COMMUNICATION AND FORMALIZATION OF FAMILY FARMING ENTERPRISES, TRADITIONAL PEOPLES AND COMMUNITIES

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ABSTRACT

The creation and implementation of the Manual of Communication and Formalization Tools aimed at family farming enterprises, traditional peoples and communities of the Puranga Conquista Sustainable Development Reserve, in Manaus-AM, aims to train community members with regard to the production and circulation of formal documents so that they can formally communicate with institutions of their interest, using, for this purpose, letters, e-mails, minutes, requests, complaints, requests and internal regulations. To this end, a bibliographic research was carried out, based on books, articles, reports and manuals available on academic platforms and digital repositories. The stages of the research included the selection and analysis of textual genres, development of production instructions for each tool and organization of these instructions in a practical manual. Among the results are the improvement in the production of documents by the communities, the strengthening of their social organizations and the ability to articulate their demands more effectively with government agencies and partners. In addition, the formalization of internal rules through

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internal regulations contributes to a more efficient and harmonious management of community relations with natural resources. In addition, the research brings the community closer to public institutions, which need to communicate, as well as promotes technological inclusion and literacy in social practices of writing, training the community in the use of formal communication tools. In summary, this investigation meets the immediate needs of the communities of RDS Puranga Conquista, strengthening autonomy, management capacity and participation in decision-making processes.

Keywords: Communication Tools. Ventures. Family Farming. RDS Puranga Conquista.

INTRODUCTION

The Sustainable Development Reserve-RDS Puranga Conquista is located in the municipality of Manaus, capital of the state of Amazonas, on the left bank of the Rio Negro, about 34 kilometers from the urban area. In the context of the management of this territory, the Secretary of State for the Environment - SEMA is directly responsible, according to legal aspects, for the referred reserve.

The relationship between RDS Puranga Conquista and SEMA, in the search to solve any problem in the community, occurs through formal communication, through the formulation of documents, to be sent to the aforementioned Management Body, carrying out actions such as: complaints, requests for information and any decision that needs to be made.

However, when analyzing the documents that are received by the Managing Body and, in conversation with some community members and the manager of the Conservation Unit at the time, Mrs. Karen di Santis, the problem was identified with regard to the realization of this formal communication, since many find it difficult to prepare a text according to the standardization standard of the Portuguese language.

Thus, in view of this situation in which the community members of the reserve need to develop and formalize communication tools, such as: complaints, e-mails, requests for information, requests, invitations, letters, minutes, statements, requests, internal regulations and others, the issue arises of the lack of knowledge, mastery and skills, on their part, regarding the notion of the structure and language proper to produce these tools, that is, textual genres.

In addition, due to the fact that the communities are located in a Conservation Unit, it is necessary for them to strengthen their social organizations through the institution of an internal regulation that explains their operating rules. However, this task poses a significant challenge for RDS residents, as they lack the technical expertise necessary to draft a charter.

In view of this situation, this research sought to understand the main difficulties faced by family farming enterprises, by the peoples and by the traditional communities of the Puranga Conquista Sustainable Development Reserve (RDS), especially with regard to communication and the formalization of their enterprises, aiming to facilitate dialogue between the communities and the Secretariat.

To achieve this goal, we propose the creation of a manual composed of formal and technical texts, offering detailed guidelines and text models to be used by the community. The elaboration of the manual began with the selection of communication and formalization tools (textual genres) relevant to the public life of the community members, with the aim of detailing the constituent elements of these tools. Then, we developed specific instructions for the production of each

communication and formalization tool, culminating in the organization of these instructions in a small manual.

Regarding materials and methods, we conducted a comprehensive bibliographic research, consulting books, the Scielo platform, Google Scholar and university digital repositories. Data collection was based on information available in books, articles, reports, publications in magazines and models of manuals with instructions on the production of texts in the field of public life, with the objective of expanding and qualifying the participation of community members in political and social practices.

Therefore, the actions of this research make it possible to equip community members with the necessary tools to prepare and disseminate their formal documents, including the internal regulations of their territories, which establishes the fundamental rules and norms to guide their social, environmental and cultural relations, as well as territorial planning.

THEORETICAL FOUNDATION
SUSTAINABLE DEVELOPMENT RESERVE - RDS - OVERVIEW

The Sustainable Development Reserve-RDS Puranga Conquista was created by Law No. 4,015 of March 24, 2014. This region is of significant environmental and sociocultural relevance, being an integral part of the so-called Central Amazon Biosphere Reserve, which, in turn, is inserted in the Central Ecological Corridor of the Amazon, also in the region of the Mosaic of Protected Areas of the Lower Rio Negro (MBRN). According to Didier et al. (2017), the MBRN Conservation Units have undergone several boundary changes over the years, seeking to meet their biophysical, cultural and social characteristics, and the creation of the RDS Puranga Conquista was inserted in this context.

This is due to its area being dismembered from the Rio Negro State Park – South Sector, as it was created covering territories of indigenous peoples and riverside communities, and the "park" category does not allow residents in its interior, which resulted in territorial conflicts, since the cultural and socioeconomic reality of these areas is historically occupied by populations that established their ways of life with a direct relationship of interdependence with the natural resources.

Thus, through the realization of the Park Management Plan in 2010, by the Institute for Ecological Research (IPÊ), under the supervision of the State Secretariat for the Environment – SEMA, with an extensive survey of socioeconomic data and with participatory methodologies, involving these communities, the request for recategorization and relimitation of the Park was

forwarded, considering the territory covered by the communities and their areas of use for Development Reserve Sustainable, a plan approved by State Ordinance No. 0444/2013.

In this context, the RDS is located in the municipality of Manaus, capital of the state of Amazonas, on the left bank of the Rio Negro, about 34 kilometers from the urban area. Access to the region is by river, passing through the Negro and Cuieiras rivers, and can be done via amphibious plane or seaplane (20 minutes trip), speedboat (between 1 hour and 2 hours trip), express or jet boat, recreational or regional boat (between 4 and 7 hours of travel) (FAS, 2017).

The geographical and ethnic origins of the inhabitants of the RDS are diverse, as well as their social and political organization. They live off the use of aquatic and forest biodiversity, as well as tourism, handicrafts and financial resources from rights and social assistance policies. These communities continue a long history of indigenous and non-indigenous occupation and deterritorialization of the Lower Rio Negro region, which contributed to shaping the current biocultural landscape of the region. According to the socioeconomic survey carried out in the Management Plan, the Puranga Conquista Reserve is made up of 16 communities, with 534 families and 1,522 people.

In the context of the management of this territory, the Secretary of State for the Environment - SEMA is directly responsible, according to legal aspects, for the referred reserve. In this sense, it has the support of the Deliberative Council which, among other attributions, holds the legal prerogative to formally express itself on inherent issues of a social, economic and environmental nature.

Every administrative scenario also relies on the direct engagement of the community residents of the protected area, who, in short, can report, on a formal basis, to the aforementioned Management Body, carrying out actions such as: complaints, requests for information and any decision that needs to be made. This procedure takes place by forwarding documents to the electronic address: protocolo@sema.am.gov.br, to be filed, and then a formal process is generated by the new Management System, which was implemented

by the Government of the State of Amazonas in order to establish transparency and agility in the resolution of their outcomes, called: Integrated Electronic Document Management System - SIGED, where these data and documents are inserted for later analysis and manifestation of the relevant sectors.

Thus, in view of this situation in which the community members of the reserve need to develop and formalize communication tools, such as: complaints, requests for information, requests, invitations, letters, minutes, statements, internal regulations and others, the issue arises of the lack of

knowledge, mastery and skills, on their part, regarding the notion of the structure and language proper to produce documents of official communication.

Another obstacle in carrying out formal communication between the community members and SEMA is the lack of technological devices and skills in handling them, making it difficult, for example, to send e-mails.

As the communities belong to a Conservation Unit, another need that arises is to strengthen their social organizations, as they must follow what is established in the RDS Management Plan. To do so, they need to institute their internal regulations, explaining their operating rules. However, this is another difficulty faced by the community members of the RDS, as they do not have enough technical knowledge to produce a regiment.

In addition, it is also of great importance to sensitize community entities about the possibility of working on the creation of Associations to maximize the articulations aimed at local representativeness, as well as to participate in public or private policies that have in their core the development segments, specifically related to the acquisition of various resources. However, the lack of knowledge in constituting themselves as associations becomes another obstacle for these communities.

Based on this context, this research sought to understand the main difficulties of family farming enterprises, traditional peoples and communities regarding the communication and formalization of their enterprises. Subsequently, it sought to present tools that can facilitate communication between communities and SEMA. To this end, a manual composed of formal and technical texts was prepared to guide how the production of documents to be used by the communities can be carried out.

OFFICIAL COMMUNICATION AND ITS STANDARDIZATION

According to Antunes (2009), writing texts, whether in the sphere of official communication or in other spheres of human communication (literary, journalistic, religious, daily, legal, etc.) requires systematic work, because there must be, before the text, a careful planning of its stages, and then there is its execution, revision and rewriting. Thus, it is important that the producer of a given genre knows, not only the structure, style, purpose and content of a genre, but, above all, seeks readings to help him in the construction of the theme of the text.

From this perspective, textual genres are understood as "relatively stable types of utterance" (Bakhtin, 2003, p. 262), created in the spheres of social exchange of language. It is necessary to define clear parameters to be used, once there is this communication.

Another relevant scholar, Marcuschi (2008), points out that mastering a textual genre means knowing how to communicate intentionally in specific contexts of social situations, concretizing human communication. He emphasizes that "textual genres are the texts that we encounter in our daily lives, presenting characteristic socio-communicative patterns" (Marcuschi, 2008, p. 155), such as compositional marks, communicative purpose and linguistic styles of their own.

Thus, it is crucial that the residents of the reserve understand the elements that constitute the textual genres necessary for their communication, especially the genres of official communication, such as: letter, minutes, memorandum, request and others. These documents are critical for formal communication with government agencies, institutions, and other groups, but the creation of these texts can be particularly complex for indigenous, quilombola, and other traditional communities, as they involve cultural, social, educational, historical, and linguistic factors.

It can be said that the core of this problem lies in the issue of limited access of traditional peoples to formal education, which results in less familiarity with formal writing. In addition, the formal norms and structures necessary for official communication may be far from the oral and written textual practices of the community, making the production, sending and monitoring of texts a difficult task.

Therefore, official communication requires compliance with a series of specific formalities and standards. The structure, vocabulary, and format of these documents are standardized and follow rules that may not be familiar to traditional peoples. Lack of familiarity with these bureaucratic rules can lead to errors in formatting, language use, and presentation of information.

CHARACTERISTICS OF OFFICIAL COMMUNICATION

The preparation of texts for the official drafting requires attention to several specific guidelines that ensure the clarity, objectivity and formality of the documents. Like any text, in the production of official texts, knowledge of the subject is essential. Before starting the essay, it is crucial to have a good understanding of the subject to be addressed. This includes consulting previous documents, relevant legislation, and other sources of information that can provide the necessary context.

The Writing Manual of the Presidency of the Republic (2018) teaches that in addition to the subject, official texts require careful planning and a rigid structure, as both the planning stage and its structure are fundamental for the construction of official communication in accordance with the expected standardization. Regarding this issue, the recommendations for header, identification of the document and the issuing agency, date, place and number of the document, address, subject,

vocative, body of the text (introduction, development and conclusion), closing, formal closing or final provisions (signature - name, position and, if necessary, stamp of the person in charge) must almost always be obeyed.

It is also important to use clear and objective language in the construction of these documents, which is direct and accessible, avoiding technical terms, jargon, and complex phrases, as the information must be understood by the recipient of the text. Allied to these two characteristics, there is the conciseness that is the ability to eliminate unnecessary information, going straight to the point, without compromising the completeness of the message (Brasil, 2018)..

Impersonality, formality, and standardization, according to the Writing Manual of the Presidency of the Republic (2018), are extremely necessary in the composition of an official communication. The first corresponds to the adoption of an impersonal posture, writing in the name of the institution and not of individuals. This reinforces the neutrality and objectivity of the document. For example, use "this organ" instead of "I" or "we." While the last two characteristics require the text producer to maintain a formal and respectful tone in all documents. In this case, obedience to grammatical norms and the use of standardized models and formats by the institution, to ensure uniformity and professionalism, must be strictly followed.

Finally, the revision, after the end of the production of the text, is fundamental. It should be observed whether there was adequacy to grammatical rules (nominal and verbal agreement, nominal and verbal regency, spelling, punctuation, coherence, cohesion), formatting, updating and conformity, as the documents must be updated and in accordance with current rules and regulations.

In summary, the preparation of official writing texts requires the strict observance of theoretical criteria that guarantee clarity, objectivity, conciseness, formality, impersonality and standardization. These principles are fundamental to ensure the efficiency, transparency and effectiveness of public communication. The correct application of these criteria contributes to good governance and to the construction of a more efficient and accessible public administration.

METHODOLOGY

As a technical research procedure, bibliographic research was used through the collection of information in books, *Scielo platform*, *Google* Scholar, digital repositories of Universities and portals that present the literature that deals with communication tools and formalization of family farming enterprises, traditional peoples and communities.

In the case of data collection instruments, content already existing in books, articles, reports, publications in magazines and models of manuals with instructions on the production of texts in the

field of public life will be used in order to expand and qualify the participation of community members in practices related to political and social action, developing, Thus, learning about the texts belonging to the genres of interest of the community.

In this sense, the research followed the following stages: the first stage consisted of raising and recording theoretical texts that deal with concepts of textual genres, as well as aspects related to the compositional and linguistic elements of the texts that circulate in the field of public life of family farming enterprises, traditional peoples and communities; the second corresponded to the selection of tools (textual genres) for communication and formalization of the field of action of public life of family farming enterprises, traditional peoples and communities; the third concerns the analysis and understanding of the constituent elements of the Tools (textual genres) of Communication and formalization of family farming enterprises, traditional peoples and communities; the fourth stage is related to the development of production instructions for each tool (textual genre) of communication and formalization; the fifth stage consisted of organizing, in the format of a small manual, the instructions developed from the Communication Tools and formalization of family farming enterprises, traditional peoples and communities. In the sixth stage, the booklet produced was disseminated to the community members of the Puranga Conquista Reserve.

RESULTS AND DISCUSSION

With the research carried out, whose product consists of the elaboration and implementation of the Manual of Communication and Formalization Tools of family farming enterprises, traditional peoples and communities, it became possible to assist the residents of the communities belonging to the Puranga Conquista Sustainable Development Reserve on how to use the communication and formalization tools constituted by technical texts that circulate in formal spaces, so that they could effectively and efficiently produce the documents used as a communication channel, informing public and/or private institutions of their claims.

To this end, the manual was structured in such a way as to contain 2 parts. In the first, the technical documents that can be used in the daily lives of community members to communicate with organizations, whether public or private, were listed. 10 types of documents were selected to compose this part, among them: letter, memorandum, minutes, request, statement, *e-mail*, circular letter, report, internal regulations and bylaws.

The following information was listed in the manual, in order to provide a detailed explanation:

- Definitions and purpose - inform about the nature and purpose of the document;
- Structural form - presents a standard structure model that must be followed;
- Language used - suggests the type of language that should be used, taking into account the necessary formality;
- Space for text circulation - indicates in which situations and spaces the documents should be used;
- Variations and practical examples - offers thematic variations and practical examples for different communicative contexts, such as complaints, requests, invitations and newsletters.

Among the documents prepared, we also have the Internal Regulations that serve to help entities to be able to clearly elaborate, in their territories, the rules and norms to be considered as guidelines regarding their social, environmental and cultural relations, as well as their territorial planning, which will help in the direct mitigation of potential conflicts that occur due to the absence of the establishment of the rules proposed herein. Together with the Statute that guides the rules and guidelines that regulate the operation of an organization, association or entity, defining its governance structures, objectives, rights and duties of members, as well as administrative and operational procedures.

In addition, the production of the Manual aims to contribute to the constitution and strengthening of local social organizations, which can be seen in its second part, which is aimed at dealing with guidelines for the formalization and regularization of Associations, consisting of:

- Structure and necessary actions - which indicate the step-by-step process to structure an association and the actions required for its formalization;
- Required Documentation: list of documents required for formalization;
- Bureaucratic procedures: details on where and how documents can be requested and presented

To elucidate the organization of the Manual, a table with general information on the texts explored follows, containing specifications of the purpose and structural aspects of the texts.

Table 1: Texts, purpose and structure

DOCUMENT TYPE	PURPOSE	STRUCTURE
CRAFT	Offices are used in professional and administrative settings, serve to convey information in situations that require a certain degree of formality, and provide a written record of communication.	Letterhead, header, document identification, place, month and year, address (composed of address pronoun, position and address of the recipient),

		subject, vocative, text, closing and identification of the signatory.
MEMORANDUM	The memorandum is used for the internal communications of organizations, to transmit information between different members or sectors quickly and efficiently, while maintaining transparency.	Letterhead, header, document identification, month and year (without the place "On July 18, 2024"), address (composed only of address pronoun and recipient's title), subject, vocative, text, closing, and identification of the signatory.
MINUTES	A minute is an official document that records in detail the deliberations, decisions, discussions, and events that took place during meetings, assemblies, conferences, or other formal gatherings.	Letterhead, document identification (Example: MINUTES OF THE THIRD MEETING... OF THE DEPARTMENT COUNCIL.-.-.-.-.), text (composed of: 1) day, month, year and time of the meeting (in full); 2) place of the meeting; 3) type of meeting (ordinary or extraordinary); 4) name of the person presiding over the meeting; 5) enumeration of the persons present; 6) the text is presented without paragraphs; 7) agenda: text and summary of the most important facts of the meeting.); closure ("There being nothing more to discuss, the President thanked the participants for their presence and closed the meeting..."), closure and signatures.
APPLICATION	An application is a formal document used to request something from a competent authority or body. This instrument is used to present requests, requests, and demands in an organized and official manner.	Vocative (Example: SENHOR (MAGNIFICO) RECTOR OF THE UNIVERSITY OF THE STATE OF AMAZONAS "CLEINALDO DE ALMEIDA COSTA", text (preamble with identification data of the applicant; object of the request with legal basis; place and date; signature of the applicant.
STATEMENT	The purpose of a statement can vary depending on the context in which it is used, in general it serves to prove the veracity of some information provided, being fundamental for various social, legal and commercial processes and interactions.	Title (centered, at the top of the document, with the name of the genre "Declaration"; body of the text (subject or theme that will be addressed by the declaration); can be written in the first or third person singular or plural ("I declare for proof purposes..."; " We declare that the student João de Souza Pinheiro..."); place and date (indicate the place and date); signature (the sender or guardian signs the declaration below the date and place).
EMAIL	E-mail, due to its practicality, low cost, and the speed with which communication between institutions is possible, has become the main form of communication for the transmission of documents.	Email address; subject; vocative; text (the message itself); respectful farewell; identification of the sender (name, position, among other details).
CIRCULAR	The circular letter is an internal document used to transmit information in a public or private organization, commonly used in the dissemination of	Letterhead, header, place, month and year, address (composed of pronoun of address, position and address of the recipient),

LETTER	messages to several people at the same time through the same document, it serves to give information, warn, transmit, give orders and standardize rules.	vocative, text, closing and identification of the signatory.
REPORT	The report is a type of written communication that presents detailed information about a particular subject, project or activity, it serves to document data, results, make analyses and recommendations.	
REGIMENT	Its purpose is to help entities to be able to clearly elaborate, in their territories, the rules and norms to be considered as guidelines regarding their social, environmental and cultural relations, as well as their territorial planning, which will help in direct mitigation in relation to potential conflicts that occur due to the absence of the establishment of the rules proposed herein.	Standard form for administrative units. Simplified model: . CHAPTER I - PURPOSE (Section, Article, Item, Subparagraph, Item and Paragraph); CHAPTER II - ORGANIC STRUCTURE (Section, Article, Item, Subparagraph, Item and Paragraph); CHAPTER III - OPERATION (Section, Article, Item, Subparagraph, Item and Paragraph); CHAPTER IV - COMPETENCIES AND ATTRIBUTIONS (Section, Article, Item, Subparagraph, Item and Paragraph); CHAPTER V - FINAL PROVISIONS (Section, Article, Item, Subparagraph, Item and Paragraph) .
STATUTE	The statute is a written document that establishes rules and devices necessary for the operation of a collectivity, association or entity of a public or private nature.	For associations, the requirements are provided for in article 54 of the Civil Code and are: (a) the name, purposes and headquarters of the association; (b) the requirements for admission, dismissal and exclusion of members; (c) the rights and duties of members; (d) the sources of funds for its maintenance (e) the mode of constitution and functioning of the deliberative bodies; (f) the conditions for amending the provisions of the statutes and for winding up; (g) the form of administrative management and approval of the respective accounts.

Source: Prepared by the authors.

From this presentation, it is understood that the introduction of the manual in communities can be a vital tool not only to solve immediate communication problems, but also to strengthen their social and organizational structure, since the ability to formalize documents and create associations promotes greater participation of communities in decision-making processes and in the management of their own resources and territories.

FINAL CONSIDERATIONS

The actions of this research make it possible to equip the community members so that they can prepare and circulate their formal documents. This instrumentalization not only promotes the autonomy of communities, but also strengthens their capacity for self-management, a crucial element for the preservation and promotion of their identity and way of life.

The ability to draft and circulate formal documents strengthens the position of communities in negotiations and dialogues with government agencies, non-governmental organizations and other partners. By having their own normative instruments, communities can articulate their demands more effectively, ensuring that their needs and perspectives are considered in decision-making processes that impact their territories.

In addition, the formalization of internal rules through the creation of regiments enables a more harmonious and organized coexistence, reducing internal conflicts and promoting a more efficient management of natural resources. With a well-structured regiment, communities can establish clear rules that guide their social, environmental and cultural relations, contributing to sustainable development.

Another important aspect is the strengthening of local social organizations. With the ability to produce formal documents and create associations, community members can improve their articulations and representativeness. This is essential to access public and private policies, especially those related to the promotion of resources for family farming enterprises. The strengthening of these organizations also contributes to the construction of a more participatory and inclusive society.

In addition, the research promotes literacy and technological inclusion, training community members in social practices of writing and the use of digital tools for formal communication. This is especially relevant in an increasingly digitized world, where the ability to communicate effectively through electronic means can significantly expand opportunities for participation and access to information.

Finally, this research not only meets the immediate needs of the communities of the Puranga Conquista Reserve, but also creates conditions for a continuous strengthening of their autonomy, management capacity and participation in decision-making processes that affect their territories. In the long term, these actions are expected to contribute to building more resilient communities, able to preserve their traditions and ways of life, while adapting to the demands of an ever-changing world.

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