

Media discourse and circulation of the Conexão Repórter episode about Maisa Silva in the news portals

Jéssica Missias Medeiros, (UFSM)

Viviane Borelli, (UFSM)

GP Circulação Midiática e Estratégias Comunicacionais

A circulação discursiva no contexto de midiatização da sociedade



Introduction

- Society in the process of mediatization (VERÓN, 1997)
- Reconfiguration between producer and consumer relationships with the emergence of circulation. (BRAGA, 2012)
- Changes in social conditions in the production of meanings that include the entire process of communicational interaction - production, circulation and consumption (PINTO, 1999).



Communicational Episode

- Case: Maisa Silva
- Celebrity = Interest and public agenda;
- The following processuality is conceived as a communicational episode (Braga, 2017): exhibition of Conexão Repórter, repercussion on portals, Maisa's response on twitter, repercussion on portals again and comments.



"I'm single." The host and actress Maisa Silva, 9 years old, clarifying that she has never dated.



News portals - OFuxico, Metr6poles and UOL

CELEBRIDADES

No Conex6o Rep6rter, Maisa fala sobre fama, namoro e sexo

Aos 17 anos e na frente das c6meras h6 14 deles, a apresentadora deu entrevista ao jornalista Roberto Cabrini

DA REDAÇ6O

18/06/2019 15:05, ATUALIZADO 18/06/2019 16:07


In Conex6o Rep6rter, Maisa talks about fame, dating and sex

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MAISA SILVA AFIRMA QUE PRIMEIRA VEZ ACONTECER6 NA HORA CERTA

Apresentadora namora Nicholas Arashiro h6 um ano

Maisa Silva says her first time will happen at the right moment

 ISTOÉ Independente · 1 dia atr6s

Maísa: "Meu pai diz que n6o posso dormir com o namorado"

 Capricho - Abril.com ⚡ · 22 horas atr6s

Em programa de TV, Maisa fala sobre namoro e primeira vez

Maisa: "my father says I can't sleep with my boyfriend"

In a TV program, Maisa talks about dating e first time



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NÃO CURTIU

Maisa se revolta com repercussão de entrevista: 'Só publicam meu namoro'



“Maisa is **revolted** by the repercussion of the interview: they only publish my date life”

(Maisa’s tweet: Conexão Repórter does a long report, telling about my life, my projects, my career... What the brazilian “journalism” is interested in passing to you.)



The discourse analysis

- The media discourse: it is possible to identify clues and marks left by the social processes of meanings production;
- the news media adhere to new strategies to deal with the emergence of circulation that always produces continuous flows. (BRAGA, 2017)
- *The seduction consists in marking people, things and events referred with positive or negative values, or yet, in demonstration to a favorable or unfavorable to them” (PINTO, 1999)*



Conclusion

Public Figure - Celebrity = News

- Tools and strategies to build a captive narrative for readers;
- rumors, fake news and sensationalism;
- communication - any exchange, articulation or tension between groups of individuals, conflictive (Braga, 2017)
- discourse that produces continuous flows - controversy - engagement - clicks and views.



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