



Brazilian Media System in a Shaking Environment

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1. General Data

1. Current Brazilian political scene

1. “Impacts” from/ in the Media System

5 Outlooks

8,547,403 km²

(40,6% of Latin America territory; *Contiguous United States: 7,824,535 km²*)

Population: 207,8 million

(34% of Latin America inhabitants)

84% in urban áreas

27 states and 5,570 cities



After 21 years of dictatorship (1964 to 1985), Brazil adopted a multi-party political system, holding regular elections.

Nowadays, Brazil faces a economic and a political crisis.



The economy driven mainly by services, industrial production and exportation of goods



After a period of accumulated growth between 2001 and 2014, the economy dropped by 4.5% in 2015 and 3.6% in 2016.



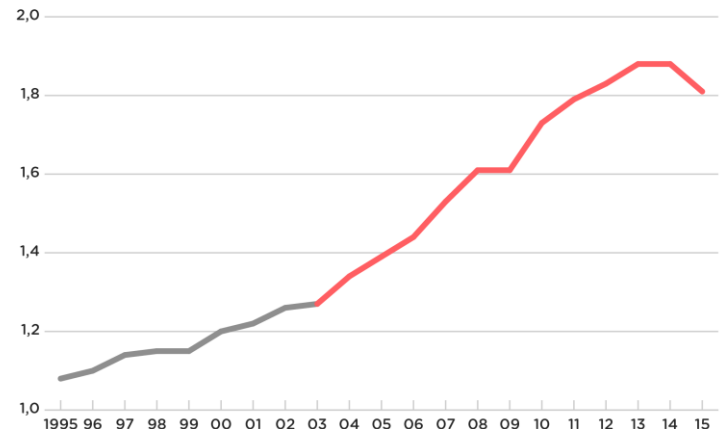
GNP: US\$ 1,8 trillion
(45% of Latin America)

The largest decline in 2016 according to the IBGE was seen in the farming sector (6.6%), whereas industry declined 3.8%, and services, 2.7%

Largest recession in Brazil's history (since 1948 when it begins this kind of official analysis).

66% of families without regular credit

PIB BRASILEIRO
US\$ trilhões (valor nominal)



Fonte: Banco Mundial

NEXO



:: Economic context: turbulent scene

Severe limitation of government expenditures

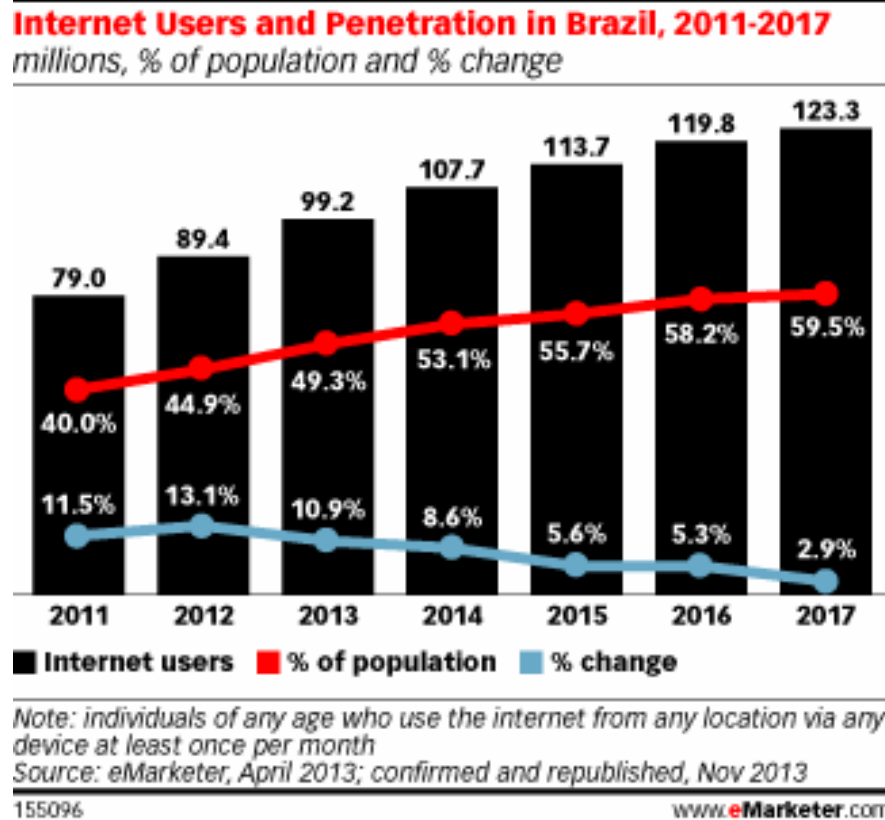
- Social programs such as the Bolsa Familia is reduced
- Important cut down to Public Funding for research and universities
- 14.2 million of unemployees (13.4%)
- Labor Reform

Media System: officially, TV remains as the main source of information...

P01) Em que meio de comunicação o(a) sr(a) se informa mais sobre o que acontece no Brasil? E em segundo lugar? (**ESTIMULADA - ATÉ DUAS MENÇÕES**)

Base: Amostra (15050)	1ª MENÇÃO	1ª+2ª MENÇÕES
TV	63%	89%
Internet	26%	49%
Rádio	7%	30%
Jornal	3%	12%
Revista	0%	1%
Meio externo (placas publicitárias, outdoor, ônibus, elevador, metrô, aeroporto)	0%	0%
Outro (Esp.)	0%	2%
NS/ NR	0%	0%

... but more Brazilian people using Internet daily, has changed the media system and access to media



:: 77% of youngsters (15-17 years) use internet daily

:: Relevant data on internet access

62.8 million of computers (notebooks, tablets e desktops)

4 computers per 5 inhabitant

Brazilian Facebook Community: 102 million users (93 million users access Facebook by smartphones)

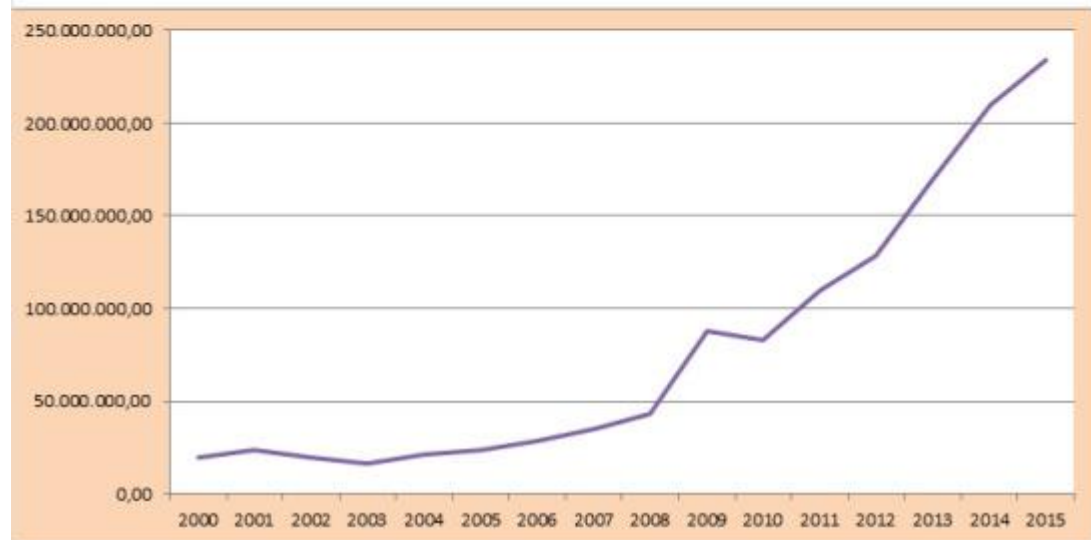
WhatsApp: 120 million users (almost 60% of the population)

::Political context: turbulent scene

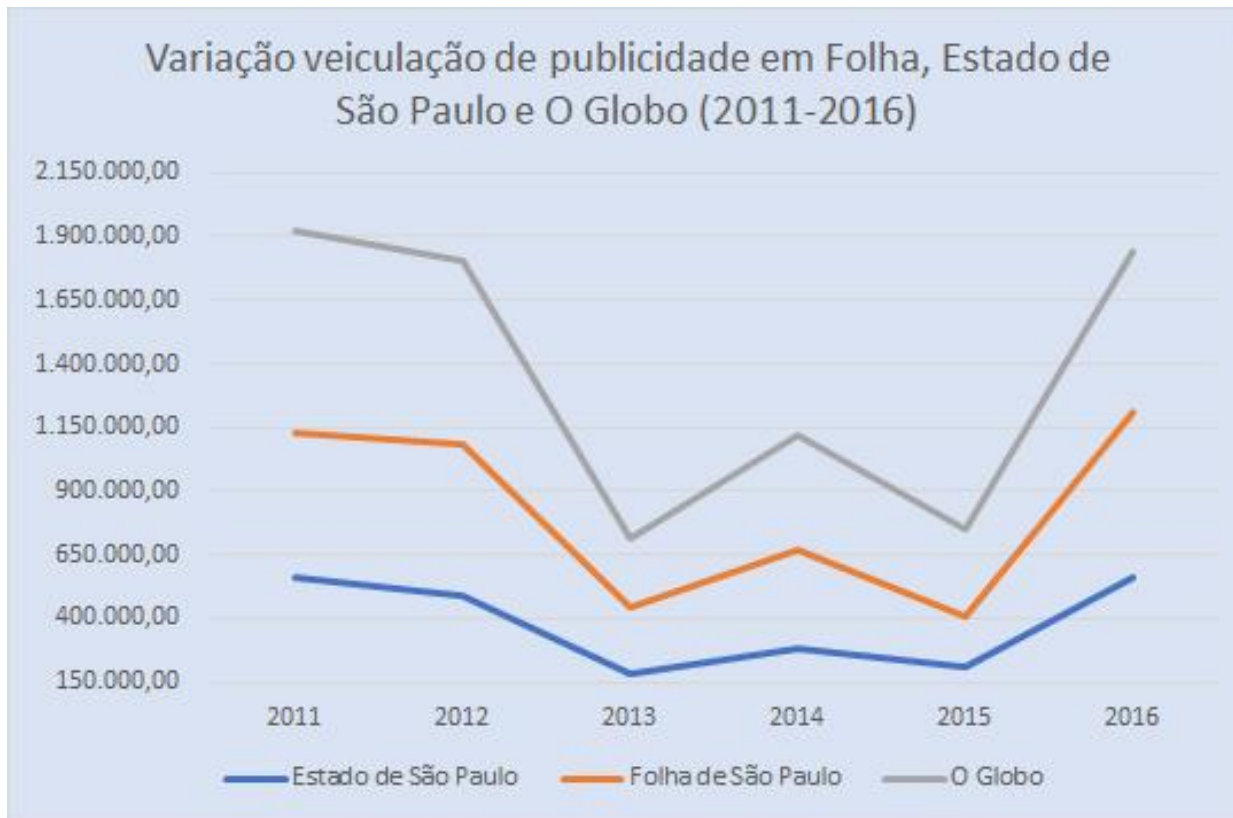
- Brazilian political scene is still more complex (Dilma Rousseff's impeachment process)
- Complex situation, involving media actions.
-
- Did Government's Advertising/ Propaganda expenses influence this scenario?

:: Govern´s and States companies´ advertising/ propaganda in Internet

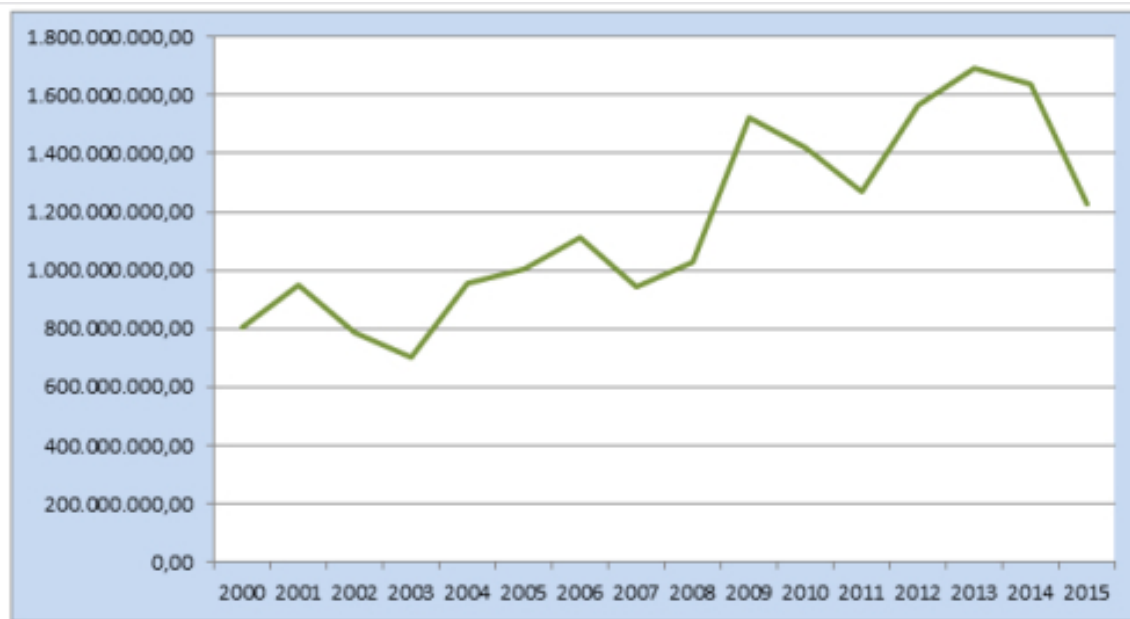
	INTERNET	TOTAL GERAL	% TOTAL GERAL
2000	19.657.314,16	1.476.415.086,00	1,33%
2001	23.528.925,18	1.641.001.729,00	1,43%
2002	19.756.526,53	1.309.554.111,00	1,51%
2003	16.507.469,75	1.148.613.046,00	1,44%
2004	21.216.390,70	1.642.578.991,00	1,29%
2005	23.812.035,19	1.662.655.619,00	1,43%
2006	28.686.452,92	1.818.536.094,00	1,58%
2007	35.316.836,51	1.512.030.425,00	2,34%
2008	43.337.281,29	1.649.100.721,00	2,63%
2009	88.151.807,15	2.424.499.016,00	3,64%
2010	83.135.247,53	2.238.088.877,00	3,71%
2011	109.502.082,90	2.079.550.100,00	5,27%
2012	128.810.115,97	2.465.945.094,00	5,22%
2013	170.182.244,69	2.616.069.081,00	6,51%
2014	209.575.723,17	2.456.071.526,00	8,53%
2015	233.965.988,68	1.864.600.815,00	12,55%



:: Govern´s and States companies´ advertising/ propaganda in three “quality newspapers”



:: Govern´s and States companies´ advertising/ propaganda in TV companies



:: Political context: turbulent scene

Political system fragmented: 28 political parties in the Congress

Brazilian political scene have changed since Dilma Rousseff's impeachment in 2016

Vice president from another party became the opposition to Rousseff and President supported by Right-wing groups

::Political context: turbulent scene

- Since 2014, Lava Jato (“Car Wash”) corruption investigation jailed more than 100 people, touching important players in the government
- Former president Lula was condemned in 9 years for corruption in a polemic decision of Judge Sergio Moro

◦ **Changes in Media System?**

Rising of Right wing groups participation in Social Media

Right wing groups played a fundamental role to organize protests against Rousseff's government and Worker Party and supports the impeachment

Changes in Media System?

Traditional Media groups keep as relevant political actors (high level of political paralelism)

Large private media groups supported conservative government and its proposals without elections that debated them

Information law “keeps” your existence: conditions to follow and watch the State

Changes in Media System?

Media Public Service: Government proposed and Congress aproved a law finishing the Curator´s Council of the Empresa Brasil de Comunicação (EBC).

The recent law ended of mandate´s principle.

Republic´s President defines EBC´s president

Consequently, bias in the contents and procedures of public TV, radio, and agency news service?

◦ **Outlooks and future: in terms of media system**

Is there future of Public Media Service?

How the internet increase will influence
media system next years?

- **Outlooks and future: in terms of politics**

Will electoral system change before next year elections?

Will next year presidential elections happen?

Who will be next candidates?

- **Outlooks and future: in terms of politics**

Who will be the president in 2019?

Who will be the president next semester?



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COMET

Thank you!

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