



THE OBJECTIVITY AND JOURNALISM SOURCE IN PARANÁ LEGISLATIVE ASSEMBLY: SYSTEM OF STATE X PUBLIC IN COMMUNICATION FOR THE CITIZEN

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Abstract: The present study uses the labor practices of the Disclosure Sector of the Legislative Assembly of Paraná (Alep) to draw a panorama of the work of communication provided to the population of Paraná in the year 2014. It seeks to identify the boundaries of work between the advisory press and source journalism, between state and public journalism. For this, the research uses an empirical technique of in-depth interviews. Based on testimony from the servers, objectivity is also discussed as a tool to achieve credibility, but also as a way for the professional to avoid the wear and tear of the Board of Directors with parliamentarians, and thus ensure their own tenure. Among the advantages and weaknesses in the objectivity employed, the creation of an editorial board would be an exit designed to reduce the influence of political interests in the legislative public vehicles.

Keywords: Public and Institutional Communication. Journalistic Objectivity. Legislative Assembly of Paraná. Editorial Council.

1 Introduction

This article is part of the results obtained in a master's dissertation of the author, for the Graduate Program in Journalism of the State University of Ponta Grossa. Methodological techniques of the Social Sciences were used to explain what was proposed to solve with the research, using the Legislative Assembly of Paraná (Alep) for the study.

Content analysis, scenario identification and the profile of the press professional (quantitative questionnaire) were performed, as well as the participant observation of the professional routines and, finally, the interviews, together with the data obtained in the other stages, understand the functioning of the communication sectors of the institution and understand the role of this new model of professional journalism linked to the Legislative Branch. It was also sought to verify if public communication of the activities developed there was produced.

The participant observation technique was developed in a first exploratory phase between June 2-6, 2014. Subsequently, from November 17 to 19 of the same year, the activity was continued, deepening aspects that deserved more attention. It was during these two periods that in-depth interviews were conducted.

In view of the possibilities of new technologies and in compliance with the legal norms

that require greater transparency of public data, Alep, as well as other organs of the State, will adapt to this new time. Through the servers' reports, objectivity is also discussed as a tool to achieve credibility.

However, the term objectivity becomes misleading in the eyes of the servants of the communication, due to the lack of publicity given to the journalistic content of the parliamentarians' speeches or the plenary discussions. Such procedure makes it difficult to divulge content of public interest, being restricted to what is convenient for the purposes of the deputies, in general with the diffusion of only the final scoreboard of the votes.

With the aim of realigning the dissemination of legislative acts and facts to the constitutional purposes of broad dissemination of what is produced and discussed in the public sphere, and considering the possibility of intervention of the direction of that House in what is reported, the creation of an editorial board would be an outlet to soften the influence of political interests on Alep's own information vehicles.

2 Journalism of the Source and the Public Communication

Some communication modalities are transversal to public communication. To begin this discussion, it is important to conceptualize what is the institutional, governmental and political communication.

Institutional communication, according to Monteiro (2009), aims to bring the public to the role of the institution, affirming its identity and cherishing its image. Bernardes (2010) argues that institutional journalism, coming from the legislative media, presents differences of the others, as it makes possible journalistic practice because of the parliamentary character of the institution, which, being composed of representatives elected by the population, should have as a priority the common interest, not the organ. Thus, in contrast to institutional communication, journalism in a legislative house must be provided to society and not aimed at promoting the image of the institution.

Brandão (2006) defines government communication as that practiced by the government, aiming at accountability, population engagement in policies adopted and recognition of actions promoted in the economic and social political field. While Monteiro (2009) defines political communication by party arrangements in decision-making, as well as those related to electoral processes, in the latter, using in most cases advertising methods.

The public communication to Zémor (2009), in a simplified way, is information of general interest that has as support the public utility. This definition finds a point in common in Rosen's (2003, 80) thinking when it comes to Civic Journalism and disinterested objectivity as an information tool for any democratic political community, in encouraging popular participation in politics.

Just as the availability of public data is more than the promotion of services, the campaigns that carry messages with a civic or socially consensual character have their origin in public utility. They are instituted and fixed in the interest of the community. (ZÉMOR, 2009, p. 217)

Contextualizing criteria of newsworthiness to the legislation is necessary to deal with governmental or public communication. In the field of press office, the governmental or institutional bias is more evident, perhaps the border between journalism and the press office that the National Federation of Journalists (Fenaj) has been unable to delimit with precision in its Communication Advisory Manual¹. When it is said that the journalist must "sediment his image (of the company or institution to which he works) in a positive way in society", the function distances itself from the concept of journalism, approaching public relations.

In the book *Opinion Public*, Lippmann (2008) establishes differences between journalists and press advisors. According to him, the newspapers know "some moments" of the trivial facts that most of the times are passed on by observers in the police, in the Congress, in the municipal chambers, in the Public Prosecutor's Office, among others. In addition, it defines the news as an account of manifest phases of interest as well as pressure on the newspaper to adhere to this routine, which would come from many sides.

The press officer is the professional who causes the manifestation of a side of interest. In this way, the image generated by the publicist or press officer for the reporter is the image that the public wants to see. In other words, the press officer reports the event of the employer's conception of his own interests.

Someone needs to give them shape, and since in the daily routine reporters can not give shape to the facts, and there is little disinterested organization of intelligence, the need for some formulation is being made by interested parties. (LIPPMANN, 2008, p. 294)

However, it is up to the journalist to fit the versions of the interested parties, according to the editorial profile of the communication vehicle, added to his personal values and the information cleared for the report. The latter, when there is time to do so.

While for the press office, among other functions, the service is referred as an instrument of the public agenda and form of accountability to the citizen of the acts of the rulers (accountability²).

Considering data from the field research carried out at Alep through interviews and informal conversations with the journalists of the institution, no matter how much uncertainty was felt among the professionals, if the work performed was journalism or press office, most of Alep's professionals believed to make public communication. According to most of the interviewees, the

¹ http://fenaj.org.br/wp-content/uploads/2014/03/manual_of_monitoring_assessment.pdf

² According to Miguel (2005, p.27), accountability concerns the constituents' ability to impose sanctions on rulers. It includes accountability of mandate-holders and popular verdict on accountability. It is something that depends on institutional mechanisms, especially the existence of periodic competitive elections, which is exercised by the people.

information produced in the sector was of public utility, since the decisions taken by the deputies had a direct influence on the citizens' daily life.

Our entire agenda, the agenda of the institution is of public interest. Eventually the interests are more localized, but the more different subjects that are discussed here, even if targeted, as in specific areas of health, education, safety or the environment, are of public interest, or at least for the majority of the population, because what is proposed and decided by Alep reverberates in the population of Paraná. (Testimony to the researcher).

Another Alep journalist believes that the communication produced is public, but also institutional, by making public the accountability and administrative power:

I think both. It interests the House to maintain its credibility, its respectability, the trust that the population has in it, to be as true and sincere as possible. With this, it is important to disclose the actual information, such as It is in the public interest to know what is happening. I see the Transparency Law as fundamental in this process. The citizen can search and monitor the data. It is good for the House, good for the legislative and good for the citizen. (Testimony to the researcher).

Journalism, press office and source journalism³ intertwined with the concepts of public journalism and public communication, if considered only the theoretical approach, already present significant relations to a contemporary scenario in the vehicles of legislative institutions. However, it is worth differentiating each professional profile for a better systematization of the functions.

Due to the following arguments, journalism itself is defined by the work done only by professionals of the classical media. This is not to say that such vehicles do not serve partisan interests on a commercial or even ideological issue. However, they are given a supposed independence not conferred on the press officer.

It is stated that the press officer does not do journalism, since in the nature of his function he is in defense of the interests of the adviser, and may act sometimes, as a spin doctor⁴, seeking to intervene and influence the work of the journalist of the traditional media, as a spokesperson and not as a journalist. In the period studied, this was not noticed by the Disclosure, but strongly perceived in the content of the hotspots⁵, which consequently reverberated the acts, speeches and ideologies of the deputies to the press.

Already the source journalist appears in this new media scenario, specifically in the Legislative Branch, as an issuer of information on the administrative and deliberative acts of the institutions, directly to the citizen. The information disseminated in the hotspots can be considered,

³ The hypothesis of the Journalist of the Source is proposed by the researcher Francisco Sant'anna (2009) and points out the emergence of a new actor in the journalistic scenario, a new model of professional performance that works for the source of information, but, at the same time, plays functions similar to those of journalists of the classical media of.

⁴ The concept of spin doctoring is widely discussed by Ribeiro (2015). According to him, the spin doctor is one that influences the reporter of the classic media, dictating how the news should be published.

⁵ The hotspots were the specific pages of each deputy, which was linked to the site of Alep. However, the feeding of this information was generated and published by the advisors of the deputies and not by the publicity sector of the House.

even in a vehicle of their own, as a press office, with a view to prioritize the interest of the political agent.

Even the journalists from the source of the House Disclosure sector, who did not prioritize the interests of the deputies, could be considered press advisers when attending journalists of the media, mediating the relationship between the institution and the editorial staff.

3 Objectivity in the Journalism of the Source in Alep

From now on, the objectivity in source journalism is discussed. For this, data collected in content analysis is used⁶, as well as the reports of Alep professionals.

In the period under study, it was noticed that the journalism developed by the House reported administrative acts (accountability), with interviews of directors and members of the Board of Directors, as well as the matters of the CPIs, also with the interaction of parliamentarians and external guests. However, what was said in the gallery was hardly used in the journalistic material of the House, both in the material sent to the press, and in the content of the vehicles themselves. The same happened with the debates of the Commission of Constitution and Justice (CCJ), for example. For the most part, only the results of votes and decisions were reported.

In the interviews, the professionals of the Divulgar point out that in the news of the plenary the data that did not present the possibility of making cuts or editions, avoiding misunderstandings with the speeches of the deputies, but not allowing the citizen to know in this institutional content the positioning of your representative. Amaral (1996, p.19) emphasizes that objectivity deals with strict impartiality, that is, thinking without value judgment. As the house server interviewed comments.

Our work is institutional, we do not enter into merits of political differences, divergences between situation and opposition. Our coverage is extremely technical over institutional acts, and it is therefore up to the technical staff of the deputies to give the political tone, which does not fit us. We discussed only the events of the House, without political bias. (Testimony to the researcher)

Bernardes (2010) explains that this unofficial tone, which, in part, can protect the journalist from the source and the press officer from pressures and accusations of political partisanship in the exercise of the function, receives criticism from the professionals themselves. According to her, although the exemption is one of the essential characteristics required by the Chamber of Deputies Journalism Manual, not all journalists agree with its use.

In the interviews, Alep's professionals believe that the work they seek to do is objective, since according to them the sources, mainly in plenary, are the bills and the respective results of the votes, not the deputies.

⁶ Study published by the author together with Maria Lúcia Becker, in the magazine Comunicação Pública, v.10, n. 19, | 2015, of the Polytechnic Institute of Lisbon. Available at: <https://cp.revues.org /1110>.

A good example to describe the objectivity employed by the Alep Disclosure sector, in which the methods of content analysis were used, through participant observation, occurred on June 2, 2014. The main subject was entitled " Assembly approves the real estate PARANÁ PREVIDÊNCIA⁷". Posted at 17h32, the report published on the site of the institution counted on 414 words and 2,665 characters with spaces.

The contents related to the ordinary session of the day, which lasted about an hour and twenty minutes, with three deputies using the rostrum, one of them being apart. One of the most glaring moments of the session was the vote of a veto of Governor Beto Richa (PSDB) to a bill previously approved by the House. In the discussion, three opposition MPs opposed to the veto, and two of them, one of them opposed to the veto, were also. Aside from the fact that there is no talk from the deputies, the whole debate originated by the veto theme resulted in the following paragraph:

Finally, by 29 votes to 19, the Plenary overturned a veto put forward by the governor of the State to Bill 46/2013, by Luciana Rafagnin (PT), amending article of Law 16,786 / 2011, which deals with the presence of dentistry professionals in intensive care units (PACHECO, 2014).

Thus, we exclude the possibilities, the variables of the discourse and the possibility of the text becoming subjective: the fact is limited to a purely quantitative perception, which offers a positive or negative binary result to the proposed law law.

So many projects have been approved, so many have been rejected, this is our job. Party policy is on behalf of the deputies' aides. We do the institutional part, reporting the events, without taking a stand. The score of the votes is already the position of the deputies. We do not go further. If one deputy so-and-so spoke ill of the governor, another defended, we did not go into it. There is a press committee and anyone who wants to cover it has complete freedom. He credits himself, accompanies the session. The accompanying journalist will certainly do a richer piece of detail than those who do not come, or even those whose official coverage attaches to the formal facts. We just report facts. (Testimony to the researcher)

The testimonies collected with Alep journalists indicate that objectivity in journalistic discourse is part of the editorial profile of the institution, either to maintain credibility before society, or to function as a device not to be criticized by opponents deputies.

One of the interviewees points out that, even so, the criticisms occur on the part of the parliamentarians, noting, however, that the dissatisfaction has already occurred both of the deputies and of the situation, which left satisfied the team of journalists.

From time to time it is obvious that there are charges, which are natural. No one is ever satisfied. When the leader's meeting is held, the opposition staff says they do not have enough coverage, hence the situation staff makes the same complaint. Which is great for us, which makes it clear that we do the same coverage. Because we have both sides complaining, wanting more space. (Testimony to the researcher)

⁷ http://www.alep.pr.gov.br/news_room/news/assembly-approval-of-property-of-real-estate-1

On this aspect, the server still comments: "We cover everything and at the same time, we do not enter into political-partisan discussions. This discussion does not belong to us, and the president of the House himself says this. " Another interviewee compliments on the subject with the expression "we do not get into this divided ball", when asked about why the political-partisan stances in the speeches in the tribune were not reported in the plenary sessions:

If there is a heated debate in the CCJ against or in favor of some process that interests the government, we will register this process in the exempt form and I will give the final result, different from what would be a parliamentary advisory that I would be focusing on the performance of A or B In the parliamentary advisory, the A side or B side would be chosen, depending on the position of the press officer. Not in our case. (Testimony to the researcher)

Tuchman (1993, p.74) sees objectivity in professional practice as a strategic ritual for the journalist's defense and for the House's own direction. The content of the material published on the website, during the period studied, criticism and interviews with Alep professionals point in the same direction.

Tuchman's argument raises questions about how objectivity is employed in Alep at the time of the research, considering the space where it is held, that is, in the parliament. The term parliament comes from the French 'parler', which means to speak; thus, it is assumed that the main activity of parliamentarians would be speech, that is, speeches, arguments, persuasion, discussion. What in practice happened, but was not used by the Disclosure section of the House.

It can be said that deputies' speech acts are true political and representative acts, since a significant part of political activity consists in representing popular niches through the positions of parliamentarians and in expressing these opinions. It also aims to win more favorable or negative votes for the project under discussion, or even to express the position of the parliamentarian on specific subject.

By virtue of this, it is in the public interest to know what are the reasons that lead a parliamentarian to stand for or oppose a bill, or even to have knowledge of the position of his representative on controversial issue addressed in the gallery. What is questioned in this study, based on the statements of the servers themselves, is how much this "journalistic objectivity" presented by the Alep Disclosure sector as an institutional information medium would affect the right of voters to be aware of the positions of those they elected.

The complexity of the choice of Alep professionals to limit their routines to the voting panels, with the intention of producing an objective discourse, is not exhausted in this supposed closure of the information, since from the moment in which the speeches of the deputies appeared in the content, would enable subjectivity in journalistic texts, for personal values, hierarchical pressures, among other factors. Even with the use of quotation marks, as suggested by Tuchman (1993), the passage of the deputy's speech that would be used by the reporter could already be considered a subjective clipping that could be interpreted and criticized.

Alep professionals defended in the interviews that the positions of the MPs can be consulted by the press and the general public directly in the respective hotspots, without the need that this information be divulged directly by the House. In these spaces (hotspots), accessible through the portal of the institution, the editorial line of the one who reports the information (that of the parliamentarian, in fact), and not that of Alep.

By content, I mean those notions of social reality that journalists regard as acquired. The content is also related to the interorganizational relations of the journalist, because his experiences with these organizations lead him to take some certain things about them. Finally, I am of the opinion that the handling of the story, that is, the use of certain perceptual procedures to the news consumer, protects the journalist from the risks to his activities, including the critics. (TUCHMAN, 1993, p. 75)

One of the reporters of TV Sinal understands as press office his work performed within the institution, due to restrictions implied in the exercise of the function, on which he preferred not to go further. However, he understands his work in the legislative environment as a way of publicizing the work of Members rather than what matters to the population.

When we talk about the politics itself, within the Legislative Assembly, with the deputies, it is a press office, because we show and publicize their work, and the way they want it, with our limitations. Already when I come to the street with a work that is not aimed at the deputies, I can work more journalism, what I learned in college, journalism from day to day. (Testimony to the researcher)

Most of the interviewees stated that there was no political pressure by the Board of Directors on the work of the House Disclosure professionals. However, as an observer, it is interesting to note that in the period of the study, seven of the nine Alep Divulgarion professionals were commissioned and two staff members in periods close to retirement, since since 1985 there has been no public tender for the area. In addition, the entire TV Sinal team, even using Alep's facilities, was outsourced and subordinated to the Disclosure sector.

By virtue of this, journalistic objectivity or impartiality, through certain technical procedures, produces judgments about reality, judgments of value that are intended to be true. As Young (2012, p.175) points out, with the search for this supposed impartiality, the plurality of information is transformed into unity. In the case of Alep, the various speeches of MPs (plurality) against and in favor of a bill, for example, are transformed into unity, in that the citizen is offered only the score of the vote.

[...] the most important way in which the ideal of impartiality reduces particularity to unity is by reducing the plurality of moral subjects to subjectivity. In its demand for universality, the ideal of impartial reason must represent a point of view that can be adopted by every rational subject, precisely by the abstraction of the situational particularities that individuate it. In addition, the ideal impartial moral judge should treat all persons in the same way, according to the same principles, impartially applied (YOUNG, 2012, p. 175).

Tuchman enumerates strategic procedures that allow the journalist to obtain the appearance of objectivity as the verification of the facts, which is not always possible due to the

pressures of time; the presentation of conflicting positions, with the journalist claiming objectivity for presenting "both sides of the fact"; the presentation of supporting evidence; the use of quotation marks, because the citations emit opinions without compromising the reporter, who gets others to say what he thinks; and structuring the information in an appropriate sequence, the "inverted pyramid", prioritizing the information according to a professional acumen (news judgment), which would be an inherent quality of the journalist. Because most of these professionals occupy commissioned positions, of free appointment and exoneration on the part of the head of the power, the lack of this perspicacity could result in the exoneration of these.

4 Editorial Profile: Public System X State Communication System

It is through the editorial profile that an information vehicle delimits the professional, intrinsically and even veiled to the view of the layman, the institutional positioning on a certain subject. In the same way, this directing behavior of the positioning of the vehicle of communication of a public organ is also possible to present an institutional manager that determines an editorial profile, as in the classic means of communication.

In the Legislative Branch, because it represented diverse political-ideological currents, one would have the impression that this type of situations did not happen. However, based on recent studies and the experience described in this paper, it can be verified that the editorial profile is also linked to the position of the president of the municipal councils, legislative assemblies, the Chamber of Deputies and the Federal Senate.

The main characteristics of Alep's editorial profile in the period of this study are based on a search for the exemption in what is reported, with the intention of maintaining a good relationship with the press, based on the credibility of the information transmitted as advisory, as well as the journalism of the source for the population, according to the concept of public communication. However, in this same editorial profile are noted restrictions on information to avoid internal wear.

In the midst of this discussion, we question the journalism of the source of public legislative bodies regarding the production of public communication. Assuming that what these professionals divulge is of public utility and that it is financed with public resources; that they seek exemption and impartiality and that they have the opportunity to use the plurality of sources; and that with the information disclosed promote citizenship, it could be said that yes, there is public communication produced by these professionals. But what interests do these professionals represent? Of the population or of the deputies?

In Brazil, in a relevant way, the experience of a public communication system is not integrated, as seen in other countries, such as in France with La Cheîne Parlementaire (LCP) in Italy with the channels Camera dei deputati and Senato della Repubblica, which also bring

information from the Italian legislative institution and also by the RAI system, Rádio GR Parlamento. Still in Europe, the BBC has the channel and thematic portal BBC Parliament.

Brazil has only Educational TVs and the Brazilian Communication Company (EBC). Only in these means of communication financed with public resources can one count on advice that defines, among other things, the editorial profile of vehicles.

At the time of the research, EBC was counting on a board of trustees consisting of 22 members, 15 members of civil society, four from the federal government, two members of the National Congress and one representative of the EBC workers. The public system also has representatives of civil society and with nominees from the Federal Government and the National Congress in other deliberative councils of the EBC.

The existence of an editorial board is the border that delimits a means of public communication of the state, since the great difference between the public and the governmental system is still the command, since both are maintained with public resources, both divulge information of public interest, both have legal obligations regarding democracy and citizenship. However, the public system is governed by a council, while the state system by a head of power, and to these factors are directly linked the editorial profiles.

In the case of the Legislative Branch, in its governmental system, the editorial profile meets the determinations of the president of the Power and is susceptible of its subjectivity, that can or does not attend the collectivity. On the other hand, in the public system this editorial profile would be deliberated by a collegiate body, which would provide a greater possibility of meeting the democratic precepts.

In legislative broadcasters, management is heavily concentrated on the leading boards of each House, which usually indicate a Director General. These directions are usually exchanged in line with the alternation of command of the body, which occurs every two years in the case of the Chamber and Senate. One advance, at least at the federal level, has been the creation of collegial bodies, although restricted in their formation, for the discussion of editorial guidelines. In TV Câmara, the Editorial Board is formed by the General and Executive Directors of the station, six responsible for the Production Centers and two representatives of employees (servers and outsourced). In the Senate, the organ is formed by the coordinators of nuclei (production of programs, journalism, interviews, documentaries, creation, programming, archive, operations, internet, warehouse and administrative) (INTERVOZES, 2009, page 7).

Bernardes (2010) comments that the creation of an Editorial Board was proposed in the Chamber of Deputies in 2008, after unhealthy conditions for working life and that the creation of a Council would guarantee the continuity of the House's work, regardless of the exchange of president, who would always have a representative in the collegiate.

The researcher from the Chamber of Deputies reports that during the debate for the creation of the Editorial Board, the main suggestions included the presence of representatives of civil society, parliamentarians and Secom professionals in the collegiate. According to one of the

interviewees, the existence of an Editorial Board would diminish the political influence in the institutional communication produced by the Chamber of Deputies, which would guarantee the exercise of public communication.

[...] a statute in writing, an editorial board proper, *stricto sensu* even, with the participation of the whole society, to evaluate our editorial line, what we are giving, what we should not give, or how we can give different, the fact that there is not everything formally established ends up leaving us in delicate situations. And then, depending on who is in the direction, or who is in power, who is president of the Board of Directors, here we will feel a greater or less influence, or none (Testimony to the researcher *apud* BERNARDES, 2010, p. 100).

However, according to Bernardes (2010), the proposal was not accepted by the Board of the Chamber of Deputies on the grounds that the MPs already represent society and therefore know better than anyone what their interests and needs are, and there was no need for civil society representatives to take part in the Council.

In the period in which the survey was carried out in Alep, never was considered the creation of a council, neither deputies, nor servers questioned the established model. Perhaps with a greater proportion of effective positions in the area, this reality would be altered.

After conducting this research, with the change of presidency of the House in 2015, the new Board of Directors of Alep announced⁸ only in 2016 the public tender for the institution, including for the function of journalist. However, since 2013⁹ was reported on the Alep the need to hold a competition, due to the retirement of effective employees.

In an interview with the actual servers of Alep's Divulcation department during the period of the survey, it was reported that the only competition held for journalists at the institution, which made it possible for them to enter the House's technical staff, was carried out in the 1980s and that they already in 2014, about to retire.

I joined in 1984 and there is only the predisposition to hold a contest now. This is an aberration. There were some contests in this period for stenographers only. For any other career there was no contest. This is a serious deformation in the public service of the Legislative Assembly. Modernizing the Assembly does not only mean closing the printing press that printed the Secret Diaries, but also providing the House administration with republican measures, and in this context, the public tender is essential. (Testimony to the researcher)

However, still in 2016, the president Ademar Traiano (PSDB) came back and suspended¹⁰ the holding of a public tender, alleging a lack of vacancies because the employees do not want to retire anymore.

⁸http://www.alep.pr.gov.br/Press_Room/news/traiano-affirms-what-the-assembly-intends-to-carry-out-public-tender-in-first-semester-of-2016

⁹ http://www.alep.pr.gov.br/news_room/news/commission-executive-designate-commission-special-for-tender-public-of-assembly-1

¹⁰<http://g1.globo.com/pr/parana/noticia/2016/07/traiano-says-that-contest-public-of-alep-is-suspended-for-lack-of-vacancy.html>

In this way, the mold of the Chamber of Deputies in the creation of an Editorial Board, demonstrates the lack of interest of the president of Alep in conducting public contest for the area of communication of the House, maintaining, thus, the sector under the majority of positions in commission.

This yearning for domination of the media of the State by the heads of the Powers was also noted, recently, in relation to the EBC, the Provisional Measure nº 744¹¹. The proposal extinguished the Curator Council and thus removed the autonomy of the EBC in relation to the Federal Government to define production, programming and distribution of content in the public broadcasting system and agencies. Another case was the approval of Law 13,417 / 2017, which restructured said company.

5 Final considerations

The factors pointed out, was verified that the model established in Alep does not fit in a public system of communication, but institutional or state, even if it demonstrates the desire on the part of the servants in the production of the public communication.

It can be seen that in the experiences of the Federal Senate and the Chamber of Deputies, the functions of press officer and journalist of the source have well defined boundaries. In the Legislative Assembly of Paraná, however, no such dichotomy is observed. Legislative media at the federal level, even with the influence of the Executive Boards, make explicit the difference in relation to press services, since the journalists of the source work for specific products of the Power, that is, information channels in radio, television , newspaper and internet.

At Alep, as far as the House Disclosure sector in the studied period was concerned, this border was not yet clear, and the functions were mixed. However, according to the comments of the professionals, the service to the mainstream media still prevailed because of the mass power it possesses in transmitting information.

It was evidenced the functioning of public communication systems, which differ from state systems because they are governed by a council, presenting a more democratic form of command of the means of communication than the state, as are considered the models of legislative powers. As mentioned in the paper, the Chamber of Deputies discussed the possibility of creating a House management board, but there was no acceptance by the deputies. At Alep, the author has no information that this discussion has occurred. Moreover, he sees this possibility with skepticism, both because of the lack of political will and the inexpressive number of effective servants.

¹¹ <http://www.ebc.com.br/institutional/council-curator/news/2016/09/mocao-de-repudio-contra-medida-provisional-que-disassemble-a-ebc>

However, it is also not possible to state absolutely that these state-run media devices do not produce public communication, since the information disseminated by these bodies is of public interest. As seen in the various legislative experiences, including in Alep, information does not always suffer censorship from the head of power, since they obey a pre-stipulated editorial profile, transposed objectivity, but with clear characteristics of self-censorship to avoid that the communication structure causes conflicts between the parliamentarians and with the direction of the House.

In this editorial profile, the attempt to make an objective journalism makes that the speeches of the deputies in the gallery do not reverberate in the vehicles of communication of the House, because, according to the professionals of the Dissemination, the hotspots of the parliamentarians, also maintained with public resources, but fed content by the advisors of political agents, already do this job of reporting the position of the parliamentarian inside and outside the plenary.

Due to these factors, it can be stated that the Legislative Assembly's Disclosure sector in its editorial profile establishes a self-censorship with the objective of self-protection of its commissioned positions, which aim, as a matter of convenience of employment, to avoid internal conflicts of party origin, for the protection of the House's Board of Directors. This characterizes typical press work and journalism of the source, not fully contemplating public communication, because it does not value the public end, which is the citizen, but rather the interests of the state deputies.

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