

Análise de conteúdo do acontecimento jornalístico “Casais de O Boticário”¹

Content analysis of journalistic event “Casais de O Boticário”

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Resumo: *Este artigo teve como foco realizar uma análise de conteúdo em torno do acontecimento jornalístico “Casais de O Boticário”, peça audiovisual divulgada em 2015, que trazia casais homoafetivos se presenteando no Dia dos Namorados. Buscamos perceber como a pauta LGBTQ foi trabalhada nos conteúdos noticiosos, examinando a cobertura dos principais portais brasileiros de notícias online à época (Estadão, Folha, G1, O Globo, Terra, R7, UOL), com a coleta direcionada à captura dos textos com menções à propaganda. Após empreender um mapeamento do conteúdo das 81 notícias identificadas, denota-se, então, que a construção do acontecimento jornalístico em torno da propaganda “Casais” foi permeada de campos problemáticos, sendo os que ficaram mais nítidos: o consumo, a cidadania, a religião e a política.*

Palavras-chave: *análise de conteúdo; casais, LGBTQ; jornalismo; O Boticário.*

Abstract: *This article focuses on a content analysis around the journalistic event “Casais de O Boticário”, audiovisual piece published in 2015, which brought gay couples on Valentine’s Day. We seek to understand how the LGBTQ subject was worked in news content, examining the coverage of major Brazilian*

1 This research is a partially modified extract of Cirino’s (2019) academic work titled “Problematic and deviant textualities: the formation of a discursive multiverse around the journalistic event “Casais de O Boticário”, under the supervision of Prof. Elton Antunes.

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news portals online at the time (Estadão, Folha, G1, O Globo, Terra, R7, UOL), with the capture directed to texts with mention about the advertising. After undertake a mapping of the content of the 81 identified news, we realized that the construction of the journalistic event around the advertisement “Casais” was permeated with problematic fields, and those who were crisper are: the consumption, citizenship, religion and politics.

Keywords: *content analysis; couples; LGBTQ; journalism; O Boticário.*

Introduction

Many people that were in Brazil in June 2015, were somehow surprised by an audiovisual advertisement signed by O Boticário in which homosexual couples give gifts to one another on Valentine’s day, celebrated, in the country, on June 12th. The advertisement piece was broadcast, initially, on May 24th, 2015, during the commercial break of *Fantástico*, one of the shows with the biggest audience at Rede Globo de Televisão. However, the advertisement gained strength of circulation mainly on online social media, after being posted and shared on O Boticário’s account on social media. The video in question reached almost four million views on the brand’s YouTube page and won the main award at Effie Awards Brazil 2015.

The advertisement was developed with audiovisual elements that are common to this type of production: soundtrack, presentation of characters that are going to give gifts to their significant others and a highlight for the products that are being advertised. In the end, breaking possible heteronormative expectations, considering the timeline of the script of a standard advertisement narrative of big brands, not every couple that appear are like they are foreseen in the beginning of the script, or even as they are traditionally represented. In the ad, homosexual couples appear, an aspect that configure by breaking expectation and bringing controversy, a central element of the disruption of an event (QUÉRÉ, 2005). The rupture in the standard representation of couples, in the moment of Valentine’s Day, impacted on different opinions and controversial positions, evidenced by posts on online social media, such as Facebook, YouTube, Twitter (SILVA; SALGADO, 2016). The intertwining of the episode mentioned with the scenario of LGBTQ identities in Brazil was figured as essential to clarify the intrinsic elements to the dissemination of information that collaborate to shape identities, beliefs and practical actions.

As affirmed by Carvalho (2014, p. 132): “[...] It is particularly productive [...] For us to think about communication as a metaphor to unveil the social, or in other words, the relationships, mediations and

interactions that communicative processes establish with the social setting”. Analyzing this mediation of a subject that faces traditional standards of the current social structure, considering that individuals that are beyond or in the borders of sexuality and gender are increasingly coming out (LEAL, VAZ; ANTUNES, 2010), it becomes crucial to unveil forms of appearance of problematizations and how they are engendered in journalism to gain visibility.

The conflicts of actors and social themes are gathered on journalistic textualities in a controlled simulation (MIGUEL; BIROLI, 2010), which can be visualized as an attempt of exposure of what is real, through the lenses with distortions inherent of their activities, being in some moments a magnifying glass – increasing or decreasing –, narrating universes and wide discursive spaces that, when mixed with textuality, fatally suffer reductionisms inherent to the activity.

O Boticário belongs to Grupo Boticário and, according to their official website, counts with over 10 thousand employees, working in the different brands composing this entrepreneurial conglomerate (O Boticário, Eudora, Quem Disse, Berenice? and The Beauty Box), began in 1977, as a prescription drugstore. As the fifth biggest group of retail and multi-branding, it works from the industry, researching and producing beauty products, to the sale point, in different physical and virtual channels, with a revenue of over 12 billion reais. The advertisement with homosexual couples initiated a series of other pieces from O Boticário, that brought up debate and reflection on divorce, ethnic diversity, adoption, sexism, among other topics in the last four years.

The data collection took place between May 28th and July 15th, 2017, without the use of specific software, through the research system of the websites themselves, to find history of publication, using the keywords: “O Boticário”, “Valentine’s Day”, “Couples ad”. As a result, we found 81 texts, being the biggest amount of publications on the theme performed by the websites *Folha* (19-23%), followed by *Estadão* (16-20%), *UOL* (15-19%), *G1* (11-14%), *Terra* (10-12%), *Globo* (6-7%) and *R7* (4-5%).

Organizing data by date and amount of texts, we can see that the biggest amount in one day (14 posts – 17%) was concentrated in 06/03/15, followed by 06/04/15 (nine posts – 11%), 06/02/15 (eight posts – 10%) and 06/05/15 (seven posts – 9%). In order to understand the sample, it is important to highlight that from 06/01/15 to 06/05/15, 51% of the total of texts published on 2015 about the advertisement were posted, which means that in this five-day period arise half of the data analyzed. Generally, the great epicenter of discussion of the theme happened from 06/01/15 to 06/12/15, with 74% of the total of posts.

Methodological structuration

Considering the amount of material initially collected, we investigated possible recurrences in the 81 texts collected through a content analysis – CA (BARDIN, 1977), based on the rule of exclusivity (all texts on the theme in the defined period), supplying a general map of these materials. The analysis of newspapers is framed in the possible dominions of CA application, in the linguistic scope of “writing”. The purpose, more than being descriptive, is to make a learning opportunity through determined recurrences exposed in the studied textuality (BARDIN, 1977).

In order to evaluate the form the recurrences of content emerge in the texts, we coded the material. “One of the operational instruments in the composition of this mapping is the so-called coding or indexation sheet” (LEAL; CARVALHO, 2012b, p. 17). Due to the amount of material collected to this phase, we opted to develop an electronic sheet for condensation of coding data. It was divided into ten main categories of analysis, some inspired in the study by Leal and Carvalho (2012b) about journalism and homophobia, in which we filled the information obtained through a critical reading of content.

As the first category, we undertook sample identification: the date of publication, the title used to name it and the journalistic genre characteristic in which such textuality is fit into, the publishing company/ blog/webpage in which it was inserted. We also indicated their origin, if

it was bought from a news agency, coming from a company release or produced by the outlet.

Then, we analyzed the approach of the outlet in relation to the text: what was their position on the ad, if they were favorable, neutral or unfavorable, and if the theme of the advertisement was approached in a secondary manner, if it was only an allusion or if it was the main subject of that publication. We also listed the themes evoked in the sample, showing the events, happenings and subjects brought up in this context.

The next categories presented have one characteristic in common: all of them had their topics filled as they emerged in the sample, in other words, we released the general category for critical reading and as they appeared in the text they demonstrated the groups. It is also important to point out that we did not do a quantification of frequency in each text, but rather the entire sample. As an example, in a news story, a consumer of O Boticário's products mentioned five times the advertisement of the brand as a "video of the demise of moral values". For effects of the research, we only counted that this nomination happened in that text, not how many times it happened. The same was applied to other situations.

In this perspective, we raised related themes present in the news to get a glimpse of the performed chains, which events and subjects were involved in this problematic fields, as well as the incidence of their presence in the texts, correlating with the approach. In this time, we also checked how the news outlet named the advertisement "Casais" during the text, consulting the possible impact, when framing in certain formats, and also how they named the event around the advertisement.

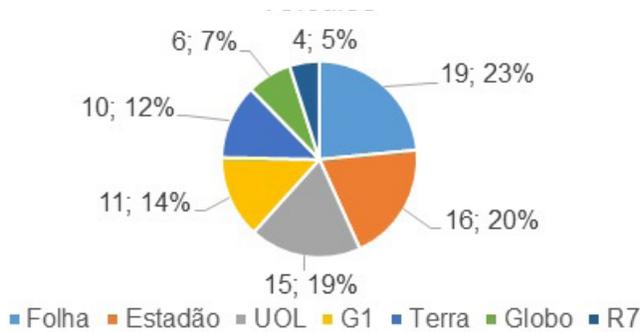
We created the category "actors to understand which were the main members of these text, grouped essentially in general fields, such as "religion, science, politics, artists, activists", so we could understand what type of actor were mentioned or evoked the most in this textuality. In order to specifically fulfill the objectives of this research, we also looked how the identities related to sexuality and gender appeared in the sample. We listed the terms that emerged in the text to know how they call

the people (gays, lesbians, transgenders, etc.) and also their love configurations (homosexual, couples, etc.)

About the content

The sample was composed by all the texts from the main news portals in Brazil, which mentioned directly or indirectly the campaign “Casais” from O Boticário, in 2015, which resulted in 81 materials, from the outlets: 19 (23%) from *Folha*; 16 (20%) from *Estadão*; 15 (19%) from *UOL*; 11 (14%) from *G1*; 10 (12%) from *Terra*; 6 (7%) from *Globo*; 4 (5%) from *R7*.

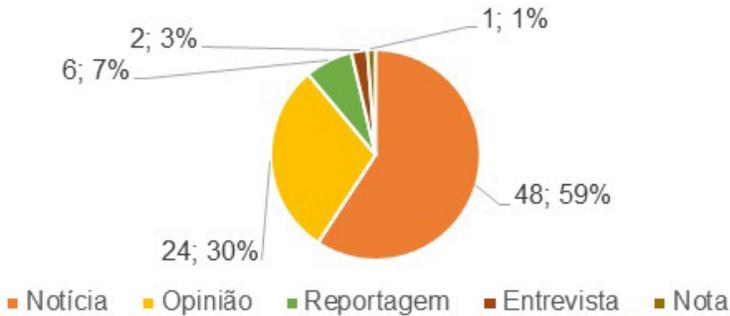
Image 1 - Graph: outlets



Source: created by the author.

Folha and Estadão stood out as the news outlets that published the most about the subject, due to, mainly, blogs and columns that discussed the theme. In Folha’s case, thanks to the presence of texts published in the newspaper that were replicated online. The others had a presence essentially of news, reports and interviews. The borders of journalistic genres may get blurred when we approach texts coming from the web, still, for effect of an initial approximation, we classified each text into more general categories of journalism production.

Image 2 - Graph: journalistic genre



Source: created by the author.

We classified 48 (59%) texts as news, considering their predominantly informative tone, with a more factual focus; 24 (30%) were identified as “opinion”, as more punctual examples we had the presence of chronicles, articles, blog posts, reader panel, columns, etc.; 6 (7%) were in the category report, because they deepened the discussion of the theme, presented other chained subjects, as well as the loss of the factual tone; 2 (3%) were more inclined to the interview format, due to the presence of explicit questions and answers from the interviewee, in the classic “ping-pong” style. Finally, 1 (1%) text was considered a note, because of the length and and how it brought punctual information.

The presence of many opinion texts reflects the controversial characteristics of the theme, which conquered the gaze of article writers and bloggers in news outlets in Brazil. Even though it did not represent an expressive amount, the existence of reports that speculated about the subject shows that the event was not fleeting, but it had enough lifespan to demand the production of special journalistic texts, bringing experts, characters and other situations, not only the case of the controversy.

Another characteristic of these reports is that they were not produced by the outlets analyzed, they came from news agencies. Despite their total amount (six), only two texts originated these publications. “What do evangelicals that are going to boycott Boticário say?”, posted by the news websites UOL and Terra, and “Companies bet in advertisements

with gays to ‘modernize image’” which appeared in the news websites G1, UOL, R7 and Terra, both typed by BBC-Brazil.

About the origin of the texts, then, we classify 72 (89%) as produced by the outlet itself and 9 (11%) coming from news agencies.

Image 3 - Graph: Text origin



Source: created by the author.

This definition was created based in the mention of authorship attributed to other websites, such as BBC Brazil and *Estadão Conteúdo*, and for visualizing that many portals published the same text. With the lack of this mention, or the proximity of the texts, we understand that they were produced by the staff of the portal. Another goal of this part of the analysis was to verify if there was some text motivated by the O Boticário release or some brand, however, with the material we’ve collected, and the absence of brand releases, it wasn’t possible to identify if something was copied, except the official “speeches” of the cosmetic company.

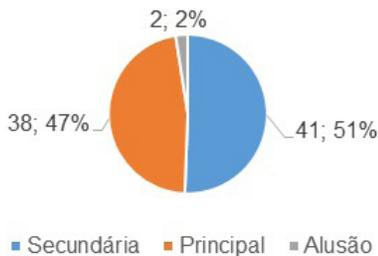
We also mapped the information on the approach of the advertisement and their event in texts. 41 (51%) posts versed in a secondary form about the theme, in other words, they brought the discussion chained to another topic that was central to the content; almost tied, 38 (47%) texts brought the advertisement and/or the controversy surrounding it as the main focus, despite that, they mostly presented other situations for the discussion; only two (2%) texts were classified as being texts with

allusion to the advertisement, because they only mentioned the subject and/or event without further development.

We perceive, in this sample, a frequent interconnection of subjects. Even though the event of the controversy was concentrated in June 2015, until the end of the year, there were repercussions that justified their news as main focus during all this period: the archiving of the lawsuit on Conar, the award of the ad on Effie Awards, etc.

Other textualities evoked, yet, the discussion of the advertisement in a secondary form in the studied period: events like Marcha para Jesus, the LGBT parade in São Paulo, other advertisements with the LGBTQ theme, other controversial ads that led to a creation of a lawsuit on Conar, etc. About the allusions, it only happened in a note – a highlight of Estadão presenting an article that would be published in the evening issue, especially for tablet, and an interview with a book author on the LGBTQ theme that cites, in the middle of his conversation with Folha, the controversy with O Boticário.

Image 4 - Graph: approach on the ad

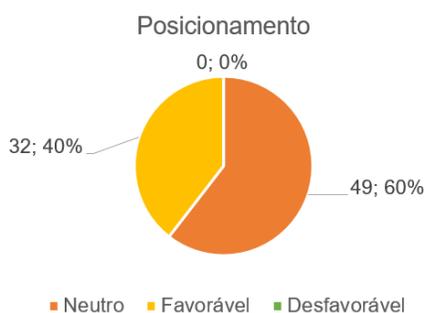


Source: created by the author.

Our proposition was to analyze the position of the news outlets creating the text in relation to the ad and/or event, regardless of the speech positioned to sources and characters of the texts, considering the elements brought by journalism, which could define a side in this story. Among the texts, 49 (40%) were classified as “neutral” in their position about the advertisement and/or controversial event, mainly because they didn’t define or framed the situation with ideologically positioned terms,

which could demonstrate the news website posture about the theme; the other 32 (40%) texts brought some element during the typing of the text that can be understood as a favorable position to the advertisement.

Image 5 - Graph: position about the advertisement



Source: created by the author.

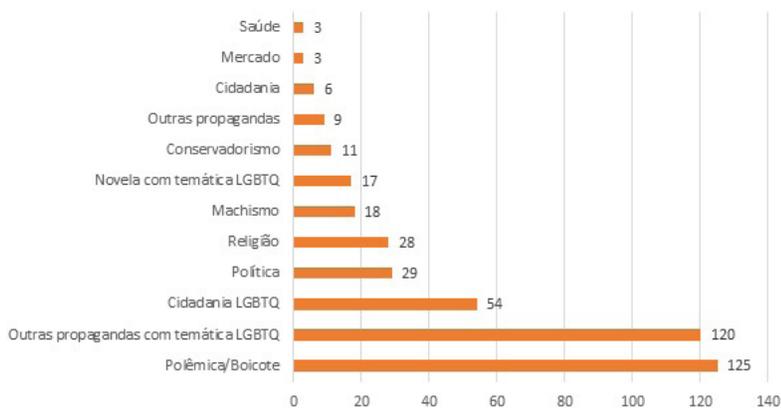
We found 17 texts as “favorable”, which are in the category opinion, which, due to its opinionated condition, had a bigger tendency to become favorable or not to the event. Still in this sense, we also found 15 news, in its majority, due to the use of terms that the controversy around the ad as an act of homophobia, motivated by social network users and religious groups. None of the texts was identified as “unfavorable”, even though there were strong opinions of religious figures, that treated the situation as a campaign in favor of “homosexuality”, a derogatory term that refers to homosexuality as a disease. We recognize that journalism does not always leave traces of its unfavorable position about some themes when they use shortcuts, such as the voices attributed to other people, outsourcing the responsibility of ideological and political consequence. For this research, since the goal was to check the position of the news outlet, even these outsourced mentions did not turn the position of the text as unfavorable.

Through the next results, we did not present percentages, bearing in mind that the mentions were counted, in some situation, with more than one incident in the same text, since the use of percentages could

give a wrong view of representativity in the entirety of the texts. For example, some publications did not bring any direct or indirect voice, others, in turn, presented at least five of them. The first category of this scenario is the analysis of themes present in 81 texts studied. We seek to verify which subjects and events, and possible problematic fields were evoked in the discussion.

We found 89 coded themes in a distinctive manner that emerged in these texts. Aiming the best comprehension, the data were categorized in groups of main themes, being them, listed from the biggest amount of mentions to the smallest: 125 – controversy/boycott; 120 – Other advertisements with LGBTQ theme; 54 – LGBTQ Citizenship; 29 – Politics; 28 – Religion; 18 – Sexism; 17 – soap operas with LGBTQ theme; 11 – conservatism; 9 – other ads; 6 – Citizenship; 3 – Market; 3 – Health; 1 – Other (telenovelas). O Boticário ad was a transversal theme in every sample, because of that it was not quantified, however, the “controversy” and the “campaign for boycott” were counted to understand how many mentions there were about the ad specifically with that focus. In addition, we took into consideration, in this big group, the Conar lawsuit, Reclame Aqui, Tumblr page “Aproveita e boicota também”, the circulation of messages on WhatsApp asking for the boycott and the award given to the ad “Casais”.

Image 6 - Graph: group of themes emerging in the texts



Source: created by the author.

The second subject with the biggest amount of mentions was the “other ads with LGBTQ theme”, due to the profile of the texts that were published in this sample when they mentioned the advertisement from O Boticário, recurred to other cases that already happened in Brazil and in the world, or even related, through a list, the ads that brought up LGBTQ identities or relationships under this configuration. Among the codifications that were gathered by this group, the ones who discussed the subject of brands/companies that support the LGBTQ cause and sexual diversity were present; advertisements and campaigns from Sonho de Valsa, Gol, Motorola, BB Seguros, Coca-Cola, Arezzo, Natura (with a specific focus on a beginning of a boycott that the brand had, initiated by Marco Feliciano), Oreo, Ikea, Ben & Jerry’s, Tiffany and Co., Microsoft, Telefónica, Magnum, Renault, Prefeitura do Rio, Banco Wells Fargo, McDonald’s, Honey Maid and Hallmark Cards. Furthermore, in this category, it was also evoked an ad with a gay kiss, rejected in 2000.

In turn, the third group of themes considered the discussion in relation to the LGBTQ citizenship, grouping, under this category, the LGBT pride parade in São Paulo, homosexual marriage, adoption by homosexual couples, gay marriage in the United States, the Facebook campaign “#LoveWins”, the trans actress that acted the crucifixion in the parade, the trans Caitlyn Jenner and the steady union approved by STF in Brazil, in 2011. Not only in this case, but also in other mentions, it became clear the gathering of previous themes to compose the texts, with historical milestones or even other advertisements and telenovelas that approached this context, brought up to contribute on the approach of LGBTQ issues in Brazil.

Next, in “politics”, we had mentions to politics, bills and specific events, such as Eduardo Cunha as the president of the chamber of deputies, Straight Pride day, bill against children advertisement portraying gay families, Family Statute, hacking of Marco Feliciano’s page, anti-sodomy law in the United States, Dilma Rouseff with record of negative popularity, reduction of the age of criminal responsibility, chemical dependence, Marta Suplicy with insinuations on her political opposition,

campaign “Da Proibição Nasce o Tráfico” and the bill “Cristofobia”. All of them were intimately connected to the LGBTQ discussions as a response to some action of these identities, such as the bill of Cristofobia – direct reaction compared to “homophobia”, due to sacred art being broken during the LGBT Pride Parade in São Paulo, in June 2015, and the recurring “Straight Pride day” also in response to the growing importance of the parade and the day of fight against homophobia; others appear to be inter-related, but indirectly, levered by other discussions, being understood as a third degree theme, such as president Dilma’s popularity, issues on chemical dependence and the campaign “Da Proibição Nasce o Tráfico”, for example.

In the religion category, there were issues of Protestantism and Catholicism, among them, mainly mentioned, the request for boycott from the minister Silas Malafaia to the brand O Boticário, followed by the March For Jesus, cure of homosexuality, mass pamphlet condemning homophobia in the congress, Marco Feliciano criticizing Malafaia, American minister accusing Pokémon to turn children into homosexuals, minister cheating on his wife with a churchgoer, release of the book *Ovelha - Memórias de um Pastor Gay* (*Sheep - Memoirs of a gay minister*).

In the themes that involved the main discussion on “sexism” presented in advertisement, we highlighted the ad “mimimi”, on menstrual cramps, led by Preta Gil, Itaipava’s summer that quantified the ml of beer and silicon of the woman in the advertisement, ads from Bombril, Risqué and Skol, in addition to a campaign mobilizing scientist women against sexist comments.

There were also in the texts the television productions that approached the LGBTQ thematic, being the themes grouped under this category: the telenovela Babilônia and all the controversy surrounding it due to the kiss between lesbian elder women. This scene, was, precisely, a historic milestone in telenovelas with LGBTQ couples, along with the telenovela Amor à Vida, shown in 2013, which brought “Felix”, a gay character.

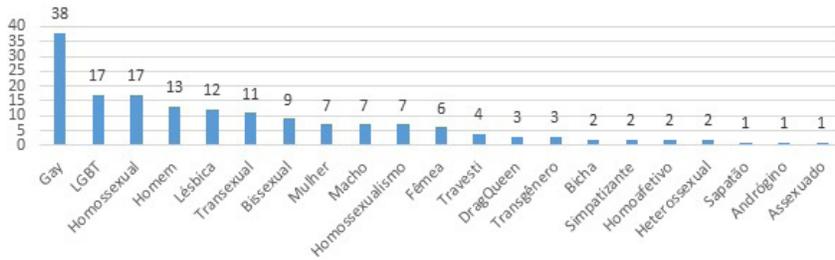
In addition to those, other themes were present, composing the categories Conservatism, Other Ads, Citizenship, Market, Health and Other Telenovelas, a little distant from the LGBTQ scene, but still keeping in its core some connection. Out of these, it is important to highlight the mention of health that, although low on quantity, evoked controversial topics, such as the fact that the American president Ronald Wilson Reagan (1911-2004) had pronounced the word “AIDS” only in 1985, the exclusion of homosexuality as an illness by WHO and the chemical castration of Alan Turing.

We also promoted the raise of mentions related to identities, about sexuality and gender, to check which were more commonly used in the texts. Listing per quantity of mentions, from biggest to smallest, we had as result: 38 – gay; 17 – LGBT and homosexual; 13 – Man; 12 – Lesbian; 11 – Trans; 9 – Bisexual; 7 – Male and homosexualism; 6 – Female; 4 – Transvestite; 3 – Drag queen and transgender; 2 – Fag, supporter, homoaffective, heterosexual; 1 – Lesbo, androgynous and asexual.

The fact that the term “gay” was highlighted as the main used in the examined texts shows, still, their frequent use as generalist, defining and representative of all LGBTQ discussion and identities. In second place, LGBT, acronym used by São Paulo’s Pride Parade, which justifies their result of mentions. In third, homosexual, also more common in the definition of people that deviate the heteronormative standard. Other identities were mentioned, mainly, when listed to explain the acronym “LGBT”. Then, we see the mention of the term “man”, which was quantified in this research to analyze this mention in this scenario; as well as “woman”, which had a smaller representativity in this sample, but still showed up, when the news tried to explain the advertisement as showing men and women exchanging gifts on Valentine’s Day. In the same group, appeared the terms “male” and “female”, due to the texts that cited mentions of evangelicals, as being this the formation of the “correct” condition of humanity: couples of males and females, which, in some mentioned, sounded like an animalized view, of sex being solely for reproduction, for example, furthermore, to the recurring use of

the transcription of Malafaia’s video, which made that same kind of affirmation.

Image 7 - Graph: Identities - Sexuality/Gender

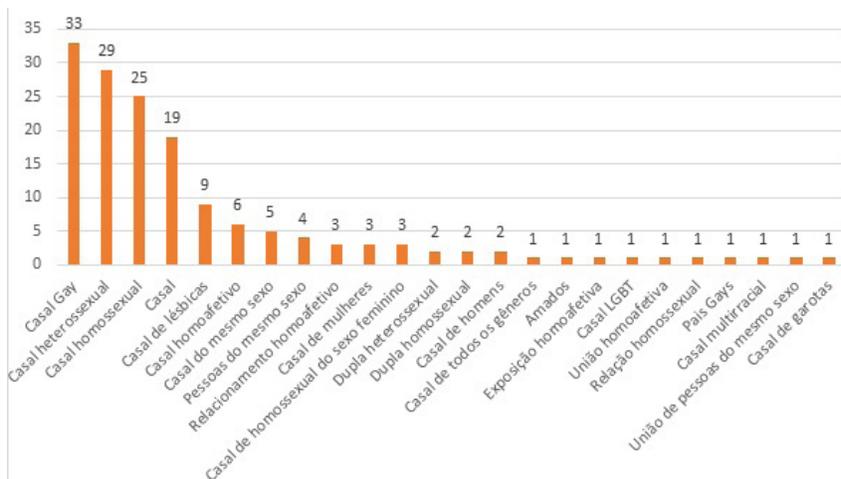


Source: elaborated by the author.

This was one of the counterpoints of this audiovisual production from *O Boticário*: the normativity was there, even when the subject was about diversity. As a hook for identities, it was coded the type of name to approach relationships/couples. The main verified were: 35 – Gay couple; 29 – Straight couple; 25 – Homosexual couple; 19 – Couple.

The following result resembles the identities one, since the news outlets adopted the mention of the advertisement as a campaign that showed gay couples, in a generalist manner, including all types of configurations of LGBTQ relationship in them. The terms “heterosexual couple” and “homosexual couple” had a high index of mentions, also due to the explanation of texts, saying that the advertisement showed “different types of couples, heterosexual and homosexual couples”.

Image 8 - Graph: Couples



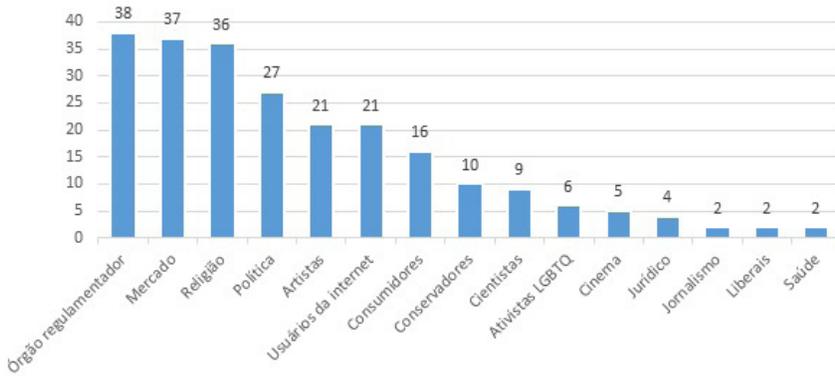
Source: created by the author.

From that, in amounts inferior to ten mentions, we also had: 9 mentions – couple of lesbians; 6 mentions – homoaffective couple; 5 mentions – same sex couple; 4 mentions – people with the same sex; 3 mentions – homoaffective relationship, couple of women, couple of homosexuals of the female gender; 2 mentions – heterosexual and homosexual duo, couple of men; 1 mention – couples of every gender, loved, homoaffective exposure, LGBT couple, homoaffective union, homosexual relation, gay parents, multi-racial couple, same sex union, couple of girls. It is important to highlight the differentiation made in some mentions, such as “duo”, “relationship”, “union”, “loved”, “exposure”, given the peculiarities of each one of them, show, still, the challenge of journalism and society in naming LGBTQ relationships.

Furthermore, we counted which were the actors evoked in these texts for us to understand who were more present in the event, classifying them into big groups. Per quantitative order of biggest mention: 38 – Self-regulating institution; 37 – Market; 36 – Religion; 27 – Politics; 21 – Artists; 21 – Internet users; 16 – Consumers; 10 – Conservatists;

9 – Scientists; 6 – LGBTQ Activists; 5 – Cinema; 4 – Law; 2 – Journalism; Liberals and Health.

Image 9 - Graph. Actors present in texts



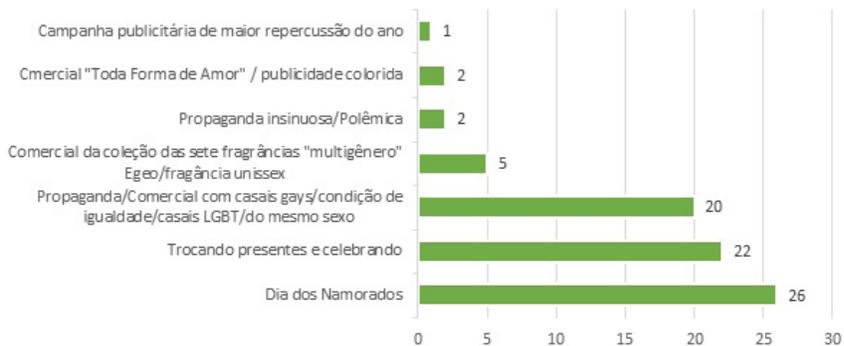
Source: created by the author.

The self-regulating institution of advertisement in Brazil was an actor with a considerable presence in this sample, either due to the lawsuit opened in Conar to judge the ad “Couples”, or for other ads. Brands, businessmen and other representatives of the market also were commonly present in the texts, approaching the discussions on the repositioning of the brands. In general, the market was a type of actor already evoked by the own event, considering it emerged from the company O Boticário. Religion was a part in many texts, mainly due to the direct entry of minister Silas Malafaia in the subject, the event March for Jesus, as well as other religious figures that were directly or indirectly mentioned. The political actors have also participated. Moreover, these two – religion and politics – are intertwined in some moments, either due to secondary controversial themes, which evoked these actors, but also due to some people that are in the border of these areas. Marco Feliciano is a minister and a deputy. The definition of in which category he would be qualified was defined from what the outlet named him: if he were considered a deputy, he got into the amount for politics, for instance. This

high result of politics and religion is also justified by the own counter-sense, performed in the context of the last years of our country: a group of evangelicals and conservatives in politics, which impede the advance of laws for LGBTQ issues, as well as the constant contrary opinion to any action geared towards sexual diversity.

Many artists were also evoked in these textualities, either for interpreting some advertisement or telenovela, or for taking a stand in relation to the O Boticário controversy. Internet users, of online social networks, of Reclame Aqui and others, were brought into these discussions, with the use of their reports/publications. As the ones that were classified as “consumers”, which appeared somehow contrary or in favor to the advertisement. With ten apparitions or less, we had the conservatives, almost always mentioned in a generalized form, some professors, researchers and scientists, LGBTQ activists, people or situations in cinema, law, even journalism, liberals and health. We also established, as focus of investigation, the form how the ad “Casais” was considered in the examined texts, checking possible adjectives/framings that were used.

Image 10 - Graph. Naming the ad.



Source: created by the author

The mention as a “Valentine’s Day” ad (26) was the main one, ranking it as a seasonal campaign, geared towards the day which celebrates love relationships. Then, we also classified as an advertisement that

presented people “exchanged gifts and celebrated” (22), reducing the context in a more simplified manner, considering it as a time to give and receive gifts and to celebrate Valentine’s day.

The advertisement was also called as a commercial that showed “gay/LGBT couples”, “couples in condition of equality”, and “same-sex couples”, (20) focusing in classifying it as an ad about sex diversity. Others considered it as an “advertisement about a seven-fragrance multi-gendered collection Egeo/Unisex fragrance” (5), making a reference that the product is indicated to all people, regardless of sex, something that could be more problematized in these texts, but became forgotten in the midst of the boycott. The ad was also considered a “controversial/insinuating advertisement” (2), referring to the exposure of homoafective couples, but at the same time, making a value judgement with the term “insinuating”. There were texts that talked about the issue of love/affection and sexual diversity, while calling the ad “every type of love’/colorful advertisement” (2). Finally, in one of the texts it was considered the “advertisement campaign with the biggest representation in the year” (1) – of 2015, showing the magnitude of the event.

The second nomination verified in this analysis was about the event. The results show that the occurrence that emerged from the advertisement “Couples” was approached, mainly as a threat/boycott (31), controversy/controversy on the internet (30), virtual war/battle of opinions/likes and (dis)likes (16), campaign, mobilization, homophobic offense and reactions (9), discussion/repercussion/debate (9), target of protests (5), harshly criticized/critic (5), wave of mobilization (3), and avalanche of hate/rage/negative reaction (3).

The threat of boycott or boycott to the brand was used since July 1st, 2015, with the first news classifying, mainly, the manifestation on online social media. It gave strength to the term when the minister Silas Malafaia, perceiving the great space created by other internet users, calls religious people to boycott O Boticário with the justification that the brand wanted to make a campaign in favor of “homosexuality” and against “the Brazilian family”. This term was dragged throughout all

the event, as well as calling the event a “controversy” or specifically an “internet controversy”, which was also used to classify the occurrence around the ad still in their first mentions. That leads us to reflect on its symbolic space in which the controversy was delimited. “on the internet”, explaining the event as something essentially online.

Other group of important terms for this analysis was the one who called the event as a war (and some variations of that word) between “likes” and “dislikes”, in the virtual field, making a direct reference to the movement to raise likes and dislikes in the ad on YouTube. It is not fortuitous that it was considered a battle, because there were really soldiers on both sides, promoting ideologic attacks and counter-attacks, in the fight for the supremacy of interests.

Image 11 - Graph: Name of the event



Source: created by the author.

We should highlight the nomination of these acts as homophobic actions, classified like that, mainly, by texts on Folha, but with at least one mention on G1 and on Terra, framing it as an act of disgust towards LGBTQ individuals. The others, with less quantity, but also expressive in distinct scenarios, were the mentions calling the event a “discussion”, that were “a target of protests”, “harshly criticized”, through a “wave of mobilizations”, and an “avalanche of hate”.

Final Considerations

The mapping performed by the analysis of content had the following main results: the sample is essentially composed by news (59%), with identified authors (54%), in a secondary approach (51%), coming from the city of São Paulo (51%), with a neutral position (60%) and produced by the outlets themselves (89%). In summary, it had as main thematic group the controversy and boycott around the ad (125 mentions) with the most frequent apparition of the “gay” identity (38 mentions) and the affectionate configuration “gay couple” (33 mentions), among the social actors, which most stood out in the sample was Conar - self-regulating institution of propaganda in Brazil (38 mentions); the ad was mainly called as a “Valentine’s day ad” (26 mentions) and the event as a “threat/threat to boycott the brand” (31 mentions). About the voices, they were direct (179); and both, direct and indirect, came from mainly the “company” group (48 and 26, respectively). It is noted, then, that the construction of the journalistic event on the social event around the ad “Casais” was surrounded by problematic fields, being the clearest ones: consumption, citizenship, religion and politics, these two last ones, in some moments, intimately related.

From that, we can get a glimpse of the event of the controversy around the ad can be considered, based on our results, an agglomeration of other micro and macro events at the time, creating a type of configuration that was not experienced before. Not necessarily unheard of, but new in its origin and consequences, enabling an essence of novelty and announcing new times. In other words, it enabled to open/express new moments of polarization in society, in which opinions became more evident, being in favor of or against same-sex relationships, for instance. Therefore, it is possible to understand that the event above also gained this format thanks to the journalistic coverage itself, once it gave an outline, concept, history and meaning. The news dimension proposes more robust color and traces to the social dynamics established daily and, in this case, it wasn’t different, the movement existed on and

offline, but it gained a status of notoriety when it was propelled by the journalistic content.

Another relevant point is the classification of “likes” and “dislikes” of the video of the ad “Casais” from O Boticário on YouTube, as a thermometer of public opinion. News brought this information as if it was revealing of a referendum for the appearance or not of same-sex couples in ads, or the existence or not of LGBTQ identities in Brazil. It wasn’t about that. The likes can be a factor to be considered with relevance in normal situations, but not in a case like that, in which happened a movement of boycott on one side and a counter-resistance on the other. This tug-of-war of likes only favored the brand advertiser, that raised the views on the video, regardless of the side the likes were directed towards. As mentioned, these opinions of online social media cannot be considered the current Greek “Agora”, in which there, the public opinion, is condensed and can be used without further explanation. The number of likes, in itself, says nothing, but it could be contextualized and founded so it said, as a factor of detailing of social opinion included in this debate.

The event “Casais de O Boticário” was a possibility of perceiving that while we strengthened actions geared towards love, equality and diversity, there are opposite forces that try to diminish that possibility of re-signification in the society, through hate speech. At the time of the ad, made for Valentine’s Day, moment that should be focused on love, hate took the stage and, at the same time, gave more visibility in the news to the event, stealing part of these spaces to expose the conservatism translated into homophobic practices. In this sense, “gay” became an aggregating element that cannot exist in society, amalgamating, there, the desire of boycott and the attempt of creating a common enemy, with the uprising of the flag against “sex education” and “ideology of gender”, common terms in the speech of social agents that want to de-construct activist practices.

From that, the posture of journalistic producers became clear: the priority was not to clarify and discuss the theme, but to inform facts, one

by one, in a chain and superposition of situations that do not explain but complicate. The stronger example of this issue is when, recurrently, was used the term “homosexuality” on behalf of the people against the ad, specially Malafaia himself; however, journalism did not take the opportunity to revive the collective memory with facts referring to this term, and what it means, making, in this case, an omission (which is, in itself, an action of “not doing”).

What made the ad “Casais” generate a controversy, which conducted the theme to the journalistic symbolic space, was a set of factors previously alluded in this research; however, two main points can be highlighted: the appearance of homosexual couples in a presumed “equality” to heterosexual ones and the timeslot of broadcasting the ad on TV. These two characteristics, in addition to the social and political moment at the time, resulted in the existence of a movement against O Boticário.

These journalisms visualized in this article exposed a dangerous scenario of our current reality: the attribution of public opinion exclusively to some posts on online social media, summarizing the discussions of society in a few internet users and their perceptions, either by the need for the agile post of news or for the lack of commitment of seeking sources and characters that are pertinent to the subject, allowing the “loudest” or “ugliest” to take the space of the others, serving as a place to expose extremes and caricatures of society. All of them put, apparently, in the same level before the news: opinions and official speeches mixed without the proper highlight for the position of each one. These issues expose an inefficiency of journalism when treating about these subjects, either because of a wrong elaboration or something made intentionally (consciously or unconsciously) for the maintenance of status quo or to avoid that the boycott is made towards media, instead of advertisement. All of that was possible of analysis even through an apparently “simple” advertisement piece, due to their elements of production, but complex, thanks to the amount of problematic fields that they got to act, configure and emerge.

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