

WEBJOURNALISM AND SENSE CONSTRUCTION: an analysis of the news about the LGBT population in G1 Tocantins

WEBJORNALISMO E CONSTRUÇÃO DE SENTIDOS: uma análise das notícias sobre a população LGBT no G1 Tocantins
WEBJORNALISMO Y CONSTRUCCIÓN DE SENTIDOS: un análisis de las noticias sobre la población LGBT en G1 Tocantins

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ABSTRACT:

This article analyzes the journalistic production of news that addresses themes involving the LGBT population (Lesbians, Gays, Bisexuals, Transvestites and Transsexuals). Portal G1 Tocantins was chosen to be the object of study of this work collecting news from the year 2017, considered the year with more deaths of LGBT people compared to the last three years. After submitting the corpus to content analysis and sentiment analysis, the results indicate that the media can assist in the construction of meanings, often negative, about the LGBT community and that there is still a lot to be done in the problematization before the different forms of discrimination and oppression of the LGBT community.

KEYWORDS: Webjournalism; LGBT; Media

Introduction

Brazil is one of the countries that most commit crimes against the LGBT¹ population, being responsible for 50% of the deaths of the transsexual population in the world. According to a report by the Gay Group of Bahia (GGB²), every 19 hours, a person is murdered, a victim of LGBT phobia in the country, totaling 445 murders per

¹ Acronym that gathers lesbians, gays, bisexuals, transvestites, transsexuals and transgenders, political subjects of the social movement that represents them, defined in a convention of the groups and NGOs that make up this movement at the 1st National GLBT Conference, held in 2008. We understand that the adoption of the term LGBT does not restrict new subjects, new recognition and new political organizations from being highlighted, nor does it restrict us in criticizing the notion of a university or the limits of a system of sexual or gender identities.

² Non-governmental organization dedicated to the defense of homosexuals in Brazil. Founded in 1980, it has been working for 38 years collecting statistics on murders of homosexuals and transgenders in the country.

Report available at: <https://homofobiamata.files.wordpress.com/2017/12/relatorio-2081.pdf>

year. An increase of 30% over the year 2016, when 346 deaths were registered. This high rate makes Brazil top the ranking of countries that commit more crimes against sexual minorities, even ahead of places where being homosexual carries the death penalty, as in some countries in the East and Africa.

In the political context, the discussion of guidelines related to this segment is of great effervescence, mobilizing various sectors of society, whether in the defense of these guidelines or in the resistance to the proposed transformations, and this ends up also reflecting in journalistic production. Themes such as gender equality taught in schools, the criminalization of homo-transphobia and civil marriage between people of the same sex, for example, have brought up disputes and discussions involving various segments of society in the last three decades.

According to Louro (2011), while there is a growth in social movements that promote a beginning of acceptance of sexual and gender plurality, the more traditional sectors of society renew their guidelines in search of "conservation of traditional values". Faced with this scenario, journalism becomes an important element in helping to build meanings and educate citizens who contribute to the growth of the community. The way in which phenomena are presented and contextualized by journalists can positively or negatively influence public opinion, also influencing the manipulation or promotion of attitudes, as well as the image of these phenomena or groups.

According to Hall *et. al.* (1999), the news contextualization process is part of a "social process - consisting of a number of specific journalistic practices, which comprise crucial assumptions about what society is and how it works" (p. 226). Events start to be interpreted based on frameworks and the representation of news in the mainstream media, based on these situations, often ends up reinforcing pre-conceived ideas in society. In this sense, the journalist assumes a privileged position in the construction of social discourses, defining which events "deserve" to be transmitted to the public and how they will be interpreted.

Although the concept of agency is commonly linked to human individualities or intentionalities, with regard to the "ability to do certain things" (Giddens, 1984, p. 16), agency can also be attributed to social actors such as capitalist companies, religious associations and political parties, among others. The agency manifests its capacity for influence and requires social actors to "generate and use or manipulate social relations networks", and these "commit themselves or are involved in debates about the child with social meanings" (Long & Ploeg, 2011, p. 40). From these concepts, it is possible to

attribute to the media, in the context of digital sociability promoted by the internet, the quality of agents who exercise power and act as builders of social reality. In webjournalism these aspects are more evident, since internet communication has interactivity as one of its pillars.

From the interactivity it is possible to measure the impact that the news cause on people and also to observe the digital sociability that unfold around them. The varied reactions range from revolt to compassion and this directly reflects the opinion that society has on certain subjects.

It is important to emphasize that the sociability of human relations mediated by technologies also presents a different characteristic from the conventional one, the development of conflict as a form of association (Braga, 2011, p. 98) and this is evident in the discussions originated by web news about minority groups. Although the importance of disagreement in the debate is undeniable, what is observed many times in the internet environment is the use of divergence and freedom of expression as excuses for the spread of hostilities and prejudices.

The research presented here aims to analyze the news related to the LGBT community and their comments, for this purpose it will be used as an object of study on the G1 Tocantins portal, considered one of the most accessed news portals in the state, during 2017, in an attempt to find out if the feelings expressed in such comments are a reflection of the agency of webjournalism through the narrative constructed and reported, taking into account that the poor assessment and the wrong framework in the coverage of news involving this population has serious social consequences and negatively influence opinion public opinion about this community that suffers daily from prejudice and violence.

In this context, the thematic choice is justified, since it is necessary to reflect on the media, its influence and the impacts of its messages, considering that “the symbolic systems (developed by the media) can bring the ideology of the dominant groups at their core, thus being able to contribute thus to reproduce and legitimize relations of domination and social exclusion” (Acevedo & Nohara, 2008, p. 2).

The option for Tocantins, in the cut of the data analysis, part of the fact that this is the state in which the most violent deaths of transsexuals occur throughout Brazil, with the capital Palmas being the third city in the ranking with the highest occurrence of homophobic crimes, according to report of the Gay Group of Bahia.

To carry out the research, a specific methodology was developed with tools for content analysis proposed by Bardin (2011) and sentiment analysis in social media,

according to Oliveira (2015). Through the combination of techniques of these two methodologies, a bibliographic and documentary study of the corpus was carried out, which sought to analyze aspects of the construction of meanings, among them the identification of the characters, the argumentative strategies, the structuring of the narratives, in addition to other points such as the use of the social name, feminine or masculine articles, and their comments.

Minority groups, representativeness and construction of meanings

The internet and social media has given minorities in Brazil a new space for visibility and performance, although the problems of representativeness and construction of meanings in relation to these vulnerable groups are still noticeable, especially in the dominant media. The concept proposed by Georg Simmel in the 20th century presents the idea of "sociation" as "the way in which individuals group together" (1983, p. 166) and "sociability" as the social interaction generated by the pleasure of the process and not by content itself. In other words, sociability is the phenomenon by which societies can exist only "by themselves and by the fascination they spread for the very liberation of these ties" (p. 168). In this process, sometimes form and content are confused, and sociability can also be an end in itself.

In cyberspace, through new forms of digital sociability, individuals find the possibility of meeting based on common interests and affinities, which enables political mobilizations and the dissemination of information on a large scale. The new forms of relationship dispense with immediate or direct interaction, allowing the mere agreement on a subject or the strengthening of an opinion to consolidate itself in a virtual environment as a sociable form. According to Braga (2011, p. 101) "affinity groups are formed through written interaction, with a pleasant sociability as the predominant pattern".

Even with the consolidation of cyberspace as an environment for confronting and claiming representativeness for minority groups, several stereotypes and generalized impressions are still shared by the media, which in this way becomes an agent, propagator and mediator of the construction of several prejudiced meanings.

The concept of minority is complex to define, for the purposes of analysis, this work will consider "every social group that has its perspectives and voices marginalized by the dominant power structures and systems of meaning in a society or culture" (Edgar & Sedwick, 2003, p. 213-4).

Blacks, homosexuals, women, indigenous peoples, environmentalists, etc. are perceived as a minority (Sodré, 2009, p. 11). It is a common mistake to associate minorities to the reduced numerical aspect, but the term does not refer exclusively to the quantitative perspective, as a minority group can represent part of the population, as in Brazil, where 54% (PNAD 2016) of the constituent population black self-declaration.

Considering the vulnerabilities of these groups and their limited spaces for speech and intervention, it is observed that the journalistic contents charged with causing the problematization and approach of the main agendas of these groups in an ethical manner, are still insufficient in the face of demand. Consequently, people who are part of minority groups are often represented by the media in coverage marked by stereotypes.

For Freire Filho (2004, p. 47), "the mass media are responsible for the diffusion and legitimation of labels, thus collaborating decisively in the dissemination of prejudices about minorities". In this way, the media influences the construction of thoughts that operate in the exercise of power over the other, building truths that circulate in society, in an attempt to impose a sense of organization on the social world.

The consequence of the dissemination of generalist ideas to products and/or behaviors by the mass media is the dissemination of social and cultural values, which are often adopted by individuals and contribute to the creation and reproduction of stereotypes and ideologies (Oliveira & Moreira, 2013).

The way news is framed, often from the perspective of grotesque and violence, contributes even more to the formation of social stereotypes about the peripheries and groups that live in them. This is because when approaching peripheral communities in a unidirectional way, reproducing the dominant discourse for the subordination of the citizen, the media often does not offer space for the visibility of the interfaces of communities in constant state of transformation, producing spectacular news and disinformation.

Journalism acts as an instrument that builds everyday reality, acting between the symbolic and the real, it can interfere in the construction of meanings on a daily basis and in the reality of minority and vulnerable groups. According to Martins (2007), when we abandon the traditional idea that the role of the press is just to inform, we realize that it not only conveys but also produces meanings to events. "The press professionals [...] assign and re-elaborate meanings, present them from a certain position and

perspective and target more people than others” (Martins, 2007, p. 29). The press does the work of constructing reality and, as a result, is liable to be influenced by ideological factors.

The press discourse does not favor minority ethnic groups, but operates, contributing, in its own way, to the strengthening and reproduction of racism, insofar as it excludes or minimizes the visibility of these groups on the public scene, it does not prioritize issues of interest these minorities or systematically links them to lack of education, poverty, violence, disturbance of order, etc. Since the media in general and the press in particular are an arena of first-rate political struggle, minorities are at a disadvantage in the process of political participation (Martins, 2007, p. 30).

The lack of representation of minorities by the press is sometimes not even noticed by the public. The minimal spaces granted to these groups convey a false idea that there is no discrimination on the part of journalistic companies, however, in some situations even the attempt to give visibility to minority groups, results in the spread of prejudices. An example of this are the speeches presented by the mass media, which aim to exalt tolerance towards LGBT people or who try to disseminate values to this population, under the heteronormative view, and tend to cause the opposite effect, reducing the conception of sexual diversity and often helping to reproduce or perpetuate prejudices. “We understand that LGBT media representation is not necessarily positive when there is visibility of gender identity or sexual orientation” (Gonçalves, 2017. p. 34).

In these situations, journalism as a public service that provides information to citizens, fails to perform its social function, which is to inform and raise awareness of society about the reality in which it lives, so that it is able to reflect and improve it.

Webjournalism and LGBT minorities in Tocantins

Created on October 5, 1988, Tocantins, which previously belonged to the northern region of Goiás and is now the newest state of the federation, emerged with the objective of ending the scenario of abandonment and poor economic and social conditions experienced by the local population, as it was described by many travelers who passed through the region in the first decades of the 19th century (Palacin & Moraes, 1989, p. 46).

Within this context, the youngest state in the country is constituted, and for presenting a mixed culture, it tends to be characterized by having a fragile local

identity and little authenticity that are reflected in local journalism. "Tocantins, as a relatively young state, is still not considered an important producer of information, in addition to having its cultural identity still contested", (Souza & Rocha, 2016, p. 5). According to Peruzzo (2005), local journalism is one that works by exploiting proximity information. For the author, the local media has the chance to better present the reality of certain regions, municipalities, cities, towns, etc.

Despite its importance and its potential for the construction of social reality, contributing to the dissemination of topics of interest to people living in the reality of that region, the local press still suffers from political and economic distortions. "It is common to have a biased treatment of information and even the omission of facts, due to political links with the holders of local power and the economic interests of media owners" (Peruzzo, 2005 p. 12).

A major obstacle faced by local media, according to the author (2005, p. 4), is the way in which the media have developed over time. Television broadcasters, for example, because they started in the big cities and then expanded in the form of affiliates, tend to prioritize the content produced by the main broadcaster, allocating little time to local programming, which has to fit the matrix's standards.

Another challenge facing the Tocantins press is the lack of economic sustainability. When analyzing the scenario, Rocha, Soares and Araújo (2014, p. 74) concluded that despite the relevant number of mass media, the local media is distributed among a few business groups or families. The vast majority of vehicles that are kept alive are those that are linked to large power groups that control the state media. This ends up standardizing the production of content that does not cover regional diversity.

According to Rocha and Souza (2017), *Jornal do Tocantins* is considered the oldest in the state, founded in 1979 in Araguaína and launched its virtual version in 2000. In January 2019, it only had the virtual version. G1 Tocantins had its foundation in 2006 with coverage of elections. The national G1 portal is one of the largest in the country and has around 24.1 million monthly accesses, due to this data and the reach of the G1 Tocantins portal, which has coverage in the main cities of the state, it is necessary to understand how news about the LGBT community is portrayed.

At Portal G1, object of this study, internet users have the opportunity to send their comments regarding each of the news. Comments are published and are in list format at the end of the article and are organized according to the order of submission. It is important to note that not all articles have space for comments.

In webjournalism, the way of building information has changed a lot in relation to what until then was practiced by traditional journalism. The information-consuming public assumed an active and critical participation, which resulted in the adaptation of journalistic production in order to reach more and reach more and more specific demands. Social networks make it possible for journalists to map which subjects are of most interest to viewers and to engage directly. Direct interaction is measured by the potential ability of a medium to allow the user to exert influence over the content and/or the form of the mediated communication.

The pressure for popular news in a short period of time often results in misconceptions regarding the framework, especially with regard to issues involving minority groups. A range of crimes against women and LGBT people are neglected by not being investigated and merely treated as common murders, rather than described as cases of femicide and homotransphobia. With regard to transvestite and transsexual people, it is common to see in the news the disrespect to gender, using the pronoun of incorrect treatment and or bringing the name of birth in the body of the matter.

In this context, the LGBT movement, realizing the importance and influence that the media have on public opinion, began to work on the mobilization of communication professionals, in an attempt to demystify homosexuality and its variants and also demand a more respectful posture and ethics of communication vehicles towards the LGBT population. In general, as denounced in several dossiers published by the GGB, the media always associated the homosexual person with the disease, indecent exposure, drug use, prostitution and theft. In the case of transvestites, the journalistic narrative used treated them in a playful and marginal way.

In a study of T representations in the Tocantins' media, Lopes (2017) notes that, even when trying to bring a more humane view of characters from the T community, Tocantins' journalism still makes mistakes because it "lives in the shadow of obsolete concepts, patterns easily questioned, as their stories emphasize, highlight and show a distorted image of transvestites" (Lopes, 2017. p. 56).

The media, through their agency activities, can both legitimize and silence social groups. In this way, the representations of the LGBT population created from journalistic discourse tend to regulate and or strengthen the process of marginalization of this minority in society, removing them from the right to exercise citizenship and collaborating with the increase in homophobia.

In this sense, it is necessary to reflect on journalism and its social role, especially with regard to the representation of minority groups. The collaboration of journalistic

discourse in the reproduction of forms of social domination must be analyzed, as well as its potential as a space for affirming pluralities and resistance.

Methodology

The methodology of the work was developed from the combination of content analysis and sentiment analysis tools. This approach specifically designed for this study aims to verify whether the feelings expressed in the news comments are a reflection of the way in which the narrative was constructed and brought to the public. To this end, the research was developed with the object of study news involving the LGBT population on the G1 Tocantins portal during 2017.

The cut was chosen taking into account that, according to the balance made by the GGB, there was an increase in cases of violence against the LGBT population in 2017, totaling 445 deaths, which represents a victim face to face 19 hours. These data point to an increase of 30% in relation to 2016, where 343 cases were registered. The choice for the year 2017 is necessary because it is undoubtedly the most violent compared to previous and following years. In 2018 there was a reduction in the number of cases, totaling 420, and in 2019 there was an even more significant reduction, reaching 329 cases.

The choice to analyze a Tocantins communication vehicle was necessary when realizing that the state is identified as, still according to data from the GGB, the state that kills the most transsexuals in all of Brazil and Palmas occupies the third place in the ranking of cities with more occurrence of homophobic crimes.

The corpus was analyzed from the perspective of two methods: content analysis proposed by Bardin (2011) and sentiment analysis on social media, according to Oliveira (2015). The first is a qualitative and quantitative method of analysis and is characterized by the study "both of the contents in the figures of speech, ellipsis, between the lines, and of the manifestos" (Campos, 2004 apud Rodrigues, 1999), to understand the characteristics, structures or models behind the message fragments taken into account. The second method is "an automated knowledge discovery technique, based on the mining of textual data, which aims to identify people's opinions on specific topics" (Oliveira, 2015 apud Di Caro & Grella, 2013; Mostafa, 2013).

It is hoped to obtain an analysis of Tocantins' webjournalism and allow reflection on regional journalistic practice in relation to LGBT themes, as well as on the construction of meanings in this context. The content analysis method focuses on journalistic production, while data mining seeks to assess the consumption of

information and the relationship between the public's stance and the approach to the news.

Content analysis

The analysis tool proposed by Bardin (2011) has three fundamental steps: pre-analysis, material exploration and treatment of results - inference and interpretation. Although the method is not used in its entirety in this work, its tools offer support for the systematization, exploration and analysis of the information obtained.

In this work, the first stage of Content Analysis (AC) consisted of collecting and organizing information regarding news publications on the G1 Tocantins portal and their comments. The search for news came from the search through Google using keywords such as "LGBT", "gay", "transsexual", "transvestite" and "lesbian". The filtering was due to the year determined in the clipping, with all news and comments published during the year 2017. In total, 10 articles and 163 comments were submitted for analysis..

In the second stage the news and comments were analyzed and organized in a table taking into account 5 categories of analysis: title, subtitle, date of publication and comments.

Title: it is from the title that the reader will know if the material interests him or not. For occupying a prominent position in the news, Burnett (1991, p. 43) considers the title the most important element of the news because "without an attractive title, the reader does not even reach the lead".

Subtitle: this reinforces what is contained in the title. Its purpose is to draw even more attention to what is ahead, adding something more to the information previously revealed.

Approach/Treatment: groups the mistakes made in the news or ethical mistakes in approaching the LGBT theme, such as, for example, disrespect to the character's gender identity.

Date of publication: from the date of publication it is possible to identify the frequency with which the news was published and to identify the presence of news values, such as news, for example.

Number of comments: comments constitute an important deliberative space. besides giving greater visibility to the news (Canavilhas, 2001). Thus, debates are more likely to be expanded, gaining other discursive arenas or mass media.

Categorization was necessary because, according to Lawrence Bardin

Categorization is an operation to classify the constituent elements of a set, by differentiation and, subsequently, by grouping according to gender (analogy), with previously defined criteria. The categories are rubrics or classes, which bring together a group of elements [...] under a generic title, a grouping carried out because of the common characters of these elements (Bardin, 1977, p. 117).

When identifying what belongs to its respective category, the table was organized so that it looked like this at the end:

Table 1 – News about LGBTs organized sequentially by date of publication.

Date of publication	Comments	Title	Subtitle	Approach
01/05/2017	5	"Suspected of assaulting transvestite with clubs are identified by police" ³	Men have not yet been taken to testify. They respond to a serious bodily injury investigation, said SSP.	It bears the victim's registration name; Use of masculine pronouns and articles
03/15/2017	66	"Transsexual wins in court the right to remove the breasts by health plan" ⁴	Plan denied surgery, but now has 5 days to authorize the procedure. Transsexual also seeks in court the right to change the name.	
04/12/2017	0	"Police investigate death of	Victim was beaten and spent four	

³ News 1 (N1) available at: <<http://g1.globo.com/to/tocantins/noticia/2017/01/suspeitos-de-agredir-travesti-com-pauladas-sao-identificados-pela-policia.html>> Access in: 05/13/2018.

⁴ News 2 (N2) available at: <<http://g1.globo.com/to/tocantins/noticia/2017/03/transexual-ganha-na-justica-direito-de-retirar-os-seios-por-plano-de-saude.html>> Access in: 05/13/2018.

		transvestite beaten in Araguaína ⁵	days in the Regional Hospital of Araguaína. Witnesses said they saw Vitória Castro in the company of another transvestite before the assault.	
06/02/2017	5	"Employee called 'gay' by boss wins compensation for moral damages" ⁶	The Company appealed the decision, but the Regional Labor Court upheld the decision. An employee should receive R \$ 5,000 in compensation from the employer in Gurupi, in the south of the state.	
08/04/2017	3	"Sexual Diversity Week will have a Gay Parade and show with the band Babado Novo" ⁷	The event has the theme 'We are also family' and will take place next Sunday (6th), at Graciosa beach. Legal guidance and rapid STD testing will be carried out on site.	Gay parade

⁵ News 3 (N3) available at: <<https://g1.globo.com/to/tocantins/noticia/policia-investiga-morte-de-travesti-espacada-em-araguaina.ghtml>> Access in: 05/13/2018.

⁶ News 4 (N4) available at: <<https://g1.globo.com/to/tocantins/noticia/funcionario-chamado-de-gayzinho-por-chefe-ganha-indenizacao-por-danos-morais.ghtml>> Access in: 05/13/2018.

⁷ News 5 (N5) available at: <<https://g1.globo.com/to/tocantins/noticia/semana-da-diversidade-sexual-tera-parada-gay-e-show-com-a-banda-babado-novo.ghtml>> Access in: 05/13/2018.

08/06/2017	6	"With show of Babado Novo, Gay parade moves Graciosa beach in Palmas" ⁸	A stage was set up in one of the parking lots on the beach, where performances were held. This year there was no walk to guarantee accessibility for people with disabilities.	Gay parade
08/24/2017	63	"'Now I can live like anyone else ', says trans after being able to change his name" ⁹	This is the first decision in the state that allows a change of name from female to male. Achievement provides citizenship and encourages other transsexuals to seek the same right.	It bears the victim's registration name
10/20/2017	0	"Transvestite is shot dead in avenue in the south of the state" ¹⁰	Crime happened on Goiás Avenue, in Gurupi. Transvestite known as Nathália was hit by four shots.	

⁸ News 6 (N6) available at: <<https://g1.globo.com/to/tocantins/noticia/com-show-de-babado-novo-parada-gay-movimenta-praia-da-graciosa-em-palmas.ghtml>> Access in: 05/13/2018.

⁹ News 7 (N7) available at: <<https://g1.globo.com/to/tocantins/noticia/agora-posso-viver-como-qualquer-pessoa-diz-trans-apos-conseguir-mudar-de-nome.ghtml>> Access in: 05/13/2018.

¹⁰ News 8 (N8) available at: <<https://g1.globo.com/to/tocantins/noticia/travesti-e-morta-a-tiros-em-avenida-no-sul-do-estado.ghtml>> Access in: 05/13/2018.

10/20/2017	15	"Video shows moment when transvestite is murdered with four shots" ¹¹	Josildo Costa dos Santos, 27, appears in the images running; he falls after being hit by the shots. So far, no one has been arrested.	It bears the victim's registration name; Use of pronouns in the masculine
12/16/2017	0	"Transvestite is shot to death in southern Tocantins" ¹²	According to the Military Police (PM), the crime was in Vila Pedroso, in Gurupi, in the south of the state. The victim worked as a hairdresser.	It bears the victim's registration name

Source: prepared by the authors based on data available on Portal G1;

Note: data worked by the authors.

When analyzing the headlines of the articles, it is possible to notice that most publications are related to the theme of violence, generally reporting on crimes committed against the LGBT population. Of the 10 articles published during 2017, 6 of them involve denunciations or deaths. In this sense, it is noteworthy that in 5 of them the victims were transvestites, which corresponds to the reality of the state of Tocantins, one of those that registers more deaths from murders of transvestites and transsexuals in Brazil. It is also worth noting that none of these news reports considered LGBTphobia the main indicator of violence. The crimes were classified as homicides.

When verifying violence as the main criterion of news for the publication of news about the LGBT population, it is necessary to reflect on the marginalization of this minority group and its association with the tragedy and eventually its spectacularization. As it highlights only violence in most LGBT news, journalism opens the space for the public to associate negative aspects with this minority group,

¹¹ News 9 (N9) available at: <<https://g1.globo.com/to/tocantins/noticia/video-mostra-momento-em-que-travesti-e-assassinada-com-quatros-tiros.ghtml>> Access in: 05/13/2018.

¹² New 10 (N10) available at: <<https://g1.globo.com/to/tocantins/noticia/travesti-e-assassinada-a-tiros-no-sul-do-tocantins.ghtml>> Access in: 05/13/2018.

fostering, even if not intentionally, various forms of prejudice. In addition, the simple framing of crimes as common homicide is one of the obstacles encountered in combating gender violence and LGBTphobia.

In this sense, the journalist needs to be aware of the criteria and details when determining what happened. According to guidance from the Media and Human Rights Guide (2014) developed by Intervozes in conjunction with the Human Rights Secretariat of the Presidency of the Republic, "it is advisable to collect data on the occurrence of other crimes with the same characteristics and to place the occurrence in a more contextual context. ample" (p. 42).

Regarding the subtitles, the emphasis is placed on the tragic and dramatic aspects of the text, reinforcing in most cases what is noticeable in the titles, the constant association of LGBT themes with the agendas of violence. Of the 10 subtitles analyzed, 5 are related to violence. This finding does not ignore the social function of journalism and the ethical and citizenship exercise present in the denunciation and dissemination of information about crimes committed against this minority group, however the small number of news with other themes shows the little representation of the LGBT community on the news agenda.

When organizing and analyzing the publication dates, it was possible to verify that the media seeks to guide the issues related to the LGBT community in the period in which this group is in greater evidence, generally in the month in which the LGBT Pride Parade is scheduled. In 2017, the celebration took place in August in the state capital, which in the analysis is exemplified by the publication of 3 news items. With that, it is possible to observe the use of news criteria associated with the news and notoriety discussed by Traquina (2001) and Wolf (2003) in the selection of this news. For Traquina (2001), the criteria of news exist so that the information holds the attention of the public and maintains the commercial interest. When analyzing the ethical treatment given to the news, it is observed that more than half of the articles bring serious errors (6 out of 10). In 4 of them, the reporter brings to the public the victim's civil name. The fact of treating a transsexual or transvestite by the civil name causes embarrassment and exposure to ridicule, since that name does not represent the natural person. In one of them, the name is mentioned in the subtitle, a position considered one of the most prominent places in the news and which aims to draw even more attention.

The criteria of news, the technological characteristics of each news medium, the logistics of journalistic production, budgetary constraints, legal inhibitions, the availability of information from sources, the need to tell 'stories', in an intelligible and interesting way, to a certain audience, the need to package the news in a way that is compatible with the commercial imperative of selling audiences to advertisers, and the appearance of social and political events (Traquina, 2001, p. 30).

For Wolf (2003) the criteria of news are crucial for the construction of news, in fact, relevant.

The news is constituted by the set of requirements that are demanded of the events - from the point of view of the structure of the work in the media and from the point of view of the professionalism of the journalists - to acquire the public existence of news. Everything that does not correspond to these requirements is excluded, as it is not adapted to the productive routines and the canons of professional culture (Wolf, 2003, p. 83).

It is necessary to consider that although the news criteria are an inherent part of the news construction routine, in the case of information conveyed about the LGBT community and other minorities, it is known that there is a need to build news that contributes to the recognition of that community and not just facts hyped. It is also important to highlight that the recognition provided by the news about the celebrations of the LGBT community often depends on the treatment given by the journalist, otherwise you run the risk of these news becoming just something similar to the mention of a commemorative date for a small group.

Regarding the approach and ethical treatment given to the news, it is observed that more than half of the articles bring serious errors (6 out of 10). In 4 of them, the reporter makes public the victim's civil name. According to the LGBTI+ Communication Manual developed by the GayLatino network and Aliança Nacional LGBTI (2018) and endorsed by the National Federation of Journalists (FENAJ), treating a transsexual or transvestite by the civil name causes embarrassment and exposure to ridicule, since this name does not represent the natural person. "It is important, in journalistic articles, to respect the person's social name, avoiding publishing his or her registration name" (p. 49). In one of them the name is included in the subtitle, a position considered one of the most prominent places in the news and which aims to draw even more attention.

Another recurring problem, even with regard to gender identity, is how to refer to victims in the news. In two of them, in which the victims are transvestites, the use of male pronouns and articles is used, disrespecting their gender identity. Also according

to the manual, "the feminine definite article 'A' is used to talk about Travesti [...]. It is incorrect to use the male article, for example, 'O' transvestite Maria, as she is referring to a person of the female gender" (p. 66).

In addition to disrespecting gender identity, 2 news items include the term "Gay Parade" in their titles, which, according to the manual (p. 60), is also incorrect because "The correct term is Parada LGBTI+, because the event is celebration of the LGBT community. The expression Parada Gay does not include the group of people who organize and participate in the event, which is precisely a manifestation of diversity". In this sense, it is important to highlight what Leal and Carvalho (2009, p. 9) affirm, that there is "a fundamental dimension in the relationship between journalism/homophobia, which presents itself as a decisive instance of mediation of knowledge and social discourses, as it interprets them, hierarchize and organize", for this reason, the simple use of a nomenclature in the wrong way can reinforce the construction of equally incorrect perceptions and harm the LGBT population.

Still on the term "Gay Parade", the LGBTI+ Communication Manual reinforces that "likewise, concentrating media coverage on certain stereotypes, for example, gives a distorted image in relation to the event" (p. 60).

Regarding the amount of comments, 163 comments were published over the 10 news stories. Although the number seems quite expressive in a general context, taking into account the amount of news, when observing more carefully, it is possible to notice a disproportion in the amount of comments in two news items. The articles "Transsexual wins in court the right to remove her breasts for health insurance" and "'Now I can live like anyone else', says trans after being able to change their name" received 66 and 63 comments, respectively. It is important to highlight that both news articles deal with the issue of the conquest of rights by the T population and when analyzing the focus of the news and the amount of comments, it is observed that news that deals with the promotion of human rights, especially having in relation to the LGBT population generate more reactions on the part of people, because "it is normal for the heteronormative society in which we live to infer that the conquest of rights by the LGBT community will interfere in the rights already guaranteed to them" (Miskolci & Campana, 2017, p. 725). Still according to the authors, the demands regarding human rights are interpreted by moral entrepreneurs as threats to society, which consequently generates a kind of moral panic and a discursive field of action (p. 725).

However, it is only possible to understand the greater interactivity in these news based on the analysis of comments and what they express. For this, it is necessary to use the sentiment analysis methodology, also known as data mining.

Analysis of sentiment and digital sociability

In order to analyze digital sociability, measure people's reaction to news in G1 Tocantins and analyze the process of interactivity in web journalism, we submitted readers' comments to the concepts of the polarity analysis of opinions extracted from sentiment analysis.

Sentiment analysis focuses on identifying the expressions contained in the message and whether they indicate a positive (favorable) or negative (unfavorable) opinion for the subject (Pang & Lee, 2008). When dealing with this identification of polarity, it is possible to determine whether a text "is objective or subjective, and whether a subjective text contains positive or negative feelings, instead of different emotions, such as joy and sadness, for example" (Oliveira, 2015 apud Pang & Lee, 2012).

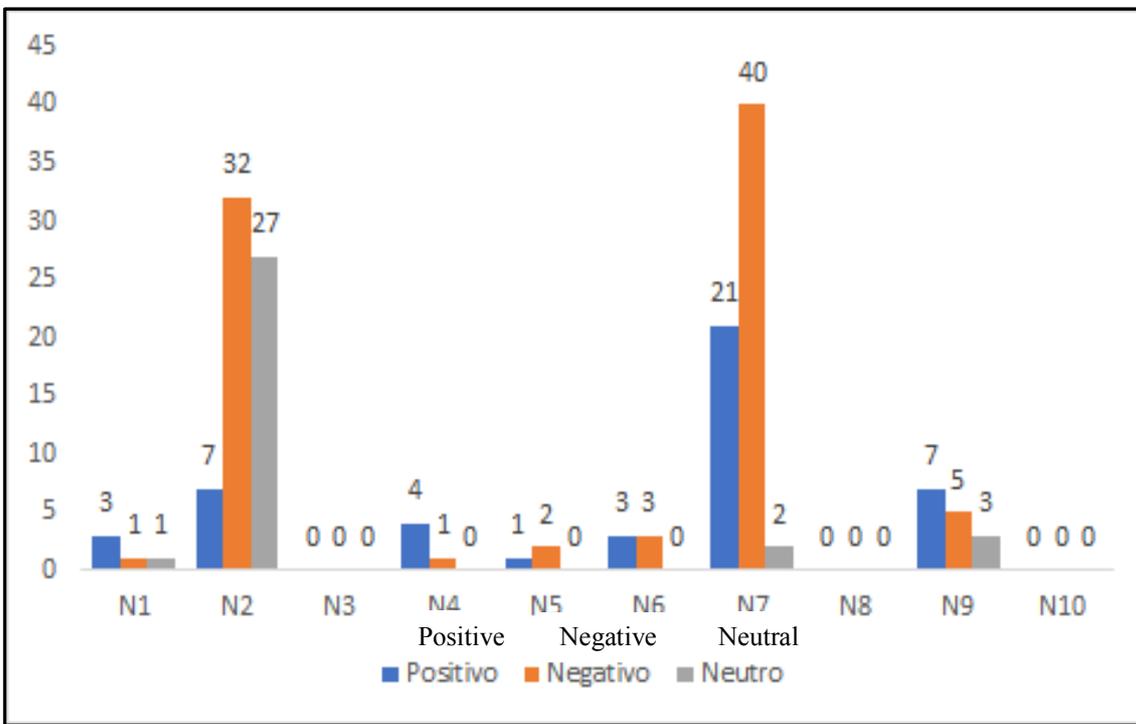
In addition to considering the positive and negative polarities, the neutral one, proposed by Kontopoulos and Mostafa (2012), will also be considered. **POSITIVE:** when the comment causes indignation, it brings clarification, defense or combat to negative comments, or notes on correct ethical postures in relation to the approach to the topic;

NEGATIVE: when the comment brings words of hate, swearing or cursing, demonstration of prejudice, use of irony, mockery or disrespect towards the LGBT community;

NEUTRAL: when there is no clear definition of its polarity (negative or positive).

After the polarity classification of each comment, one can observe the predominance of negative feelings related to news involving the LGBT community, as shown in Graph 1.

Graphic 1 Sentiment analysis based on the polarity of the comments collected in news involving the LGBT community in G1 Tocantins during 2017.

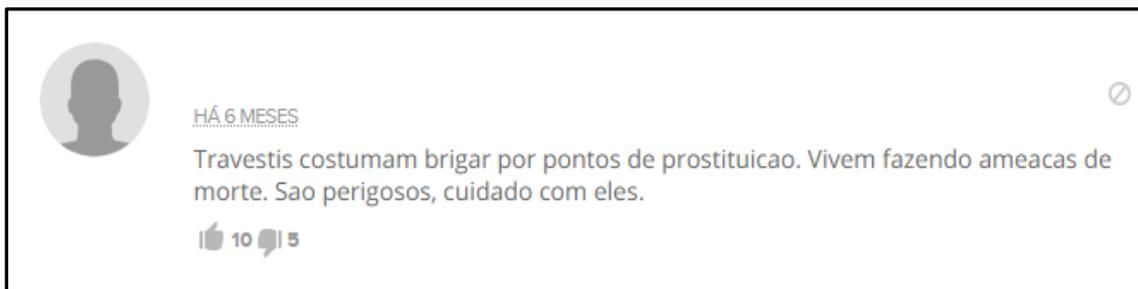


Note: data worked by the authors.

Of the 163 comments analyzed, 84 were considered to be of negative polarity because in some way they attack freedom and respect for this population. The amount draws attention because it highlights the reality of the LGBT population in Brazil. In some comments it is possible to identify the reproduction of stereotypes about the image of LGBTs.

Digital sociability allows the reconfiguration of relationships and also the reinvention of individuals, who often under the protection of anonymity, align themselves with radical positions and expressions that would rarely be expressed or accepted in reality. Even in situations that do not denote a collective organization or even intentionality, the human agency expressed in the negative polarity comments coupled with the wrongly approached webjournalistic news, consolidates itself as a digital agency perpetuating stereotypes and prejudices against LGBT minorities.

Image 1 - Comment that reform or stereotype built in the popular imagination about transvestites. (N9)



Stereotyping brings generalization, showing mistaken and simplistic patterns. "Two or three more striking characteristics end up representing all individuals of the same sex, ethnicity, origin, profession, social class, etc." (Moroni & Oliveira, 2008, p. 3). This association of the problem with the minority group may be the result of the frequent publication of news involving tragedies with this population..

Tabela 2 % of news comments organized by polarity.

	Positive	Negative	Neutral
"Suspected of assaulting transvestite with clubs are identified by police"	60%	20%	20%
"Transsexual wins in court the right to remove the breasts by health plan"	11%	48%	41%
"Police investigate death of transvestite beaten in Araguaína"	0%	0%	0%
"Employee called 'gay' by boss wins compensation for moral damages"	80%	20%	0%
"Sexual Diversity Week will have a Gay Parade and show with the band Babado Novo"	33%	67%	0%
"With show of Babado Novo, Gay parade moves Graciosa beach in Palmas"	50%	50%	0%
"'Now I can live like anyone else', says trans after being able to change his name"	34%	64%	2%
"Transvestite is shot dead in avenue in the south of the state"	0%	0%	0%
"Video shows moment when transvestite is murdered with four shots"	47%	34%	19%
"Transvestite is shot to death in southern Tocantins"	0%	0%	0%

Note: data worked by the authors.

Despite the negative majority, 46 comments were rated as positive polarity. Within this group it is possible to notice that most of these comments were intended to promote clarification and also messages of support to individuals.

The number of comments considered to be neutral polarity, 33, is significant if we take into account that 20% of the total comments left in the news are not clear as to their message. It is important to mention that 3 out of 10 news items received no comments. Although the three deal with the death of members of the T population, the fact that they were not commented on can be interpreted as the reader's disinterest in the subject.

Final considerations

This article was produced with the aim of analyzing how news about the LGBT community is produced and published on the G1 Tocantins portal and verifying whether the feelings expressed in the news comments are a reflection of the way the narrative was built and brought to the public, starting from the idea that journalism, considered as the fourth power, influences the culture of a country and has a fundamental role in the attribution of meanings, therefore it is essential that publications are clear of sexism, racism, homophobia and transphobia, for example..

The work highlights situations of unpreparedness by local journalists who often build narratives about the LGBT community without reinforcing the gender order and which model of sexuality is socially legitimized. Despite the existence of a manual created to guide professionals in situations that involve this minority group, errors are still noticed in the articles. Neglect in dealing with news related to the LGBT community can promote the strengthening of conflicting digital sociability, the spread of prejudice and the weakening of agency and political mobilization capabilities of minority groups.

In the news it is possible to notice errors that range from the simple use of the term "gay" that reduces all sexual diversity to a hegemonic identity, the homosexual, to errors that disrespect the characters' gender identity. It is common for trans women to be treated like men and to be called by the pronoun "he", as trans men to be treated like women and called by the pronoun "she", just as it is also common for stories to bear the person's registration name, which does not matches the current gender, disrespecting their right to use a social name. The reception of this prejudiced connotation by readers is the result of using these erroneous terms that only

contribute to strengthen the inadequate categorization issue for homosexuals, including transgender people.

From the analysis of the comments, it was found that the precarious assessment and the wrong framework in the coverage of the news collaborate with the misinformation. Examples of this are seen in comments that express how the narrative was constructed left the reader confused about the character's gender. This is a reflection of prejudice and discrimination against the LGBT population, which despite the fact that discussions are being increasingly strengthened in society, is still little debated within journalism. Even if understanding about trans is difficult, if there is no change in the way communication is done, readers will not be informed how these people prefer to be identified. In this context, it is necessary to expand the discussion on the topic and highlight spaces that will contribute to a differentiated and more humanized treatment of the LGBT community in the news.

It was also found that the main news criterion for news publications involving the LGBT community is violence or events promoted by these people. Sexual orientation or gender identity comes before any other information. The press often end up reinforcing and contributing to a negative image. For example, the newspaper does not print: a woman is shot to death in southern Tocantins. In the case of the transsexual, it would be: a transvestite is shot to death in the south of Tocantins. By highlighting this point, journalism opens the space for the public to associate the problem with the minority group and with the advent of interactivity it is possible to perceive - through comments, repercussions and other digital sociability - the negative reflexes of this association. Thus, the press, even if not on purpose, ends up collaborating with the reproduction and perpetuation of prejudices and stereotypes about this population.

It is possible to perceive comments in which the negative image is built in the collective imagination about the T population is reinforced. The consequences of perpetuating this negative image are reflected in various sectors of society, such as the job market. Louro (2001, p. 551), reports that this space is increasingly marked by exclusion, with regard to the inclusion of LGBT people, and that it is considerably accentuated when it comes to transgender people, with a view to bringing "brands of the body" that bothers society based on norms and standards defined as acceptable. The exclusion of people who make up this segment of the labor market means that this group ends up having street prostitution as the only form of survival. An estimate made by the National Association of Transvestites and Transsexuals (ANTRA), based on

data collected in the entity's various regions, points out that 90% of trans people use this profession at least at some point in their lives.

According to Gonçalves (2017), the journalist must consider strategies of recognition, solidarity and dialogue, from that there is more chance that this report has more sensitivity and an approximation of the reality of this "other" - in this case, someone that society judges as outside the legitimate spectrum of sexuality and gender.

The sentiment analysis allowed us to conclude that most of the feelings expressed in the news comments are of negative polarity. The expressive number draws attention because it highlights the reality experienced by people belonging to this community in the country. It is important to mention that the journalist responsible for the matter is charged with censoring those who have profanity or prejudiced messages.

The culture of prejudice against LGBT minorities is strengthened by the media outlet when, in writing their web news, they ignore LGBT media manuals using problematic terms and encouraging the appreciation of stereotyped perspectives. The direct reflexes of this agency are noticeable through the expressive negative polarization demonstrated in the interactions and digital sociability mediated by these webjournalistic contents.

In this sense, it is possible to believe in the possibility of means of communication being an instrument that helps in the construction of meanings, often negative, about the LGBT community. With that, it is necessary to understand and discuss journalism as still a space for reproducing forms of social domination, stereotypes and responsible for maintaining the hegemonic standard.

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RESUMO:

O trabalho analisa a produção jornalística de notícias que abordam temas envolvendo a população LGBT (Lésbicas, Gays, Bissexuais, Travestis e Transexuais). O Portal G1 Tocantins foi escolhido para ser o objeto de estudo deste trabalho coletando notícias do ano de 2017, considerado o ano com mais mortes de pessoas LGBTs comparado aos últimos três anos. Após submeter o corpus à análise de conteúdo e análise de sentimento, os resultados apontam que os meios de comunicação podem auxiliar na construção de sentidos, muitas vezes negativos, acerca da comunidade LGBT e que ainda é preciso avançar bastante na problematização perante as diferentes formas de discriminação e opressão da comunidade LGBT.

PALAVRAS-CHAVES: Webjornalismo; LGBT; Mídia.

RESUMEN:

El trabajo analiza la producción periodística de noticias que abordan temas relacionados con la población LGBT (lesbianas, gays, bisexuales, travestis y transexuales). Portal G1 Tocantins fue elegido para ser el objeto de estudio de este trabajo recolectando noticias del año 2017, considerado el año con más muertes de personas LGBT en comparación con los últimos tres años. Después de enviar el corpus al análisis de contenido y al análisis de sentimientos, los resultados indican que los medios pueden ayudar en la construcción de significados, a menudo negativos, sobre la comunidad LGBT y que aún queda mucho por hacer en la problematización ante las diferentes formas de discriminación, y opresión de la comunidad LGBT.

PALABRAS-CLAVES: Periodismo web; LGBT; Medios de comunicación.