid, paragraphs can be cut from the end of the piece and the most important information is not lost or ideas are left in the middle (SOUSA, 2001).

On the other hand, the making of any text requires the existence of signs common to the one who writes and to the one who reads. In the case of journalistic texts, in particular, the issue of space, already addressed, and the pressure of the deadline expand the search for the establishment of ready-made models, whose acceptance is guaranteed. It is by this means that the generality of the particular is established and the news becomes examples of something on which there is an ideological consensus (LAGE, 1979, apud PENA, 2015). Within the text, the framing of news is then constructed by words, metaphors, symbols, ironies, visual images, insinuations and suggestions of the news narrative (SOARES, 2006).

Thus, in a newspaper page to be analyzed, the information is articulated in three "framing" levels, where subjective action, for the composition of the page, is necessary: the first is the graphic, the second, the textual and the third, the vocabulary.

The graphic level requires the hierarchization of information with a more commercial bias, to make the vehicle more attractive to the public. Still at the graphic level, it is worth highlighting the preponderant role attributed to photographs and infographics in the construction of the mental map proposed by the newspaper to the reader (SOUSA, 2001). The approximation of news modules, within the modular structure of the layout, can confer a broader meaning that encompasses two or more modules.

The textual level is reflected in the hierarchy of facts within a story, through the inverted pyramid. At this level, the importance given to one fact, to the detriment of others, indicates a sense of textual cohesion, on which the matter will be organized. It is natural, therefore, that the other facts of the matter are structured in order to support a framework provided by the lead. At the same time, the adoption of an order different from the chronological one can confer, by approximation, a cause-and-effect relationship, originally non-existent. With this, it is perceived that tone, at the textual level, occurs as a cohesion strategy.

Finally, at the vocabulary level, there are the choices of words around what makes up the semantic field of the object in relation to what is reported. In this case, concepts that

the journalist presupposes that are also common to the reader are useful to the conciseness imposed by the limited spaces of graphic projects.

The title of an article is the intersection between the three levels, because it inserts it in the layout, within the aesthetic hierarchy of the page, at the same time that it enters, in the text, as more important than the lead, in the inverted pyramid and, as it is composed of words and must be concise, it can carry the vocabulary connotations attributed to a given subject in the body of the text.

Each level mentioned was considered as a lamination, that is, an addition made by each transformation that occurred by tonalization (GOFFMAN, 2012), so that the final effect of technical reconstitution, socially accepted for the journalistic text, occurs. In summary, the following layers (laminations) present in a newspaper page and their consequences for semantic understanding can be listed:

Table 1 – Framing Layers on a Newspaper Page

Graphic Layer	Hierarchy by visual impact	
	Meanings of photographs and infographics	
	Adoption of meanings by graphic approximation	
Securities	Graphic Insert	
	Textual insertion	
	Vocabulary composition	
Textual Layer	Hierarchy by the inverted pyramid	Lead
		Sublide (to be houer)
		Other facts of the pyramid
Vocabulary Layer	Adoption of meanings by the textual cohesion strategy	
	Words and phrases assigned to the object's semantic field	

Source – The Author (2016)

FRAMEWORK ANALYSIS INSTRUMENT

After understanding the layers that guide the levels of choice that make up the production process of the news, it was sought to apply in the preparation of the research instrument the methodology usually used for research by framing analysis. Thus, the framing analysis can be carried out according to the script for communication research: (1) definition of the object, (2) observation, (3) description, (4) interpretation (LOPES, 2003, apud SOARES, 2006).

DEFINITION OF THE OBJECT

The definition of the object of the framing analysis, proposed here, is the representation to which the Brazilian Army was subjected within a given textual *corpus*. As it seeks to understand how a certain vehicle commonly frames the facts pertaining to the

Institution, it is interesting to select, in the archive, all the journalistic production provided by the vehicle regarding a specific event in which the Army had long exposure in the media, such as major operations, etc. When selecting the event, it is interesting that it had some controversial fact, which may have changed the tonalization provided by the vehicle to the Institution's performance. The gathering of newspaper pages, or reports, available on file, will compose the *corpus* of study.

Thus, in the definition of the object, it is interesting to list words that make up the semantic field related to the Army and that can appear as subjects executing the facts described, such as: soldier, troop, platoon, company, battalion, spokesperson, commander, etc. This field represents the "primary scheme" established as a starting point for subsequent tonalizations. The object of research is the interaction of this Army semantic field with the textual *corpus*. For example: If there is a title: "4,000 Army men arrive on the streets of Rio", it is clear that there are other textual choices, within the Army's semantic field, that could replace 4,000 men, such as "troops", among others, but it can be inferred that the vehicle prioritized framing the beginning of the operation within an idea of a large number of personnel.

The definition of the object is then organized in the table below:

Table 2 – Definition of the Object

Object Definition	Selection of the Textual Corpus	Articles from the same vehicle about an event of great and long exposure in the media.
	Army Semantic Field Registration	Selection of words to compose the Army semantic field

Source - The Author (2016)

NOTE

The observation will be carried out in the instrument by an analysis of the graphic composition of the pages, based on the topics already raised in table 1, for the graphic layer.

The hierarchy by visual impact provides the degree of importance given to the Army's operation in relation to other subjects mentioned on the same page. The meanings provided by photographs and infographics, related to the subject in question, begin to unravel the framing itself. For example, a photo in which a soldier (a component of the Army semantic field) was caught behaving sloppily during the operation denotes a bias of "lack of professional preparation". It is worth remembering that that photo, to be on the

page, was selected and approved by editors at different levels and its importance in the mind map offered to the reader is greater than that of the text.

The possibility of adopting meanings by graphic approximation must be verified from the news modules next to the article that conveyed the operation, on the page. Thus, when observing the news modules, it is important to notice those that surround the matter and whether or not they add meanings to it.

As for the title, at this point, it is interesting to reason with its insertion in the layout. This means analyzing the importance given to it, according to the visual impact, compared to the other graphic elements on the page. It is also interesting to reason that the title and photo of the article (if any) are two graphic modules that are necessarily close, so the meaning of both will always be associated.

Thus, it is worth emphasizing, in the first place, the idea of redundancy, as a fundamental element of communication, directly linked to its effectiveness. "To redound is not only to repeat, but to reinforce information" (PENA, 2015, p. 80). An example of redundancy between the framing of a photo and a title would be characterized if, in the case of the example of the photo in which the soldier is sloppy during the operation, the title referred to the soldier as "18-year-old youth". Now, the framing of "lack of preparation" would be present in the photo and in the title, configuring the redundancy.

Having made these considerations, the framing analysis of the graphic layer would be systematized in the table below:

Table 3 – Analysis of the Graphic Layer

Analysis of the Graphic Layer of a newspaper page	Hierarchy by visual impact	Degree of importance in relation to other subjects on the page
	Meanings of photographs and infographics	How the Army semantic field appears in these representations
	Adoption of meanings by graphic approximation	Composition of meanings with the articles close to each other
	Graphic insertion of the title	Position in page hierarchy
		Composition of meaning title X photo (redundancy?)

Source – The Author (2016)

Systematic observation of the text is the next step established for framing analysis (SOARES, 2006). The proposal, in the instrument that is outlined, is, in the first place, to observe all the facts that make up each selected subject. It is not possible to know all the facts to which the journalist had access, so that one could infer how he made the selection,

but it is possible to verify which ones he gave more importance to, because it is known that his text respected the inverted pyramid technique.

The title and the thin line (if any) have a more preponderant role than the lead itself, but as they also have graphic appeal, they can suffer the interference of more professionals, within the newsroom, than the text itself. Thus, the title-lead relationship should be considered in a similar way to the photo-title relationship, in the sense of the production of meanings by approximation and the possibility of redundancy.

The analysis of the textual layer should then seek to make these aspects clear, following the systematization established in the table below:

Table 4 – Analysis of the Textual Layer

Textual Layer Analysis of a report	Separation of the facts that make up the matter	Organization into isolated significant sets
	Lead and sublead (if any)	Lead and Sublead Provided Framing
	Textual cohesion strategy	Cause-and-effect relationships or another type of cohesive instrument?
	Textual insertion of the title	Meaning Composition Title X Lead (Redundancy?)

Source – The Author (2016)

The systematic reading proceeds towards the vocabulary selection used to characterize the facts and characters that make up the journalistic text. The observation of the text should be made, primarily, on how the ideas related to the semantic field of the Brazilian Army were represented. From there, the researcher observes how each of the ideas raised as components of the Army semantic field is represented in the titles, texts and subtitles, identifying and making a list of the nouns, adjectives, phrases, metaphors, metonymies and ironies, used to refer to them, in order to build a list of expressions related to them. "These repertoires form the preliminary raw data that will be treated in the next phase" (SOARES, 2006, p. 463).

Table 5 – Vocabulary Layer Analysis

Vocabulary Layer	Words and phrases that frame the semantic field of the Brazilian Army	nouns, adjectives, phrases, metaphors, metonymies and ironies.
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Source - The Author (2016)

The complete instrument for observing the proposed framework can be seen in the table below:

Table 6 – Observation instrument of the journalistic framework

Object Definition	Selection of the Textual Corpus	Articles from the same vehicle about an event of great and long exposure in the media.
	Army Semantic Field Registration	Selection of words to compose the Army semantic field
Graphics Layer Analysis of the Page	Hierarchy by visual impact	Degree of importance in relation to other subjects on the page
	Meanings of photographs and infographics	How the Army semantic field appears in these representations
	Adoption of meanings by graphic approximation	Composition of meanings with the articles close to each other
	Graphic insertion of the title	Position in page hierarchy Composition of meaning title X photo (redundancy?)
Textual Layer Analysis from the Report	Separation of the facts that make up the matter	Organization into isolated significant sets
	Lead and sublead (if any)	Lead and Sublead Provided Framing
	Textual cohesion strategy	Cause-and-effect relationships or another type of cohesive instrument?
	Textual insertion of the title	Meaning Composition Title X Lead (Redundancy?)
Analysis of the Vocabulary Layer of the Report	Words and phrases that frame the semantic field of the Brazilian Army	Words (nouns and adjectives), sentences, (figures of speech (metaphors, metonymies, and ironies)

Source: The Author (2016)

DESCRIPTION

The punctual observations made in the previous phase, for each of the layers, noted as observed frameworks, are discriminated and grouped, and can be arranged as tables. The table below represents a way of organizing the data obtained in the three layers of a newspaper page:

Table 7 – Example of organization of data from the analysis of a report on a newspaper page

1st Report	Analysis of the Graphic Layer of the page	Brazilian Army	Soldier	Brigade	Troop
		Page Graphic Hierarchy	2/10	4/10	-
		Graphical approximation	With Nr 1 Inability of the State to provide security	With Nr 2 Possible inefficiency of the troops	-
		Photo or Infographic	Sloppy posture		-
		Graphic Insertion of the Title	-	Quantity Idea (4 thousand)	-
		Observed framework	Inability to provide security by the state, use of troops, unprepared	Large number of troops, perhaps inefficient	-

	Analysis of the Textual Layer of the report	Lead and Sublead (if any)	-	-	Use of troops in public security
		Textual cohesion strategy	-	-	Need for the use of troops
		Textual insertion of the title	-	-	Large number of troops
		Observed framework	-	-	Possible feeling of security
	Analysis of the Vocabulary Layer of the report	Assigned words and phrases	-	-	-

Source – The Author (2016)

In the table above, the numbers 2/10 and 4/10 represent that there were 10 graphic elements on the page without including the advertisements, and that the representation adopted by the newspaper for "soldier" is the 2nd in importance, while that of Brigade is the 4th. The graphic approximation with Nr 1 for soldier means that the graphic representative of soldier is close to the graphic element with the greatest visual impact and the association of both generates the meaning described below, in the same cell.

INTERPRETATION

As previously mentioned, the subsequent phase of the framing analysis is the interpretative analysis, which is the last stage of the investigation, when the aim is to theorize the data described, aiming at explaining or understanding the framing (SOARES, 2006). In the present proposal, it is the moment in which the researcher/social communicator must seek to answer the question: how were the Operation and the Brazilian Army framed by a certain vehicle? The interpretation must prioritize the framings deduced from the graphic layer over the textual and vocabulary ones, because this is the same order of priority assigned by the vehicle.

RESULTS: ANALYSIS OF THE FRAMEWORK OF OPERATION GUANABARA/2003

DEFINITION OF THE OBJECT

The choice to analyze the framework of Operation Guanabara, carried out by the Armed Forces in 2003, in the City of Rio de Janeiro, is justified because it was launched

shortly after a series of events that denoted a collapse in public security in the city and aimed to maintain acceptable conditions for the realization of that year's carnival.

Operational activities took place between February 28 and March 14.

The operation resulted in a large dispersion of troops throughout the city, with the establishment of blockade and control posts for urban roads (PBCVU) and occupation of communities and critical points and was aimed at ensuring the security of the activities that were being carried out by the population.

Thus, Operation Guanabara represented a specific event in which the Army had long exposure in the media. The operation that took place in 2003 had, as a controversial fact, the death of a teacher while trying to cross a troop checkpoint.

The newspaper O Globo was chosen as the object of the framing analysis because it was produced and broadcast in the city where the operation took place. It is also the oldest printed periodical that remains in circulation in Rio de Janeiro, having been inaugurated on July 29, 1925 (O GLOBO, 2016). It is then configured as a traditional communication vehicle and with an editorial focused on the facts that take place in the city where it is headquartered. This allowed the vehicle to be inserted in the socio-geographic context of the Operation.

The editorial staff of the newspaper O Globo was then asked for the reports available on file, about the operation to compose the corpus of study. The newspaper O Globo made available 03 (three) newspaper pages related to it. The first page of the newspaper analyzed was published on March 1, 2013; the second, on the 5th; and the third, on the 14th.

The words raised as components of the semantic field Brazilian Army, after a summary observation of the reports were:

- a. troop – understood as any collective agglomeration of soldiers, organized within the military hierarchy and acting in favor of the operation;
- b. spokesperson for the operation – military or civilian selected to explain the official version of the facts related to the actions of the troops and their repercussions;
- c. soldier – military of the Armed Forces, and particularly of the Brazilian Army;
- d. military material – any equipment used by the Armed Forces in operations, particularly weapons and ammunition; and
- e. Operation Guanabara – the operation itself, when approached in its entirety.

These words make up the primary scheme, the starting point for the tonalizations to be unveiled.

Table 8 – Definition of the Object

Object Definition	Selection of the Textual Corpus	03 Pages from the newspaper O Globo about the Guanabara operation, carried out in 2003.
	Army Semantic Field Registration	troop; spokesperson for the operation; soldier; military material; Operation Guanabara.

Source - The Author (2016)

In view of the nature of this text, it will be addressed, as an example of the application of the instrument, the framing analysis only of the first page of the newspaper made available, the one that was published on March 1st.

OBSERVATION AND DESCRIPTION

Graph layer analysis

In the hierarchy by visual impact of the 1st page provided, the following graphic elements can be seen in order of importance:

1. Photo with three Army trucks in an express lane;
2. Photo with a Civil Police vehicle on a street with several passersby;
3. Cinema² with three photos of a robbery at Maracanã;
4. Photo of a member of Big Brother who would parade through the Beija-Flor Samba School;
5. Title: "Federal troops already occupy streets to ensure peace during Carnival";
6. Photo of a Danish woman who came to learn samba at the Rio carnival;
7. Title: "Suspicion of bomb in public building"; and
8. Boom with title: "Military arrested with grenade".

² Journalistic jargon used to designate "a sequence of photos that illustrates a journalistic article" (RABAÇA, BARBOSA, 2001, P.135).

Figure 1 – 1st Page to be analyzed

Sábado, 1 de março de 2003

O GLOBO

RIO • 17

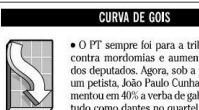


4
VIVIANE, de Big Brother 3, vai deixar a casa por algumas horas na segunda-feira para desfilir pela Beija-Flor, na Sapucaí



A DINAMARQUESA

Katrine Kijul veio ao Rio aprender os segredos do samba com o professor Antonio José. Na volta, vai abrir uma academia de samba em Kopenhagen



CURVA DE GOIS

• O PT sempre foi para a tribuna protestar contra mordomias e aumentos de salário dos deputados. Agora, sob a presidência de um petista, João Paulo Cunha, a Câmara aumentou em 40% a verba de gabinete. Ou seja, tudo como dantes no quartel de Abrantes.

COM ANA CLÁUDIA GUIMARÃES, MÁRCIA VIEIRA, MARCELO VIEIRA E JACQUELINE COSTA



Gabriel de Paiva

3



VIOLÊNCIA: Assalto no Maracanã

• Um assaltante, com a cobertura de outro bandido, aborda uma vítima num sinal de trânsito da Avenida Maracanã, próximo ao estádio de futebol ontem à tarde. O criminoso leva apenas alguns segundos para obrigar o motorista do Gol a abaixar o vidro e a lhe entregar o dinheiro que estava na carteira. Surpreso ao conferir que a nota é de dólar, o bandido foge por um viaduto, tranquilamente, junto com o comparsa.

PODER PARALELO: Ações reúnem governos municipal, estadual e federal

5

Tropas federais já ocupam ruas para garantir a paz durante o carnaval

Operação com três mil homens terá atiradores de elite em helicópteros

Múcio Bezerra

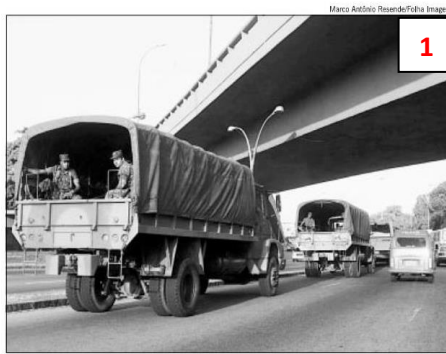
• Começou às 12h de ontem a Operação Guanabara, planejada em conjunto entre município, estado e governo federal para dar segurança ao Rio durante o carnaval. Participam soldados do Exército, da Marinha e da Aeronáutica; agentes da Agência Brasileira de Informações (Abin); polícias Federal, Rodoviária Federal e Militar; e a Guarda Municipal, sob coordenação do Centro de Operações de Segurança Integrada (Cosí), sediado no Comando Militar do Leste.

Exército mantém sigilo sobre atuação das tropas

No início da tarde já havia patrulhas na Região Metropolitana. Estão nas ruas tropas de elite da Brigada Para-Quedista: do Batalhão de Forças Especiais (FE) e do Centro de Inteligência, a pé ou em veículos. O Exército também está com atiradores de elite de prontidão em helicópteros, que sobrevoam pontos considerados críticos do Rio. Cerca de três mil homens estão sendo mobilizados.

A Operação Guanabara, prevista inicialmente para terminar na Quarta-Feira de Cinzas, será coordenada pelo comandante militar do Leste, general Luiz Seldon da Silva Muniz. Por motivo de segurança, os detalhes da operação não serão divulgados pelo Comando Militar do Leste.

O coronel Ivan Cosme de Oliveira Pinheiro, chefe de Comunicação Social do Comando Militar do Leste, disse que não poderia revelar onde nem como os soldados vão agir,



CAMINHÕES DO Exército transportam homens que trabalharão no esquema, que não tem data para acabar

mas garantiu que a atuação das tropas federais será plenamente notada pela população da Região Metropolitana.

— O Exército vai atuar para garantir a ordem. Não podemos divulgar o efetivo que atuará na operação, mas os quartéis já estão de prontidão. Num planejamento militar, trabalhamos sempre com a lei da pior hipótese e já estamos prontos para atuar desde ontem (anteontem) — disse o coronel Ivan Cosme.

Esta é a primeira vez que tropas federais atuam para dar segurança ao carnaval do Rio. Soldados do Exército, da Marinha e da Aeronáutica já patrulharam a cidade durante

a conferência Rio-92 e, mais recentemente, para garantir a tranquilidade nas eleições, no ano passado. Na ocasião, o Rio foi palco de atos violentos promovidos por traficantes de drogas, a exemplo do ocorrido semana passada.

Presença do Exército foi pedida por Rosinha a Lula

As tropas federais foram pedidas ao presidente Luiz Inácio Lula da Silva pela governadora Rosinha Matheus depois dos acontecimentos da última segunda-feira, quando traficantes atacaram e incendiaram ônibus, jogaram bombas em prédios e obrigaram boa parte do comércio a fechar as portas, em protesto contra a

retirada de algumas regalias de chefes do tráfico presos em Bangu I, especialmente de Fernandoinho Beira-Mar.

Dois pessoas ficaram feridas, ontem à noite, durante tiroteio no Morro do Vidigal, em São Conrado. Policiais militares do Posto de Policiamento Comunitário (PPC) da favela trocaram tiros com bandidos no morro.

Uma moradora da comunidade, identificada como Josefa Severina da Silva, foi atingida por uma bala perdida em uma das pernas. Também ficou ferido sem gravidade o soldado PM Robson Pires Vianna, de 25 anos. Os dois foram socorridos no Hospital Miguel Couto, no Lelo.

Suspeita de bomba em prédio público

Edifício ocupado pelo governo do estado no Centro teve que ser esvaziado

Ronaldo Braga

• Policiais militares do 13º BPM (Praça Tiradentes) foram mobilizados, no final da manhã de ontem, para o prédio da Secretaria estadual de Educação, que fica na Rua da Ajuda, esquina com Avenida Nilo Peçanha, no Centro. A suspeita de que haveria uma granada no edifício movimentou o 5º andar do prédio de administração do governo do estado, conhecido como Banerjão. Policiais do Esquadrão Anti-Bombas estiveram no local e, após vistoria, liberaram o prédio. Apesar do susto, nada foi encontrado.

Parte dos ocupantes dos 31 andares do Banerjão tiveram que ser retirados às pressas do prédio para que os policiais fizessem uma minuciosa vistoria. Segundo informações, por volta das 10h30m uma professora atendeu a um telefonema anônimo denunciando a existência de uma granada num dos andares. O edifício foi esvaziado por medida de precaução e os andares vasculhados pelos policiais do Esquadrão Anti-Bombas. Como nada foi encontrado, os funcionários retornaram ao trabalho em seguida.

Vice-governador despacha no prédio

Com 41.361 metros quadrados de área edificada, o prédio funciona atualmente como secretarias de estado, além da vice-governadora e de órgãos como a TurisRio. Além da Secretaria de Educação, o edifício abriga ainda as secretarias de Ciência e Tecnologia, Cultura, Educação, Energia, Indústria Naval e Petróleo, Planejamento e Desenvolvimento Econômico, Turismo, Transportes, Lâ, no 3º andar, também despacha o vice-governador Luiz Paulo Conde. ■



UM CARRO DO Esquadrão Anti-Bomba em frente ao Banerjão: prédio foi esvaziado e nada foi encontrado

Militar preso com granada

Carro dirigido por soldado pertenceria a viúva de traficante

Antônio Werneck

• Procurado por deserção, o soldado do Exército Leandro Alves Ferreira, de 21 anos, foi preso ontem de madrugada em Mangaratiba, na região da Costa Verde, depois de um acidente de carro, com uma granada das Forças Armadas. Segundo a polícia, o Renault Scénic que ele dirigia pertenceria a viúva do traficante Ernaldo Pinto de Medeiros, o Uê, identificada apenas Mônica. Uê foi assassinado numa rebelião comandada pelo Writal Luiz Fernando da Costa, o Fernandinho Beira-Mar, no presídio de Bangu I, no dia 11 de setembro do ano passado.

Levado para a 165ª DP (Mangaratiba), Leandro disse ao delegado Luiz Omena que desertara do Exército e que a granada era dele, recusando-se a admitir que desviara o

explosivo. Ele servia no 8º Grupo de Artilharia, na Vila Militar.

A prisão reforça a informação da Polícia Civil do Rio de que militares das Forças Armadas estão se aliando aos traficantes com o objetivo de desviar armas e munição dos quartéis. A Procuradora-Geral da Justiça Militar, Maria Terezinha Cauduro da Silva, criou um grupo de trabalho na Justiça Militar no Rio de Janeiro, para fazer o levantamento policial, administrativo e judicial das ocorrências de roubo nos quartéis. Como O GLOBO noticiou no domingo passado, um rastreamento realizado no estoque de 35 mil armas de guerra apreendidas na Divisão de Fiscalização de Armas e Explosivos (DFAE), identificou cerca de dez mil armas desviadas dos quartéis das polícias militares brasileiras e das Forças Armadas.

Source – O GLOBO, 2003

From the visual hierarchy, one can perceive a mixture of issues that encompass the beginning of the Army's operation, the difficulty of the State of Rio de Janeiro in providing public security and the approach of the carnival festivities. It is worth noting the presence of the boom with the title: "Military arrested with grenade", in a box with the same size as the two main photographs and in the position of the reader's exit from the page, as the final message.

The semantic field "Brazilian Army" was then framed by two texts on this newspaper page: a report with the title "Federal troops already occupy streets to ensure peace during Carnival" and the boom mentioned above.

Observing the meaning of the photograph, relating to the report, there is an appeal to the number of troops, in view of the presence of a convoy with three personnel transport vehicles, which results in the framing that appears in the thin line of the article.

On the other hand, when perceiving the adoption of meanings by graphic approximation, it is verified that the report is surrounded by information related to carnival and the bankruptcy of public security in the State of Rio de Janeiro. However, the similarity of the positioning of the Army vehicles with the civil police vehicle may imply an association in which the reinforcement of public security provided by the Armed Forces would only be bringing "more of the same".

The title of the article reflects in text its graphic insertion, this, based on the issues that surround it, that is, "Federal troops already occupy streets to guarantee peace during Carnival" summarizes the ideas of the need to guarantee peace and the approach of Carnival. The Army is framed in the title within a larger semantic field: "Federal Troops", which may indicate an intention to divide responsibilities for the Operation with the other agencies of the Federal Government.

The title of the boom brings again the semantic field Army, this time informing about a "Military arrested with a grenade", the soldier is framed as "military" and the "grenade" is considered the result of a crime (was the military arrested for having the grenade?).

By the graphic approximation, the boom is surrounded by a photo where there is a Civil Police vehicle on a street with several passersby, a movie with three photos of a robbery at Maracanã, and the title: "Suspicion of bomb in public building". The mental map built by the positioning of these graphic elements even causes the doubt whether the grenade could be the bomb placed in the public building. In any case, the soldier is

portrayed as the one who diverted military material and approaches the Maracanã car robber, by the graphic positioning of the photos and the boom,

Table 9 – Analysis of the Graphic Layer of the page

1st Page analyzed	Graphics Layer Analysis	Brazilian Army	troop	Operation Guanabara	soldier	Military equipment	Spokesperson for the operation
		Page Graphic Hierarchy	5/8	1/8	8/8	8/8	-
		Graphical approximation	- With No. 1, 4 and 6 - Presence of the Troop in large numbers and approach to Carnival	- Nos. 5, 4, 6, 3, 7 and 2 - Carnival Approach - Necessity of the Operation due to the bankruptcy of Public Security	- With No. 7, 2 and 3 - Soldier diverted military material; - Contributes to aggravating the security problem	- With No. 7, 2 and 3 - Bomb in a public building? - Soldier arrested by the police?	-
		Photo or Infographic	-	- Large amount of troops - Resemblance to photo No. 2 (more of the same?)	-	-	-
		Graphic Insertion of the Title	- Redundancy with the graphic elements that surround it - Division of responsibilities with other agencies	-	- Framed as "military" - Generalization - Approach to Maracanã car robber	-	-
		Observed framework	- Presence of the Troop in large numbers and approach to Carnival - Division of responsibilities with other agencies	- Large number of troops, perhaps inefficient - Necessity of the Operation due to the bankruptcy of Public Security - Carnival Approach - (More of the same?)	- Soldiers participating in the operation as possible security issues	- Possibility of diversion of military material during operation	-

Source - The Author (2016)

The analysis of the graphic layer thus denotes a main framework of the operation as a whole, which occupies more space at the top of the page, involving the use of a large number of troops from various federal agencies, the need for the Operation due to the bankruptcy of Public Security and the approach of Carnival.

There is, however, a secondary framing to the semantic field Army, at the bottom of the page, through which an Army soldier inserted in a generalization in the term "military" raises the issue of the participation of soldiers in public security problems and the possibility of diversion of military material during the operation, at the same time that the grenade approaches the suspicion of a bomb in a public building. In summary, the reinforcement provided by the "Federal Troops" is considered necessary, however, there is a great possibility that it will be inefficient, or worse, that it will aggravate public security problems.

Analysis of the textual layer of the first report

The analysis of the textual layer of the first report, contained in the newspaper page of March 1, 2003, begins with the separation of the facts that make up the article. Thus, the following can be cited, in the sequence in which they are described:

1. Title: "Federal Troops already occupy streets to ensure peace during Carnival"
2. Linha Fina: "Operation with three thousand men will have snipers in helicopters"
3. Lead: start of operation, joint planning (Municipality, State and Federal Government), participation of several federal agencies;
4. Intertitle: "Army maintains secrecy about troops' performance";
5. Patrols in the metropolitan region, characteristics of the troops and quantity;
6. Termination of the operation, coordination by the Eastern Military Command;
7. Spokesperson for the operation (chief Colonel of Social Communication of the Eastern Military Command) says he cannot reveal where or how the soldiers will act;
8. Words of the spokesman: barracks ready since yesterday/law of the worst case;
9. Employment of troops in Rio 92 (suited³);
10. The presence of the Army was requested by Rosinha to Lula and the reason for the request was the crisis in public security, caused by the withdrawal of perks from drug kingpins in Bangu I;

³ Information already conveyed, used to contextualize the narrative.

11. Exchange of fire in Morro do Vidigal (suited⁴);
12. Information about those injured in the exchange of fire in Morro do Vidigal.

Figure 2 – 1st Report to be analyzed

PODER PARALELO: Ações reúnem governos municipal, estadual e federal

Tropas federais já ocupam ruas para garantir a paz durante o carnaval

Operação com três mil homens terá atiradores de elite em helicópteros

Múcio Bezerra

• Começou às 12h de ontem a Operação Guanabara, planejada em conjunto entre município, estado e governo federal para dar segurança ao Rio durante o carnaval. Participam soldados do Exército, da Marinha e da Aeronáutica; agentes da Agência Brasileira de Informações (Abin); polícias Federal, Rodoviária Federal e Militar; e a Guarda Municipal, sob coordenação do Centro de Operações de Segurança Integrada (Cosi), sediado no Comando Militar do Leste.

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— O Exército vai atuar para garantir a lei e a ordem. Não podemos divulgar o efetivo que atuará na operação, mas os quartéis já estão de prontidão. Num planejamento militar, trabalhamos sempre com a lei da pior hipótese e já estamos prontos para atuar desde ontem (anteontem) — disse o coronel Ivan Cosme.

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retirada de algumas regalias de chefões do tráfico presos em Bangu I, especialmente de Fernandinho Beira-Mar.

Duas pessoas ficaram feridas, anteontem à noite, durante tiroteio no Morro do Vidigal, em São Conrado. Policiais militares do Posto de Policiamento Comunitário (PPC) da favela trocaram tiros com bandidos no morro.

Uma moradora da comunidade, identificada como Josefa Severina da Silva, foi atingida por uma bala perdida em uma das pernas. Também ficou ferido sem gravidade o soldado PM Robson Pires Vianna, de 25 anos. Os dois foram socorridos no Hospital Miguel Couto, no Leblon. ■

Source – O GLOBO, 2003

⁴ Ditto.

The first aspect to analyze is the lead. For this, it is important to remember that it must answer the questions: What? Who? When? How? Where? and Why? When observing the report itself, it can be seen that the first three questions were amply answered in the lead. The justification for the absence of the answers of "Where?" and "How?" are explained in the intertitle "Army maintains secrecy about the actions of the troops", which implies that the lack of this information is due to the secrecy maintained by the Army about the actions of the troops.

However, the answer to "Why?", organized only in the final three paragraphs of the article, that is, with a reduced importance if considering the editorial technique of the inverted pyramid, draws attention. The reason is directly related to the crisis in the state's public security, a fact that motivated the start of the operation. The sequence of presentation of the facts exposes a strategy of textual cohesion through the description of the operation, citing the agencies that participated, characteristics of the troops, how the actions would be coordinated, leaving in the background the reasons that caused it.

The idea of highly specialized troops is present in this description. The title: "Federal Troops already occupy streets to ensure peace during Carnival", together with the thin line "Operation with three thousand men will have snipers in helicopters" redound the descriptive characteristic of the report.

At the same time, the ideas of large numbers of troops and high specialization, present in the article, also occur in the title and in the thin line. The lead repeats the idea of the participation of several federal agencies in the operation, which contributes to the use of Federal Troops, to the detriment of Armed Forces or Army Troops.

Table 10 – Analysis of the Textual Layer of the 1st report

1st Report	Textual Layer Analysis	Brazilian Army	troop	Operation Guanabara	soldier	Military equipment	Spokesperson for the operation
		Lead and Sublead (if any)	- Coordination by the Army	- Participation of several federal agencies - Absence of the why of the operation	-	-	
		Textual cohesion strategy	- troops described as highly specialized	- Description of the operation - Secrecy regarding the actions of the troops	- snipers in helicopters	-Helicopters	"Worst case law", "military planning", ready since yesterday.

		Textual insertion of the title/thin line	- Troops from various federal agencies - large amount of troops		- snipers in helicopters	- Helicopters	- Contradiction with the spokesman's statements
		Observed framework	Large number of federal troops, with a high degree of specialization and coordinated by the Army	- Participation of various federal agencies and secrecy regarding the actions of the troops - possible favorable framework for the state government	- High degree of specialization of the troops	- High-tech military equipment	- Ironical use of his statements in the text.

Source: The Author, 2016

The organization of the data in table 10 allows some deductions regarding the report. In the first place, there is an intention to minimize the reasons that originated the request of the troops. It is also possible to see an initial trend of positive framing in relation to the Army troops that would be employed, due to the association with elite troops, such as Special Forces and Paratroopers, which is confirmed by the idea of quantity and the mention of snipers and helicopters.

On the other hand, the spokesperson for the operation is responsible for the framework that most opposes what was being outlined. The citation of his statements regarding the worst-case law, military planning and readiness since "yesterday" puts him on a level of detachment that ends up giving his statements an ironic framing on the part of the newspaper. At the same time, it is he who declares that he cannot disclose the number of troops to be employed, contradicting the explicit information in the thin line (probably obtained from other sources), the way in which they operate or the place of employment.

Having made these considerations, the question remains whether the tendency to framing observed in the graphic layer was pre-existing or was aggravated by a deficient relationship with the media, practiced by the Force at that time. It must be agreed that the aforementioned reporter obtained limited information material, specifically from the Army, which would allow him to fill the half page of the newspaper that was assigned to him, which would explain the tonalization in which he inserted the spokesman.

Analysis of the vocabulary layer of the four reports

The analysis of the vocabulary layer was carried out in a comparative way with the other reports, as follows, as follows, as an illustration.

Table 11 – Analysis of the vocabulary layer of the four reports

		EB	troop	Operation Guanabara	soldier	Military equipment	Spokesperson for the operation
1st Report	Vocabulary Layer Analysis	Assigned words and phrases	<ul style="list-style-type: none"> - Federal Troops; - Various bodies; - Patrols; - 3000 men; - First time they perform at Carnival; 	<ul style="list-style-type: none"> - jointly planned; - Provide security to the carnival; - Integrated Security Operations Center at CML; - Scheduled to end on Ash Wednesday; - Presence requested by the governor 	<ul style="list-style-type: none"> - Paraquedist; - Special Forces; - Elite shooters 	- Helicopters	<ul style="list-style-type: none"> - Details will not be disclosed; - Secrecy; - Military planning; - worst-case law; - ready since yesterday.
2nd Report			<ul style="list-style-type: none"> - Armed forces; - 3 thousand men; - reinforcement in policing 	<ul style="list-style-type: none"> - Caused by the wave of violence in the city; - Considered by the Secretary of Public Security as ostensible policing 	-	-	-
3rd Report			<ul style="list-style-type: none"> - Armed forces; - Police and soldiers; - Exchange of shots between traffickers and the Army; - The Army's objective was not to shoot someone. 	<ul style="list-style-type: none"> - death of the teacher – incident; - First time since Operation Rio; - Despite supporting the presence of the Army on the streets, (...) - Large-scale operation/foreseeable facts. 	<ul style="list-style-type: none"> - They shot at the vehicle; - They helped the victim; - Army Officer; - Paraquedist. 	- Rifle.	<ul style="list-style-type: none"> - Note; - Bulletin.
4th Report			<ul style="list-style-type: none"> - Armed forces - Not trained to work in public security 	<ul style="list-style-type: none"> - Military patrolling Rio - Although favorable to the participation of the Armed Forces in policing, (...) - Action should be expanded - Ostensible patrolling - "call" Operation Guanabara 	<ul style="list-style-type: none"> - Cariocas would like to see them on the streets for longer; - They did not approach the scene during the shooting; - Vendors lamented the departure of the soldiers; - Feeling of security; - They did not reduce crime; - More reliable than the cops. 		<ul style="list-style-type: none"> - Soldiers were not called by the Military Police; - At 200m you can't see what happens; - Apart from the unfortunate fact, there were no events of great repercussion.

Evolution of the Framework	<ul style="list-style-type: none"> - Federal troops - Armed Forces <ul style="list-style-type: none"> - Army - Quantity idea - Police and soldiers; 	<ul style="list-style-type: none"> - jointly planned; requested by the governor; - Ostensive policing/ Large-scale operation; - Repetition of the "despite" of 	<ul style="list-style-type: none"> - Elite troops (two sides); - False sense of security. 	<ul style="list-style-type: none"> - Helicopters and rifles. 	<ul style="list-style-type: none"> - It ended up corroborating the frameworks provided by the Newspaper.
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Source: The Author (2016)

The analysis of the vocabulary layer allows us to structure the framings by each of the significant elements of the semantic field Brazilian Army.

Thus, for the troops, there was an evolution of attributed meanings that started from a deep integration with the various federal agencies, to the characterization by the Armed Forces, at the most controversial moment and at the end of the operation. In critical actions, such as the shootout with drug traffickers and the death of the teacher, the name adopted was Army. The idea of large numbers of military personnel was also explored, particularly in the early stages. There was also a rapprochement between soldiers and police, portraying what actually happened on the streets.

Operation Guanabara also undergoes an evolution of frameworks, having been originally requested by the governor and planned to be completed on Ash Wednesday, it is now considered as "ostensive patrolling" and a large-scale operation in which deaths are predictable. At the same time, in the first and last report, there is a reference to a possible permanence of the troops, requested by the State. It should be noted the presence, in the final two reports, of the expression "despite" followed by a semantic field that indicates the support of public opinion for the presence of the military, as if this idea needed to be counterposed by the reports, which presented statistical data related to the previous year's carnival. It should be noted that the statistical comparison with the previous year's carnival is innocuous, because the public security crisis that motivated the operation occurred in the period immediately before the carnival.

The soldier is mentioned, particularly, as an elite troop in two moments, at the beginning of the operation, in order, perhaps, to meet the demand for security, and later, on the occasion of the teacher's death, in order to reinforce the idea that not even the Army's elite troop was able to reduce crime during Carnival, on the contrary, contributing to aggravate it. However, within the Army semantic field, this category was the one that had the greatest empathy portrayed by the population.

Military material appeared portrayed as "helicopters" at the beginning of the operation, in line with the idea of meeting the demand for security, and later evolved into "rifle", when it emphasizes the idea of danger to which the population was exposed due to the dispersion of troops unprepared to act in Public Security.

The **spokesperson's** statements ended up favoring the frameworks already established by the newspaper, allowing them to be used as a vehicle for redundancy of these frameworks or as the very characterization of what the newspaper already intended to portray. The idea that "at 200 m you can't see what happens" redounds to the Federal Government's argument that the troops were not prepared to act as police and "the soldiers were not activated by the Military Police", for example, indicates the placement of federal troops under the decision of the State Military Police.

The vocabulary layer, therefore, reinforces what was observed in the analysis of the other two layers in which the framing given to the facts related to Operation Guanabara was articulated. The organization of the data, proposed in a single table, makes it easier to observe the evolution of the framework, which in the case described, gets worse between one report and another. It is interesting to note, in this case, that the newspaper itself explains the beginning and end of the operation, the latter scheduled for Ash Wednesday.

INTERPRETATION

Two competing and coexisting framework strands can be described as resulting from the analysis carried out:

In the graphic lamination and in the textual layer, it is possible to identify a "*persistent pattern of cognition, interpretation and presentation*" (PORTO, 2004 apud SOARES, 2006, author's emphasis, p.451) in which two main ideas are proposed from the first page of the newspaper, in which there is an article about the operation: the dangerousness caused by the presence of troops dispersed in the streets and their characterization as inefficient. The presence of this framing, right at the beginning of the operation, denotes the adoption of an editorial line that allowed the manipulators of symbols to organize the discourse referring to military actions, through the selection, emphasis and exclusion of facts throughout the journalistic coverage. This means that there was a predisposition to portray the aspects related to Operation Guanabara based on the ideas mentioned, which were dangerousness and inefficiency.

The vocabulary layer, on the other hand, denotes a change in the framing to a negative discourse for the image of the institution, as a result of the course of the operation and, particularly, motivated by the death of the teacher. This fact reinforced the picture already structured by the communication vehicle, which resulted in the choice of words, which, initially, was not so negative. In this regard, it is worth noting, in the first place, that laboratory analyses have indicated that only 25% of the journalistic text is read, which gives the choice of vocabulary less importance compared to the other two layers for the newspaper. At the same time, the extraordinary event of the teacher's death while crossing a blockade, fits perfectly with the quote below:

(...) Only extraordinary events are news, and even these are subjected to the editorial violence routinely practiced by affable editors. Our understanding of the world precedes these stories, determining which ones reporters will select and how those that have been selected will be told. (GOFFMAN, 2012, p.38).

Thus, the newspaper's understanding of the operation, demonstrated in the analysis of the first report, determined the way in which the event was selected and edited.

The primary scheme for Operation Guanabara could be described as a military operation aimed at providing security for the city of Rio de Janeiro only during Carnival, in which several activities were carried out by the troops, some more successful and others less, including the fact that a driver was shot by the military while crossing a roadblock.

The discussion as to whether or not the troops would remain in place, as can be seen in the vocabulary layer table, the increased risk to the population due to the dispersion of the armed troops throughout the city and the inefficiency of the operation itself, without establishing the period immediately prior to Carnival as a parameter of comparison, are nothing more than picture effects, it should be said, extremely harmful to the image of the Brazilian Army.

CONCLUSION

The Brazilian Army is a State Institution, composed of citizens from diverse backgrounds. The way it is represented has a profound impact on the self-esteem of its members, affecting all aspects of their lives, from the social relationships in which they are inserted as individuals, to the performance of professional activities, a moment in which they must act synergistically in favor of the values cultivated by the group. Media representations, on the other hand, are susceptible to various influences, from the

predispositions of the professional who collects the information to the political and commercial decisions of the owners of the most widely circulated media outlets in society.

When participating in large-scale operations, the Army is subject to several possibilities of framing, which may include, on the one hand, simple prejudice and, on the other, wide-ranging political decisions, which aim to influence public opinion in order to obtain support for certain groups. The ability to envision the scenario in which the Institution will be inserted can facilitate the advice to decision-makers, as well as provide an adequate relationship with "the collective editorial personalities" of the media outlets.

The proposed instrument proved to be useful in allowing inferences for the composition of prospective scenarios, in which approximations of interests can be glimpsed, as well as framing trends. The essence of the proposal is simple and boils down to just a suggestion for directed reading of the newspaper.

The system of this reading, however, consists of the opposition of journalistic material to the technique and process of composition recommended by editorial and graphic manuals. By placing the *textual corpus* before the method used for its composition, the choices of the human group that produced that *corpus* begin to appear. From there, it is enough to organize them in an understandable way, so that motivations and editorial lines can be glimpsed behind the paintings.

It is interesting to note that the considerations made during the analysis were transcribed only to illustrate the application of the method, and it is desirable to use the tool as a mental process of reasoning, supported by the completion of the tables. The knowledge arising from the observation is aimed at providing *insights* that will support the relationship of Social Communication Officers with the media.

As television and radio journalism also have construction techniques already described and originating from print journalism, it is to be assumed that the same process can be applied to the composition of a proposal for framing analysis, appropriate to the characteristics of these media.

Thus, the research tool "analysis of journalistic framing", adapted to the activity of Press Relations, proved to be the appropriate answer to the research problem, not only providing a detailed qualitative clipping, but also allowing inferences about the editorial line of the analyzed vehicle.

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