


WHERE ARE THEY? The presence of women as sources of information on Jornal Hoje and JMTV 1ª Edição¹

ONDE ELAS ESTÃO? A presença das mulheres como fontes de informação no Jornal Hoje e no JMTV 1ª Edição
¿DÓNDE ESTÁN?: La presencia de las mujeres como fuentes de información em Jornal Hoje y JMTV 1ª Edição


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ABSTRACT:

This paper aims to contribute to journalism and gender studies by focusing on the presence of women as sources of information in Brazilian news shows Jornal Hoje (Rede Globo), and JMTV 1ª Edição (TV Mirante, a Rede Globo affiliate), a regional news show from the state of Maranhão. To do this, Content Analysis was used as a scientific method. The corpus of the study comprises a sample of 24 news stories from Jornal Hoje and 24 from JMTV 1ª Edição, which were broadcast in 2019. Thus, 429 articles were analyzed featuring 1,119 sources of information, of which only 442 were women. As a result, it is clear that there were discrepancies in the presence of men and women in relation to the quantity and functions in the journalistic narrative.

KEYWORDS: Woman; News Broadcasting; Content Analysis; Gender; Sources.

Introduction

To talk about gender means to talk about social constructs, as this term exists to define that the biological sex with which each person is born and which does not define what they should be or what roles they will play in society, as it consists of a construct that begins even before birth (Beauvoir, 1967; Heilborn, 1994). This type of discussion has influenced scientific research with the aim of discussing gender and the issues still faced by women. This also happens in the field of Communication, which saw in the lack of women in journalism, for instance, an issue that reveals the marks of patriarchal society.

Being aware of this, this paper raises the following problem: When and how are women present as a source of information on the Jornal Hoje and JMTV 1ª Edição news shows? The proposal here is to measure news topics in which they appear and when they appear, as well as what the role of their voices is within television news clipping. Therefore, the general

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purpose of the research is to analyze the presence of women as sources in television news shows from different scopes, one national and the other regional, in the state of Maranhão, Brazil. The categories include the topics and coverage of the news and types of sources, in addition to the number of women consulted in each news show.

This study is important to fill a gap observed in gender and communication studies, since, unlike the majority of studies, which focus on the South of Brazil (Silva et al., 2019), it also proposes to observe a newsroom environment in Maranhão –JMTV 1ª Edição – in the country's Northeast. The paper has a quantitative nature and uses Content Analysis (CA) as a research technique, as proposed by Bardin (2006). The variables and categories are based on the Global Media Monitoring Project survey. Nevertheless, despite the inspiration, a proprietary codebook will be used here, to better serve the purposes of the research and considering the particularities of the studied context.

As a first step towards carrying out this analysis, the next three topics will present concepts and authors that focus on sources, journalism and gender, which comprise the key topics of this paper. Next, we present the methodological procedures and research results, followed by the conclusions.

The role of sources in news broadcasting

Rede Globo is a media conglomerate with a strong presence in the evolution of news broadcasting in Brazil. According to Coutinho (2012), it was *Jornal Nacional*, with its first broadcast in 1969, that made the leap to an audiovisual language, in addition to being the first to be broadcast on a national network. Temer (2012) indicates that the news show offered a new model – a cleaner one – and that its beginning coincided with the growth of electronics in Brazil and the implementation of consumer credit, which directly influenced the increase in the number of viewers.

In addition to the evolution of news for the TV screen, another key figure in journalism, which represented a major transformation in the way of making news, was the inclusion of reporters. According to Lage (2009), they are an “intelligent agent,” as they are the professionals who represent a newspaper's readers. They go out there, observe and listen to what the public is not able to, being in charge of selecting what is or is not interesting. Furthermore, a reporter is the person authorized by readers to be act as their “remote eyes and ears” (Lage, 2009, p. 9). That is, here we have the core professional in the journalistic activity, the person who goes after the news and who is, therefore, the one who establishes the relationship with the sources of information. It was with the inclusion of the reporter that the interview technique was increasingly adopted in building the news, which began to present a greater diversity of points of view (Traquina, 2005).

Those interviewed by journalists are known as the sources of information. According to Traquina (2005, p. 190), "a source is a person that the journalist observes or interviews and who provides information. It could potentially be any person involved in, knowing or witnessing a particular event or matter."

When talking about news sources in news broadcasting, it should be noted that, on television, the people interviewed gain more visibility and credit, particularly when looking at the ratings of major TV networks. This is because news broadcasting occupies a key place in Brazilian society, according to Porcello and Sartori (2013). It has the function of "systematizing, organizing, classifying and hierarchizing reality. In this way, it contributes to an organization of the surrounding world" (Porcello, Sartori, 2013, p. 5). The work developed by journalists on a daily basis is, in short, a work of mediation of reality for the public. Thus, it is important to emphasize that news broadcasting does not reflect society but is rather a construction of it.

[...] One must understand that television news shows present, in each edition, not a window that allows viewing the world, but which instead build the world by means of texts, sounds and images through their particular window, which encompasses the characteristics intrinsic in the medium, including guidelines related to the editorial policy of the TV network responsible for the production/transmission of the news (Coutinho, 2009, p. 107).

Also, regarding this construction function, Oliveira (2006) also agrees that journalism is a place of construction and circulation of knowledge and that it is in this space that a collective memory of what is said and what is silenced is built – as well as, consequently, who is heard and who almost never appears in news coverage. Furthermore, Coutinho and Mata (2010, p. 65) reiterate that TV news shows plays a public role. "TV news clearly fulfill a public role in a country marked by inequality in access to consumer goods and to essential rights such as education, health, and safety". Temer (2012) points out that what Brazilians look at on TV is taken as a continuity of their life and that this is a way for them to feel part of a larger context.

When talking about the construction of reality, it is also important to highlight the importance of news broadcasting in the delivery of discourses. Rocha (2009), when talking about this, indicates that what is broadcast on TV is fundamental, because it is through it that the senses and representations gain a broader circulation. Thus, Porcello and Sartori (2013, p. 7) talk about the responsibility of journalism made for television. "[...] One must reinforce the social commitment of news broadcasting due to its wide reach and for bringing the world to people's homes, informing, questioning and provoking critical reflection on the topics that society must discuss". Further, Coutinho (2012) states that the news shows present

an expression of the national reality, as all discourses broadcast in the production, through sound and image, acquire visibility across the country and, therefore, gain relevance, while interviewees are in turn as a media or television authority.

It is also important to highlight that news broadcasting brings a new element to discourses: the image of the interviewees in which, according to Lage (2009, p. 38), "more than any other outlet, the television interview invades the interviewee's intimacy, from data such as their clothing, their gestures, their gaze, their facial expression, and the environment." Squirra (2004, p. 51) also makes clear the impact of this element: "[...] the image has a key role in electronic communication. Its strength, ability to convince, power of expression and drama are indisputable."

In other words, based on the literature herein presented, it is indisputable that news broadcasting has great importance in societies, particularly in Brazil, and that journalism in democracies plays the role of giving visibility to discourses and narratives. What is currently observed, however, is an asymmetry with regard to those heard by the media. Since 1995, the World Association for Christian Communication (WACC) has organized a survey every five years to monitor the appearance of women in the world's media outlets. In 2015, the Global Media Monitoring Project reported that the percentage of women appearing in print newspapers, on television and on radio was only 24% – the same number as in 2010, that is, there was no evolution between the periods of analysis. Data such as this demonstrate that there are issues in journalistic production, which must be analyzed and understood. In the case of this study, carried out in 2020, the goal is to observe if there is any progress in part of the Brazilian scenario, in relation to the latest data from international monitoring, seeking to verify if there are divergences between coverage carried out by outlets of different scopes. Although it is already known that women are rendered invisible in a general sense, longitudinal monitoring based on different outlets is crucial, as we sought to do in this research.

This topic provided a literature review on journalistic sources and their importance in everyday journalistic work. To advance the discussion, the next topic raises the concept of gender and its connection with scientific research in journalism.

Women in journalism: What do the polls say?

First, it is important to understand what gender is and why, based on this concept, various studies were concerned with observing communication from this perspective. The definition of gender is one of the main challenges for authors in the field, as the definition can be thought of in different ways. According to Heilborn (1994, p. 1), "gender is a concept in the social sciences that, roughly speaking, refers to the social construction of sex."

According to the author, the quality of being a man or a woman in society is something defined by culture, it being also necessary to understand the complexity of the concept, especially based on its intersectionalities and consubstantialities (Hirata, 2014). The vast majority of published works, at least in Brazil, start from a gender perspective centered mainly on the female category (Tavares, Massuchin, Sousa, 2021), under a heteronormative perspective (Lopes, 2004) – although studies on non-normative genders – about gay, lesbian and transgender individuals – have been conducted since the 1990s (Colling et al., 2012).

Although the majority of studies refer to the category of women and the research herein proposed fits into this aspect, the particularity lies in the fact that there are still no studies on the role of women as sources of information in news broadcasting, this object being one of the least studied in the sub-area (Massuchin, Tavares and Silva, 2020). Therefore, this work intends to fill part of this gap².

In a recent work, Massuchin, Tavares and Silva (2020) analyzed the articles on Journalism and Gender published in the highest-strata journals until 2018 and observed that studies are mostly empirical, focusing on the content of print journalism and seeking to portray how women and the LGBTQIA+ population were represented by media outlets. There are several gaps identified by the authors, including the low number of studies that focus on news broadcasting.

A large portion of the studies seek to address how inequality appears in journalistic content while another major portion is concerned with observing gender relations within newsrooms. In these latest works, Lelo (2019, p. 3) observes that gender asymmetries observed in the workplace can be understood under 4 vectors, "a) in the field of the sexual division of labor; b) in organizational cultures; c) in professional cultures; and d) in productive routines."

When looking at the content, some authors question the very notion of journalistic objectivity, a concept that is still present in the production of news in national outlets (Moraes and Silva, 2019). According to Moraes e Silva (2019, p. 2), journalistic objectification contributes to the "maintenance and opacification of ideologies such as sexism and racism." Following this thought, Garcez and Silveirinha (2020) indicate that the objective discourse causes journalistic logics and decisions to continue to produce a mostly male journalism, since "[...] the deployed routines, the values that they attribute to events and the priorities related to the sources continue not to be questioned in the name of an alleged and transparent objectivity" (Garcez and Silveirinha, 2020, p. 126). In a complementary way, Salhani, Santos and Cabral (2020) also agree that the current configuration of journalism is

² The importance of considering intersectionality in this type of research is well known, but as this is the first paper on the subject, we chose not to conduct this cutoff at this time.

marked by a patriarchal and colonized hegemony, in which the male perspective prevails, so there is often no sensitivity to matters concerning gender issues.

This scenario of prioritizing maleness in journalism can be observed when analyzing the sources of information that appear in the news content. There is an absence of women as sources, and when they finally appear, this is done in order to disseminate gender-related inequalities and stereotypes, or they are only present as victims of violence, sometimes without a context, sometimes as a way of increasing ratings (Moreno, 2017). According to Cerqueira (2008), the selection of which source will appear in the stories is uneven, and this often means that women appear as “invisible” voices, or as “visible” voices that do not act as protagonists in the news. That is to say, even if women are consulted in news stories, they are there as supporting characters in the narrative, not as the main or most important source.

In a study on the articles from newspapers in Portugal, published on International Women’s Day, Cerqueira (2008) noticed that there is no plurality of female sources in the articles, that they appear in smaller spaces on the pages, and that they appear, mostly, in less editorial areas on newspapers, remaining out of politics, economics, and sports. Hendel (2017) also states that the economics and sports editorials continue to be a space of male domination.

Regarding the absence of female participation in journalism, Hendel (2017) states that this is an issue, as the media should be a fair and equitable space, and when it is not, it ends up reproducing the discourses of the dominant system and its interests, which despite being taken as the interests of society as a whole, they are indeed not. Additionally, the author problematizes the use of the male vision as if it were something neutral, genderless, and objective, as this legitimizes a unique interpretation of events.

According to Moreno (2017), with regard to the appearance of women in television news, they often appear as victims or anonymous witnesses in the news, and rarely do women appear as expert sources. This denotes that it is difficult to hear opinions and ideas from women on subjects such as economics and politics in journalism, for instance. The author also argues that the values that journalism presents regarding women could correspond to the last century, as women’s situation and demands in the contemporary world are little seen: “[...] the selectivity of women’s images, discourses, and realities today corresponds to, in turn, a selective invisibility of what the media is not interested in amplifying, thereby curtailing the universal right to expression” (Moreno, 2017, p. 37).

Marino (2018), when studying new stories from Jornal Nacional in the same year, noticed discrepancies in the use of men and women as sources of information. According to her, less than a third of those interviewed on the news are women and, when taking an intersectional approach, the number of black women is even smaller – only eight were heard.

She also realized that the vast majority of women are “low income” and appear in the roles of victim, with black women not appearing as victims when analyzing stories related to Carnival festivities. She also notes that women rarely appear as experts. Additionally, the conduction of matters is mostly done by men. A similar scenario was found in 2004, also on *Jornal Nacional*, according to the results of the research carried out by Meditsch and Segala (2005). When looking at the sources used, the authors noticed that most of the voices were those of men and that, when they appear, women occupy the place of ordinary citizens and only express their opinion. The lack of women as experts in a given subject was also a result of the study by Pereira, Caleffi and Albertini (2018) when looking at the TV news show “Boa Noite, Paraná,” in which 157 experts were heard, but only 20 were women. The authors also evidenced masculinization in the newsroom of RPC-TV, a Rede Globo affiliate in the state of Paraná, as the vast majority of reporters were men. Although several studies analyze the place that women occupy in journalistic coverage, in general, only a few studies focus on news broadcasting, with none that observe the context of Maranhão.

So far, a literature review has been carried out that intertwined the topics that involve journalistic sources, gender, and issues faced by women in journalism. The study now proceeds to present the methodologies used to answer the research question.

Methodological processes

The results presented in this article comprise an excerpt from a larger study, which aimed to verify how women appear as sources of information in the JMTV 1^a Edição news show, the main one in Maranhão, and *Jornal Hoje*, which has a nationwide coverage. The method used to achieve the research objective was Content Analysis (CA). According to Bardin (2006), this type of analysis is effective for studies in communication, mainly because it provides various forms of analysis and has an adaptable approach. According to the author, “[...] content analysis appears as a set of communication analysis techniques, which uses systematic and objective procedures to describe the content of messages” (Bardin, 2006, p. 38). Sousa (2004) argues that this method enables the issues about the representations of minorities to be seen.

In order to verify how women appear as sources of news in news broadcasting, the year 2019 was chosen as the period of analysis; however, because this delimitation is extensive, it was decided to prepare a sample. According to Sousa (2004), when studying a newspaper for a year, it is not advisable to make a sample with consecutive days, as this can result in bias in the results if there is an event that causes an increase or decrease in research on the topic. Moreover, the author argues that, when studying abundant phenomena, it is not necessary to establish extended periods, and in this sense, it has also been observed that

a sample with more than 12 newspapers does not significantly increase the accuracy of the measurement (Stempel, 1952³ apud Sousa, 2004). For this reason, a year based on 2019 was built for the news, with 24 editions collected from JMTV 1ª Edição and 24 from Jornal Hoje.

The construction of the sample took place as follows: a) in the odd-numbered months, days were chosen between the 1st and 3rd weeks of the month, while in the even-numbered months, days between the 2nd and 4th weeks were chosen; b) collection started on the first day of the year, a Tuesday, skipping 1 day, with the next date to be analyzed being a Thursday in January; in the following month, collection started on a Wednesday, skipping 1 day, with the next date being a Friday in February, and so on. Thus, it was possible to collect editions from different days of the week. To the in all, 48 issues were collected, 24 from JMTV 1ª Edição and 24 from Jornal Hoje. In each of these editions, the first 4 sources that appeared in the article were collected.

This work, despite using an audiovisual material, will be limited only to the messages that build the journalistic discourse in the news articles. In other words, for the categorization, the journalists' oral text and the sources of information were observed: their speeches during the transmission of the article will be what guide the categorization of the news topics and the scope. Therefore, images and physical characteristics are not considered in this approach. The analysis corpus comprises only the articles that include statements from sources of information giving interviews, that is, clarification notes read by the presenters and other documents are not taken into account. In addition, the interviews considered are those broadcast on VT's, so studio interviews or live links, pictures and special reports were not added to the sample. After all these clippings, we arrived at a total of 183 articles collected from Jornal Hoje and 246 from JMTV 1ª Edição, adding up to a total of 429, which make up the corpus of this work.

For categorization, a codebook was developed based on the coding done by the Global Media Monitoring Project, which seeks to analyze the representation of women in global journalism. However, in this research, some modifications were made to make it more adequate to the reality studied. Thus, the code book includes the categorization of news topics, scopes and types of sources that appeared in the news.

After presenting the methodology, the results obtained with the categorization of data and the discussions that can be raised in light of them will be analyzed below.

³ Stempel, G. H. Sample size for classifying subject matter in dailies. *Journalism Quarterly*, v. 29, No. 2, p. 333-334, 1952. Apud Sousa, Jorge Pedro. *Elementos de teoria e pesquisa da comunicação*. Letras Contemporâneas, 2004.

Results and discussions

In this study, 183 articles from Jornal Hoje and 246 from JMTV 1ª Edição were collected for the year 2019, totaling 429 analyzed broadcast news stories. Regarding the number of sources, 447 interviews from Jornal Hoje and 752 from JMTV 1ª Edição were collected, totaling 1,199 sources of information. The method used, Content Analysis, allowed us to obtain various sets of data about the news and make some cross-sectional assessments in order to understand what is being broadcast to viewers.

To understand the representation of female sources in television news, it is interesting to note the relative amount of their presence. On Jornal Hoje, 135 women and 312 men were used as sources of information, that is, women represent less than half. On JMTV, 307 women and 445 men were heard – although they continue to be the majority, they appear in a much higher number than what was seen in the case of Jornal Hoje. This wide difference has already been observed in other studies (Marino, 2018; Meditsch, Segala, 2005). According to Meditsch and Segala (2005), the lack of women being interviewed can be a portrait of Brazilian society, which has only a small presence of women in public positions or in prominent positions.

For an in-depth view of the topics covered by Jornal Hoje and the presence of men and women in each one, the table below is presented.

Table 1 Presence of men and women according to topics from Jornal Hoje

Topic	Sex of the sources		Total
	Female	Male	
Politics	Freq.	8	68
	%	5.9%	
Economics	Freq.	24	88
	%	17.8%	
Health	Freq.	11	28
	%	8.1%	
Education	Freq.	6	19
	%	4.4%	
Social Minorities	Freq.	8	12
	%	5.9%	
Urban Infrastructure	Freq.	6	20
	%	4.4%	
Violence & Security	Freq.	19	60
	%	14.1%	
Corruption	Freq.	1	8
	%	0.7%	
Accidents	Freq.	16	57
	%	11.9%	
Environment	Freq.	10	30
	%	7.4%	
Sports	Freq.	0	0

	%	0.0%	0.0%	
Entertainment/Culture	Freq.	22	28	50
	%	16.3%	9.0%	
Other	Freq.	4	3	7
	%	3.0%	1.0%	
Total	Freq.	135	312	447
	%	100%	100%	

Source: Authors' own work (2020).

It is interesting to note that men and women are present in the same topics; however, there are discrepancies in all categories. Women are more present in economics (17.8%), violence & security (14.1%), and accidents (11.9%). Similarly, men are more often heard in economics (20.5%), politics (19.2%), violence & security (13.1%), and accidents (13.1%). Nevertheless, it should be noted that in all subjects in which they appear in greater number, women are only heard more than men as a social minority (5.9%), while in politics, they are the least often heard, with a presence of 8 women and 60 men as sources. One of the possible reasons for this can be understood in the study by Kadri (2020), who finds that one of the factors for a positive coverage of women in politics is due to their relationship with journalists. If few women are present in the professionals' contact network, the tendency is that few of them will actually appear as news sources.

Despite the apparent balance between voices in the issues of economics and violence & security, the roles that men and women play in these matters are not the same – while women are featured as witnesses and victims and to highlight their opinions and personal accounts, men are more often present as official sources and experts. This will be discussed in greater detail later. The following table brings these same data, but now taking into account JMTV 1ª Edição.

Table 2 Presence of men and women according to topics featured on JMTV 1ª Edição

Topic		Female	Male	Total
Politics	Freq.	2	4	6
	%	0.7%	0.9%	
Economics	Freq.	40	34	74
	%	13.0%	7.6%	
Health	Freq.	48	36	84
	%	15.6%	8.1%	
Education	Freq.	20	12	32
	%	6.5%	2.7%	
Social Minorities	Freq.	16	23	39
	%	5.2%	5.2%	
Urban Infrastructure	Freq.	51	115	166
	%	16.6%	25.8%	
Violence & Security	Freq.	16	55	71
	%	5.2%	12.4%	

Corruption	Freq.	1	3	4
	%	0.3%	0.7%	
Accidents	Freq.	3	18	21
	%	1.0%	4.0%	
Environment	Freq.	12	21	33
	%	3.9%	4.7%	
Sports	Freq.	8	13	21
	%	2.6%	2.9%	
Entertainment/Culture	Freq.	82	100	182
	%	26.7%	22.5%	
Other	Freq.	8	11	19
	%	2.6%	2.5%	
Total	Freq.	307	445	752
	%	100%	100%	

Source: Authors' own work (2020).

JMTV data show several differences compared to Jornal Hoje. In this news show, women are more often present in entertainment/culture (26.7%), urban infrastructure (16.6%), and health (15.6%). The fact that women are more often present in entertainment matters was observed in other studies, according to Lelo (2019), soft news has a lower impact on public opinion, i.e., women end up occupying less prominent spaces. Men are found in greater numbers in urban infrastructure (25.8%), entertainment/culture (22.5%), and violence & security (12.4%).

It is also in this news show that one can observe the presence of a greater number of women, in relation to men, in three topics: economics (13%), health (15.6%), and education (6.5%). The fact that they appear more often in economics can be explained by the greater demand for their opinion in relation to prices, one example of which is recorded in supermarkets, particularly during the Christmas and New Year time. With regard to health, their presence is seen as officers and experts – coordinators, nurses, doctors – as well as in the role of providing opinions and reports. This scenario is similar to that of education, in which they are heard as teachers, coordinators and school principals, in addition to providing opinions and reports, as in the role of mothers, for instance.

To continue with the verification of the thematic space occupied by women, the table below presents the results regarding the coverage of the subjects.

Table 3 Presence of men and women according to the scope of news stories

Scope	JH				JMTV			
	Female		Male		Female		Male	
	Freq.	%	Freq.	%	Freq.	%	Freq.	%
Local	28	20.7%	53	17.0%	182	59.3%	244	54.8%
Regional	5	3.7%	16	5.1%	125	40.7%	200	44.9%
National	89	65.9%	220	70.5%	0	0.0%	1	0.2%

International	13	9.6%	23	7.4%	0	0	0	0
Total	135	100%	312	100%	307	100%	445	100%

Source: Authors' own work (2020).

It can be seen that men are the most often listened to when looking at all types of coverage. Nevertheless, there are interesting distinctions. In national news, from Jornal Hoje, the biggest disparity between men and women can be found, with 89 women heard, compared to 220 men. In turn, on JMTV, only 1 man was interviewed on national-level news. Jornal Hoje presents the most political and economic topics at the national level, which may explain the smaller number of women found in this scope, as men are the most often heard on these topics. What can also be seen is that JMTV 1ª Edição presents a slightly more balanced number of men and women in local and regional stories, which was also the case with JH.

In the following results, the data presented refer to the number of sources consulted in the television news. For the beginning of the analysis, the table below presents the percentage regarding the positioning of women among the first 4 sources collected for this study.

Table 4 Positioning of women and men as sources in TV news

Positioning	JH						JMTV					
	Female		Male		Total		Female		Male		Total	
	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%
Source 1	48	26.2	135	73.8	183	100.0	99	40.2	147	59.8	246	100.0
Source 2	38	29.5	91	70.5	129	100.0	90	42.9	120	57.1	210	100.0
Source 3	35	39.8	53	60.2	88	100.0	70	40.9	101	59.1	171	100.0
Source 4	14	29.8	33	70.2	47	100.0	48	38.4	77	61.6	125	100.0
Total	135	30.3	312	69.7	447	100.0	307	40.9	445	59.1	752	100.0

Source: Authors' own work (2020).

In the case of Jornal Hoje, 39.8% of women are the third source and 29.8% are the fourth. In comparison, men are the first source, with 73.8%, and the second, with 70.5%. In JMTV 1ª Edição, 42.9% of them are the second source to be heard and 40.9% are the third. Conversely, men stand out as the fourth source (61.6%) and the first (59.8%). That is, at the positioning level, women do not stand out, while men are mostly the first sources of information presented.

Continuing with the analysis, the table below presents the types of sources used in the news shows according to gender.

Table 5 Types of sources by gender on Jornal Hoje

		Gender		
		Female	Male	
Type	Story Subject	Freq.	11	29
		%	8%	9.2%
	Official	Freq.	18	107
		%	13.3%	34.2%
	Expert	Freq.	8	46
		%	6%	15%
	Witness	Freq.	7	26
%		5%	8.3%	
Option/Report	Freq.	89	104	
	%	66%	33.3%	
Other	Freq.	2	0	
	%	1.4%	0	
Total	Freq.	135	312	
	%	100.0	100.0	

Source: Authors' own work (2020).

In the case of Jornal Hoje, men are, for the most part, the sources that provide opinions and reports (33.3%), although they also stand out as officials (34.2%) and experts (15%). Conversely, although women have some balance with men in terms of giving their opinion (66%), when looking at officials and experts, the discrepancy is greater. Only 18 (13.3%) women were official sources, while 8 (6%) were experts. In other words, women appear on news shows more to share their personal reports and to serve as an illustration for a subject than to represent public and private agencies and interpret something based on their specific knowledge, which comprise more prominent roles in journalism.

Pereira, Caleffi and Albertini (2018) noticed a similar scenario when looking at the sources in the news show program *Boa Noite, Paraná*. According to them, the lack of women as officers and experts results in their exclusion from debates and reaffirms male and female images in the traditional molds of gender stereotypes. While men are related to participation in the labor market, women are related to domestic life and motherhood, for example. Beffa (2017) also notes that this same scenario allows men to occupy central roles in the news – as authorities, experts, and those who explain or classify something – while women are used as instruments for the topic to be relatable to people., providing their opinions without being experts on the subject.

To continue with this analysis, the table below demonstrates the use of sources in JMTV 1ª Edição.

Table 6 Types of sources according to gender in JMTV 1ª Edição

		Gender	
		Female	Male
Story Subject	Freq.	13	13
	%	4.2%	3%
Official	Freq.	55	136
	%	18%	30.5%
Típo Expert	Freq.	13	29
	%	4.3%	6.5%
Witness	Freq.	6	7
	%	2%	1.5%
Option/Report	Freq.	220	260
	%	72%	58.4%
Total	Freq.	307	445
	%	100.0	100.0

Source: Authors' own work (2020).

The JMTV data show a more positive scenario for women when compared to Jornal Hoje. Men are more often present as opinion/report (58.4%), official (30.5%) and expert (6.5%), while women are also more present as opinion/report (72%), official (18%), and expert (4.3%). It can be seen that there is a balance between experts in both genders, i.e., unlike JH, the regional news shows interviews more women with specific knowledge in their profession or in academic field. Regarding official sources, although men are the majority, there are a significant number of women in this role. When looking at subjects of the topic, the number is the same, with 13 women and 13 men consulted.

Another interesting fact is that, although most journalists from the municipalities of Imperatriz and Balsas, in Maranhão, have reported that they are not concerned with the gender of the sources and that some confess that they find it more difficult to find women specialists (Lima, Santos, Tavares, 2019), the state's regional broadcasting journalism presents an advance in the sense of consulting more women with this role, which is different from what was perceived in national journalism, represented by Jornal Hoje.

To conclude the discussions developed so far, the following topic presents the final remarks of the analysis.

Final remarks

This research aimed to identify how women, in the role of sources of information, were featured on Jornal Hoje and JMTV 1ª Edição in 2019. To do this, 429 articles were collected, distributed across 48 editions of the news show, in order to verify their topics, scopes, and source types. In total, 1,199 interviewed sources were identified.

Regarding the number of women interviewed, in the first four positions, on each news show, there is a wide discrepancy in the two cases. On Jornal Hoje, 135 women were used as

a source of information – less than half the number of men (312). JMTV was the one that listened to them the most: 307 women were heard, compared to 445 men – a smaller difference. This difference does not end only in the number of voices heard but is also reflected in their presence in news topics and types of sources. On Jornal Hoje, they are the least often heard in 12 categories – they appear the most only in the subject of social minorities. Furthermore, the greatest disparity lies in political issues, in which only 8 women were interviewed, while 60 men were interviewed. In comparison, JMTV was the one that presented a small advance in the equality of men and women, it being that women are the most often listened to on the subjects of economics, health, and education. Although they appear more as sources that provide opinion/reports, they also have a good presence as officials and experts on these topics.

When looking at the types of information sources used on the shows, based on the gender category, it is noticeable that there are also distinctions, even when comparing each TV news show. On both Jornal Hoje and JMTV 1ª Edição, women are more present in the role of sources giving their opinion/report. That is, within the construction of the journalistic narrative, their voice contributes little, as the discourse of ordinary citizens does not usually provide relevant information – they are only there to serve as an illustration for the story (Meditsch, Segala, 2005).

Nevertheless, it is JMTV that demonstrates a better picture for women. In this news show, there is a greater presence of women as official and expert sources, that is, in the regional show, there is a greater balance between genders, and this is where they play a more prominent role, as they are consulted to represent public and private agencies and because they have specific knowledge on a subject. This is something that was not expected, as it had already been observed that there is greater difficulty in finding female experts in regional scenarios (Lima, Santos, Tavares, 2019). In theory, in a national news show, which is headquartered in a large center, this would be easier to accomplish.

In this way, it can be noted that the gain of the research consisted of filling a gap in gender studies, conducting work that focuses on sources of information and having a regional object, while presenting interesting data, in line with studies conducted previously, as here, it appears that the regional journalistic scenario is more positive for women. Thus, this research contributes to broadening the discussions on gender and journalism, demonstrating not only a scenario at the country level. Moreover, it can be a starting point for the development of other regional studies.

It should be noted, however, that the presence of women in news broadcasting still needs progress. They are still not present in large numbers when looking at sources of

information and are made invisible as official sources and experts in political and economic issues, which legitimizes an image that they do not belong in these environments.

In order for the research and debate to continue advancing, this study can be expanded to other journalistic media, such as radio and websites, as well as considering other social contexts, from other cities in the country's interior and/or large metropolitan areas. Thus, through scientific research, it is possible to know how journalism currently behaves and what advances it needs to achieve in its content to represent the world in a more equitable manner.

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RESUMO:

Este trabalho se propõe a contribuir com os estudos de jornalismo e gênero ao se debruçar sobre a presença das mulheres como fontes de informações nos telejornais Jornal Hoje (Rede Globo), de abrangência nacional, e JMTV 1ª Edição (TV Mirante, afiliada da Rede Globo), jornal regional do Maranhão. Para isso, foi utilizado como método científico a Análise de Conteúdo. O *corpus* do estudo compreende uma amostra de 24 edições do Jornal Hoje e 24 edições do JMTV 1ª Edição, que foram transmitidas no ano de 2019. Assim, foram analisadas 429 matérias que contavam com 1.119 fontes de informação, sendo que apenas 442 eram mulheres. Como resultado, verificou-se discrepâncias da presença de homens e mulheres em relação à quantidade e funções na narrativa jornalística.

PALAVRAS-CHAVE: Mulher; Telejornalismo; Análise de Conteúdo; Gênero; Fontes.

Este trabajo tiene como objetivo contribuir al periodismo y los estudios de género al enfocarse en la presencia de las mujeres como fuentes de información en los noticieros nacionales Jornal Hoje (Rede Globo) y JMTV 1ª Edição (TV Mirante, afiliado a Rede Globo), diario regional de Maranhão. Para ello, se utilizó el Análisis de Contenido como método científico. El *corpus* del estudio comprende una muestra de 24 noticias de Jornal Hoje y 24 noticias de JMTV 1ª Edição, que se emitieron en 2019. Así, se analizaron 429 artículos que contaban con 1.119 fuentes de información, de las cuales solo 442 eran mujeres. Como resultado, se vio discrepancias en la presencia de hombres y mujeres en relación a la cantidad y funciones en la narrativa periodística.

PALABRAS CLAVE: Mujer; Teleperiodismo; Análisis de Contenido; Género; Fuentes.

RESUMEN: