

The challenges of reporting and using technology in television: an analysis of the segment Conecte from Jornal da Globo

Os desafios sobre noticiar e utilizar a tecnologia na televisão: uma análise da coluna Conecte do Jornal da Globo

Los desafíos de presentación y utilización de la tecnología en la televisión: un análisis del segmento Conecte de Jornal da Globo

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Abstract *The article discusses the appropriation of television, with a focus on telejournalism, of new technologies based on digital convergence concepts, transmedia narratives, cross media and research data on the use and profile of users of TV and the Internet in Brazil. We decided to analyze the observation of six editions of the segment Conecte from Jornal da Globo. The observation shows that even with the growing number of people with access to the Internet and digital devices, a consolidated television network as Globo the segment does not yet offer tools of distribution and participation to its users.*

Keywords: *Audiovisual journalism. TV news. Technology. Jornal da Globo. Conecte.*

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Resumo *O artigo discute a apropriação da televisão, com foco nos telejornais, das novas tecnologias digitais com base nos conceitos de convergência, narrativas transmídias, cross mídia e dados de pesquisas sobre o uso e o perfil dos usuários de Televisão e da Internet no Brasil. Optou-se para a análise seis edições da coluna Conecte do Jornal da Globo. A observação mostra que mesmo com o crescente número de pessoas com acesso à internet e aos dispositivos digitais a coluna ainda não oferece ferramentas de distribuição e participação aos usuários.*

Palavras-chave: *Jornalismo audiovisual. Telejornais. Tecnologia. Jornal da Globo. Conecte.*

Resumen *El artículo analiza la apropiación de la televisión, con un enfoque en teleperiodismo, de nuevas tecnologías basadas en los conceptos de convergencia digital, narrativas transmedia, cross media y datos de investigación sobre el uso y el perfil de los usuarios de TV e Internet en Brasil. Decidimos analizar la observación de las seis ediciones del segmento Conecte del Jornal da Globo. El análisis a través del contenido y la observación muestra que incluso con el creciente número de personas con acceso a Internet y dispositivos digitales, el segmento todavía no ofrece las herramientas de distribución y participación de sus usuarios.*

Palabras-clave: *Periodismo audiovisual. Noticias en televisión. La tecnología. Jornal da Globo. Conecte.*

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Audiovisual journalism and new practices: challenges and tendencies

Brazilian telejournalism has sought to adapt itself to the new contents and to the differentiated communication strategies which incorporate digital media. By following this tendency, we observed, on the telejournal *Jornal da Globo* vehiculated by the broadcasting station with the same name, the initiative to have a space destined to the thematic topics which involve technology on the segment called *Conecte*, which will be the object of study of the article. The purpose of the article is to discuss the content we approach, the format of the reports and the use of trans-media and cross media. One of our objectives is to establish a crossing of this information with the Brazilian's profile with regard to television as well as to the use of the computer and of the internet, on the basis of data of researches which were published in the *Catálogo Mídia Dados* [*Media Data Catalogue*] and by the CGI – Comitê Gestor da Internet no Brasil [Brazil's Internet Management Committee].

The place of television in Brazil

Different studies of the communication field and of researches about telejournalism⁴ point to television as the Brazilian's space of security and reference, that is to say that still today that which is vehiculated on television ends up convincing the television viewer that the fact really happened and, due to the fact that it appears on the telejournals this topic deserves society's attention..

The influence of television in the Brazilians' lives, among other data about the different media, is annually researched by the study *Mídia Dados* [*Media Data*]⁵. In a research propagated in 2012, the emphasis is on

⁴ See texts about the topic published in the book: *A sociedade do Telejornalismo* [*The Society of Telejournalism*]. Petrópolis, Rio de Janeiro: Vozes, 2008, organizado por Alfredo Vizeu.

⁵ Available on :<<http://midiadados.digitalpages.com.br/home.aspx?edicao=4>>. Access on: September 19th 2012.

television, which is present in 58.272.7 million of households, the reason which explains the investment it receives from the market, about 63.3% in open TV and 4.2% in cable TV. The newspaper media occupies the second place and gets 11.8 % of the advertising investments.

This prominent mediatic place occupied by television does not modify its journalistic practices when the topic is content versus time. Many topics should reach the population; nevertheless the telejournals still follow the format which consists in offering thirty minutes on average to provide the television viewer with the main news of the day, a situation which turns the journalists' lives quite difficult.

The choice and the editorial criteria to air or not a piece of information become even more difficult, if we take into consideration the extension of this media in Brazil and the television viewers' profiles. The 2012 edition of the research *Mídia Dados* pointed out that 97% of the population watch TV at least once a week. The television consumers' profile is composed of 54% women and 46% men. The age group in which there are more television viewers is that of the age group from 20 to 29, reaching 20%, followed by people from 30 to 39 with 19%, from 40 to 49 with 17% and from 50 to 64 with 15%.

The economic class that most watches television in Brazil is the *classe C* [middle class] with 49%, followed by *classe B* [upper middle class] with 35%, *classe D* [lower middle class] with 10%, *classe A* (upper class) 6% and *classe E* [lower class] 1%. The South-East of Brazil with 97.7%, the South with 96.9% and the Centre-West with 95.5% occupy the first places with the highest number of households with television in Brazil. Besides the geographic coverage and its presence in 95.2% of the households, *Rede Globo* [Brazilian television network] occupies the first place among the Brazilian broadcasting stations with an audience between 7 a. m. and 12 p.m. with 42%, whereas the second one is *Rede Record* [Brazilian TV channel] with an audience of 15.9 %.

These data prove that *Rede Globo* can be considered Brazil's biggest communication network and therefore it is relevant to study its products, such as *Jornal da Globo*, which we chose as the focus of this article.

Notes about the innovation of television

From the 1990s on, the globalization process in Brazil promoted the deregulation of the audiovisual market and collaborated to develop experiences on the mediatic market. This process gained force and today, for example, television associated with the internet, starts proposing hybrid formats which unite social networks with news agencies, journals and programmes. França (2009) alerts that the dynamics established between mass media is a dialogue and not a competition, which strengthens instead of weakening the different media. “Television programmes refer to unfolding, to broader information and even to the possibility of interaction on the company’s site or on the presenter’s blog. On You Tube the users watch a programme, which they could not watch on television” (FRANÇA, 2009, p. 49). Still according to the author, television underwent changes and reorganized itself to the detriment of the presence of digital communication resources, thus it succeeded in establishing a dialogue with the internet.

França (2009) affirms that one cannot affirm the destiny of television with any certainty, but it is obvious that, until now, different media nourish and stimulate themselves reciprocally. Television, for example, has succeeded in coexisting well with the internet, in appropriating its resources and in establishing a strong relationship with it.

Médola and Redondo (2010, p. 313) warrant that: “the logics of the production and of the consumption of information and entertainment on the networks of the digital sphere consider, among other aspects, the creation of new communication and socialization spaces.” Thus this achievement creates communication fluxes and the modification in the production, distribution and consumption of supports which still operate on an analogue basis.

The consolidation of television as the main mediatic vehicle for the Brazilians was due to the fact that it is an electronic apparatus which can be acquired, besides its simplistic language which embraces all the publics. Nonetheless, with the constant price reduction of the most sophisticated sets, this paradigm tends to diminish.

On the other hand, Carlos Tourinho (2009, p. 140) comments that the television audience starts to see that the danger of the increasing of the internet is quite near. “The time in which young people more access the network (from 6 p.m. to 8 p.m., according to the survey institutions) already affects the audience of some programmes of open television.” As an alternative in order to face the competition of the internet, television must attempt to involve the viewer more and more in its programmes, by using the consumers’ daily practices with regard to the mediatic products. As Aquino (2010, p. 12) emphasizes: “today it is not enough to watch a *novela* [soap opera], one must comment it on Twitter, on a blog or on the very site of the broadcasting station which makes a content about this mediatic product, originally a televisual product, available on other communication channels”. This cultural habit is also being inserted into telejournalism: today it is not enough that the population knows about the events of the day, they must show their opinion about them to the world, independently of their link to the news.

By approaching the question of telejournalism, Tourinho (2009) believes that it already inserts itself into the web, not only propagating its content, but establishing a new partnership with the internet navigator. As an example, he quotes the information that the telejournals maintains pages on the network, where they make their programme and their files available, establish interactivity channels and suggestions, propagate their institutional image and manifest their position in front of the internet navigator. This visibility in the digital media suggests that the media TV is following the innovations and that it wishes to be more present in the lives of its audiences on different platforms.

This practice can be seen on the site of *Jornal da Globo*, which offers a channel for the navigator’s participation, who can suggest orders of the day and make comments about the reports which are presented in each edition.

But this is only part of this marriage. The language of this “transposition” television/web will probably undergo new mutations. The way of experimentation shall never be abandoned. The constant attempts of

improvement will see to it that the convergent product be disseminated and conquer the users. This search for legitimacy and acceptance is one of the proposals which permeate the initiatives proposed by *Rede Globo*'s telejournalism, the focus of this article.

The model of *Globo Telejornalismo* and *Jornal da Globo*

Television has changed a lot since it arrived to Brazil in the 1950s. After different format experimentations and tests, *Rede Globo* [Brazilian television network] became responsible for propagating the form of reference of the way of making audiovisual journalism.

The creation of a set of rules for the way of making telejournal in Brazil was incorporated by *Rede Globo de Televisão* in 1969 with the creation of *Jornal Nacional*, the first telejournal transmitted over the network, on September 1st, the first presenters being Cid Moreira and Hilton Gomes.

Jornal Nacional achieved the success intended by the direction of *Rede Globo* supplanting its direct competitor – *Repórter Esso* – and using the characteristics used by the North-American telejournals. Thus the *Jornal Nacional* appeared as a programme of national interaction, transmitting its signal of the telejournal for the first time from the North to the South of Brazil. From that moment on, the telejournalistic programmes of the broadcasting station started to incorporate the pattern and the rhythm of the narration, the construction of direct and concise texts, easy words to the detriment of elaborated ones and short sentences.

According to Rezende (2000), in the telejournals the broadcasting station translated a more interesting format for the television viewers. There were no more improvisations and *Globo* began adopting rigid times for the presentation of its programmes and from the 1980s on it started investing more in telejournalism and increasing its profits with advertising. Other telejournals could be created, such as *Hoje* [Today], *Bom dia Brasil* [Good morning Brazil] and *Jornal da Globo*.

The first presentation of *Jornal da Globo* on Brazilian television sets was on April 2nd 1979, under Fábio Perez's direction and Sérgio Chapelin's⁶ presentation. Appearing on the telejournalistic scenario as a news programme composed of largereports, analyses, series and interviews, the telejournal had also correspondents in London and New York who were responsible for the live presentation of the international news.

In 1982, the telejournal was reformulated and its format underwent some modifications, such as the incorporation of a whole block dedicated to the analysis of the most important report of the day, live interviews, comments and a larger space for the sports edition. In the following year, humour began to be part of the *Jornal da Globo*, with the participation of Jô Soares and Chico Caruzo in the roles of commentator and cartoonist, respectively.

According to the very site of *Jornal da Globo*⁷, between 1986 and 2005, different journalists participated in the group of the *telejournal*, such as Eliakim Araújo (1986), Leila Cordeiro (1986), Fátima Bernardes (1989), William Bonner (1989), Lílian WitteFibe (1993), Mônica Waldvogel (1996), Sandra Annenberg (1997), Carlos Tramontina (2000), Ana Paula Padrão (2000) and, finally, William Waack and Christiane Pelajo (2005 until today).

Thus with the substitution of presenters, the introduction of new formats was also constant in *Jornal da Globo* in the course of the years. In 1993, for example, the telejournal began to be presented in São Paulo and incorporated a filming technique which was still inedited in Brazilian telejournalism: whereas one camera was a fixed one, two others moved between the tracks and cranes of the scenario which referred to the dynamism of the piece of news, with the intention to represent breadth and movement. From 2005 on, the comment section became regular in the telejournal, under Arnaldo Jabor's and Carlos Alberto Sardenberg's responsibility.

⁶ Information collected on the site of *Jornal da Globo*, link available in the references.

⁷ Available in the references.

Nowadays *Jornal da Globo* is presented from Monday to Friday, from 0:20 a.m. to 0:50 a.m. when the lines of the daily shows of *Rede Globo* are being closed; it is the last telejournal of the broadcasting station's programme. According to information coming from the Globo site⁸, the profile of the television viewers is predominantly formed by women, the age group that most consumes the telejournal is between 25 and 49 and the social classes that more watch it are A [upper class], B [upper middle class] and C [middle class].

Still according to the site, the main characteristic of the telejournal is to anticipate the news of the following day, emphasizing topics related to economy, culture, politics, health, sport, and services. *Jornal da Globo* still has Marta Luquet's segment information about finances and *Conecte*, the segment of programme technology, which is the focus of this study and which will be presented in the following part of the article.

Segment *Conecte*

Presented every fortnight by *Jornal da Globo*, the segment shows the main world topics and tendencies as far as technology is concerned. The segment *Conecte* was inaugurated on November 27th 2008; its name was chosen by the very internet navigators who access the site of the telejournal.

Each report of the segment lasts from 5 to 7 minutes, mainly counting on the participation of international correspondents of *Rede Globo* for its productions. *Conecte* generally approaches topics related to cell phones, computers, innovations on the internet, videogames, coverage of technological fairs, researches related to technology and cognition, etc.

The segment *Conecte* offers some possibilities of interaction between *Jornal da Globo* and the internet navigators, such as the suggestion about

⁸ Available on: <<http://comercial2.redeglobo.com.br/programacao/Pages/JornaldaGlobo.aspx>>. Access on September 20th 2012.

orders of the day for the programme, the sharing of the reports with the social network sites Twitter, Facebook and Google+ and chats in determined times with the reporters who are responsible for the topics presented in the segment.

In order to evaluate the content of the segment *Conecte*, the possibilities of interaction with the audience and the relationship with the data of the CGI about the use of the internet in Brazil, we chose an exploratory research, which comprised the analysis of 6 editions distributed over 4 months between June 28th and September 13th 2012. We accessed this report on the site of *Jornal da Globo*.

In order to initiate the analysis we will describe the main elements of the reports, besides the relationship with the social media we quoted above. Thus, by observing the *corpus* we delimited for this research, we identified certain constant elements which will be used to describe the segments we analysed. Besides basic information such as date of vehiculation, responsible reporters and duration time, we scripted our description by means of information which is relevant to the object of this study, the thematic topics approached in the segment, the sources that were chosen for the construction of the journalistic narration, the resources that were used in the content production and the visualization data on the web and the circulation on social networks sites.

We emphasize that, in order to verify the item related to the number of visualizations the source we used was the video channel of TV Globo, in order to obtain the numbers of sharing and comments, the source was G1, news site of the broadcasting station. It is important to explain that on G1 there is the site of *Jornal da Globo* and, together with the video, there is a description of the report, which is signed by the same reporter who was responsible for the televisual matter.

Short technical description of the editions:

Conecte day 28/06/2012⁹

Reporters: Cezar Menezes and Jorge Pontual

Thematic topic/Description: Attacks on the internet and lack of security of the digital devices.

Time: 7'26"

Sources of the statements in the report: Professionals of the companies.

Resources for the presentation of the report: Presencial interviews; graphical resources.

Visualizations of the video: 7872

Video shared on Twitter: 47

Facebook: 370

Conecte day 12/07/2012¹⁰

Reporter: Roberto Kovalick

Thematic topic/Description: New forms of locomotion tested in Japan.

Time: 4'55"

Sources of the statements in the report: Professionals of the companies/users.

Resources for the presentation of the report: Presencial interviews; graphical resources.

Visualizations of the video: 7485

Video shared on Twitter: 25a

Facebook: 312

⁹ Available on: <<http://globotv.globo.com/rede-globo/jornal-da-globo/t/conecte/v/brasil-esta-entre-os-primeiros-paises-de-onde-se-oginam-ataques-virtuais/2016877/>>. Access on: September 28th 2012.

¹⁰ Available on: <<http://globotv.globo.com/rede-globo/jornal-da-globo/v/novas-formas-de-mobilidade-pessoal-ja-estao-em-teste-no-japao/2038695/>>. Access on: September 28th 2012.

Conecte day 02/08/2012¹¹

Reporter: Hélder Duarte

Thematic topic/Description: Marathon of programmers for the creation of applications and programmes.

Time: 6'25"

Sources of the statements in the report: Participants of the marathon/ Professionals of the companies.

Resources for the presentation of the report: Presencial interviews; graphical resources.

Visualizations of the video: 4597

Video shared on Twitter: 43

Facebook: 229

Conecte day 16/08/2012¹²

Reporter: Alan Severiano

Thematic topic/Description: Smartphones with security tools.

Time: 7'20"

Sources of the statements in the report: Application users /Professionals of the companies.

Resources for the presentation of the report: Presencial interviews; graphical resources; File pictures; Pictures of amateur movie makers.

Visualizations of the video: 8015

Video shared on Twitter: without data

Facebook: without data

We emphasize that this subject-matter was not incorporated into G1 site, portal where all the information which is produced by the company is vehiculated. Therefore it was not possible to have relevant data about the repercussion in social media.

¹¹ Available on: <<http://globoTV.globo.com/rede-globo/jornal-da-globo/t/conecte/v/maratona-reune-programadores-para-criacao-de-aplicativos-e-programas/2071637/>>. Access on: September 28th 2012.

¹² Available on: <<http://globoTV.globo.com/rede-globo/jornal-da-globo/t/conecte/v/tecnologia-dos-smartphones-os-transforma-em-ferramentas-de-seguranca/2093766/>>. Access on: September 28th 2012.

Conecte day 30/08/2012¹³

Reporter: Vladimir Netto

Thematic topic/Description: Technology of crime fighting by the Federal Police.

Time: 7'04"

Sources of the statements in the report: Professionals of the Federal Police.

Resources for the presentation of the report: – Presencial interviews; graphical resources; File pictures; Graphics given by the sources.

Visualizations of the video: 4502

Video shared on Twitter: 203

Facebook: 71

Conecte day 13/09/2012¹⁴

Reporter: Renata Ribeiro

Thematic topic/Description: Geo-localization forms through mobile devices.

Time: 6'10"

Sources of the statements in the report: Mobile device companies/Professionals.

Resources for the presentation of the report: Presencial interviews; interviews via internet; application pictures; graphical resources.

Visualizations of the video: 2037

Video shared on Twitter: 179

Facebook: 249

After the verification of the quantitative data, we will present the analysis in 3 parts: the first will verify the content of the editions and the resources which were used in the news presentation, in the second stage, the use of transmedia and cross media resources, in order to relate them later to the data of the use of the internet in Brazil.

¹³ Available on: <http://g1.globo.com/jornal-da-globo/noticia/2012/08/policia-federal-usa-equipamentos-de-ultima-geracao-no-combate-ao-crime.html>. Access on: September 28th 2012.

¹⁴ Available on: <http://globov.globo.com/rede-globo/jornal-da-globo/t/conecte/v/mapas-digitais-para-gps-e-celulares-estao-cada-vez-mais-inteligentes/2138731/>. Access on: September 28th 2012.

Analysis about content and resources used in the presentation of the piece of news

In the editions we analysed we noticed that the segment *Conecte* seeks to reach people who have a certain initiation in the domain of technology, since it uses terms which do not belong to the public domain. In the same way, the orders of the day, that were chosen, presuppose that the television viewer has certain knowledge of the technological tools.

The video-graphical resources and the audio are habitually used in order to illustrate the topics, trying to create a technological framework. In the same way in which the sound track is used to illustrate the journalistic narrative, graphical resources such as the one which is presented in Figure 1 confer a “futuristic” character upon the way of approaching these topics.



Figure 01. Partial reproduction of a video of the segment *Conecte* of August 30th, where the technological resources used by the Federal Police in their fight against crime are presented.

Source: Reproduction

With regard to the sounds, the figure of the specialist who belongs to big companies of the technology branch was present in the six editions. The approach of the reports was focused upon the perspectives of the professionals of the domain and of the consumer in general, stressing the emphasis on security in front of the new technologies. But we did not observe a more thorough discussion on the uses of the products which were quoted in the topics nor information about the place and conditions of acquisition.

A more subjective analysis presupposes that the more direct forms of the audience's participation in the segment or their collaboration to it are not taken into consideration; this perception was reinforced by the orders of the day that are approached in the segments which compose this analysis. We observed that the topics we analysed present a direct link to the market of technology companies and to the technological innovations incorporated in services rendered by public and private institutions, such as in the case of Figure 1, in which the Federal Police's investments in technology in Brazil are approached.

Analysis about the use of transmedia and cross media resources

One of the hypotheses, which appeared while we were analysing the segment *Conecte*, was that it would be possible to identify characteristics of convergence as well as of transmedia and cross media narrative, since it deals with questions linked to technology and since it is a special edition within the telejournal with the time needed to produce it.

The term convergence is designated by Jenkins (2009) as the content flux through the multiple media platforms, as well as the cooperation between multiple mediatic markets and the "migratory" behaviour of mass media audience. According to him, today the user seeks the experiences of the entertainment he aspires to in almost any place.

According to Jenkins (2009) transmedia narrative appeared as an answer to mediatic convergence. The author says that it is the art of creating

a universe, because consumers assume the role of hunters and collectors of pieces of stories which unroll by means of multiple platforms. In short, the transmediatic narrative is a production of the same content on different technological apparatuses.

Jenkins (2009) still affirms that there are great economic motivations in the transmedia narrative, due to the interest to unite entertainment and marketing, thus creating emotional links in the consumers so that they search for more information about a product in different media and consequently increase the sales.

According to Miguel *et al.* (2012, p. 2) transmediation is: “the art and the technique to transmit messages, topics or stories through different media platforms”. According to the author, it is a movement which follows the creation of new technologies and uses them in order to contribute with something new to the main narrative, at the same time it instigates the audience’s participation in the process.

According to Finger (2012) transmedia occurs through the users’ collaboration in the products they consume in different media, which now gain importance and voice. According to the author it concerns the development of a content which is being altered and modified by other products and even by the very receptors.

As a cross media concept, the authors Antikainen, Kangas and Vainikainen (2004) believe that this process is marked by making available a unique content on different platforms, with little or no adaptation. Nonetheless Finger (2012) says that a content serves to complement the other, there can be a distinction between them, such as the addition of an audio or of pictures with the purpose to establish a relationship of interaction between the audience and the content.

This practice was confirmed in five of the six editions we analysed, that is to say, we verified that these editions were available to the audience on the site of the segment *Conecte* as well as on the G1 portal, which, besides the video, published a written text of the report following the webpage format and participation possibilities for the users, such as recommending the page of the social networks Facebook and Twitter.

Besides this, it is also possible to see the number of visualizations of the report. When the access is done through the video link of *Jornal da Globo*, it is also possible to do the sharing, but no information about the number of visualizations appears.

We could note that the appropriation of the contents by the users of social network sites is larger when the segment is in this convergent format, that is to say when the segment is also available on the GI news site. Nevertheless the contents of the segment *Conecte* only repeat what was aired on television, without the more efficacious use of the interactive possibilities of communication through the internet. And, besides the sharing possibilities, there are few channels of interaction with the audience. In this research the only form of the user's participation we detected was through a general link provided by the *Jornal da Globo*, denominated VC in the JG, in which it is possible to send suggestions about orders of the day and comments, under the condition that you fill in a register.¹⁵

With regard to the editions of the segment *Conecte* we analysed, we saw the use of advertising films which lasted 7 seconds at the moment in which the user accesses the video of the report and at the end a 30 second commercial appears.

Final considerations: television and the internet users' profile

The editorial option to have a segment, which is specialised in topics linked to digital technologies in an open telejournal, is certainly the result of observations and researches which demonstrate the increasing number of Brazilians having access to computers, internet and broadband.

In a survey released by the *Comitê Gestor da Internet no Brasil* [Brazil's Internet Management Committee], the CGI¹⁶, which was carried

¹⁵ Available on: <http://g1.globo.com/jornal-da-globo/colaborativo-vcnojornaldaglobo.html>. Access on: September 28th 2012.

¹⁶ TIC Domicílios Survey [Survey about the use of information and communication technologies in Brazil] 2011 of CGI. Available on: <http://www.cetic.br/usuarios/tic/2011-total-brasil/analises.htm>. Access on: September 20th 2012.

out between October 2011 and January 2012 in 370 Brazilian municipalities, it was calculated that 45% of the population has a computer and 38% have access to the internet. In the data concerning the proportion of households with equipments of information and communication technology, television still occupies the first place with 98%, followed by cell phone with 87%. The presence of notebooks in the households increased 16% with regard to the survey of 2010; it is present in 39% of the households. With regard to the access with broadband, the survey indicates that 68% of the households have fixed telephone broadband to access the internet, the mobile broadband has already surpassed the fixed telephone broadband in 2011, due to the use of the modem 3G. This data certainly provoked the increasing of the access to the internet in the urban area, which reached 43%.

About the uses of the internet, the most developed activity the answerers indicated is to receive and send e-mails (78%), followed by the use of social networks, accessed by 69%. According to the survey, that which prevents a larger PC penetration in the Brazilian homes is still the high cost of the equipments and of broadband – Brazil occupies the ninety-sixth position in the index of price accessibility, according to the *ICT Price Basket*, an index which measures the accessibility of fixed and mobile telephone system and broadband internet services, by means of a basket of international indicators, the CGI points out.

Even with these adversities and challenges, according to Ibope/Ratings, in the second trimester of 2011, in a survey based upon the criterion – people with an access in any environment, considering the Brazilians of 16 or more –, Brazil reached 77.8 million users.¹⁷

Thus the quantitative surveys point out the increasing of digital media and the access to them has increased more and more in Brazil and therefore a media such as television must exploit and include these approximations when it formats and presents the contents.

¹⁷ Ibope/Ratings. Date Available on: <<http://www.abranet.org.br/index.php/ibopenetratings>>. Access on September 29th 2012.

Authors such as Tourinho (2009) point out the possibilities which can be used in order to establish some characteristics which define the new digital platforms that support the media television, such as: interactivity with the television viewer 2.0, collaborative journalism, mobility and portability, by means of cell phones, self-programming organized by the very user, the active consumer's role in order to obtain the information at the time he wishes, the simultaneity of accesses, which is the possibility to access different media at the same time. That is to say that it is no longer necessary to have a television set in order to be able to have access to the television programme. Thus to provide contents on demand and to think of the convergence between mass media and the dissemination of news on any other platform following the model of cross media become fundamental strategies for the television programmes.

In his researches Fechine (2009) also observed that the appeal to bi-directional communication in real time acted so that the internet had already provoked changes in the television contents. The distinction between the television device and the internet device can be traced through the centrality of communication mediated by the computer by using the resources of interactivity and hypertextuality.

By interactivity, Fechine (2009) understands that it is the process which is able to create, by means of communication technology, a mediated environment in which there are reciprocal information exchanges. Primo (1999) affirms that interactivity must valorize bidirectional communication, the contextualized communication, that which occurs between the inter-agents and the inventive and creative evolution of the relationships.

The segment *Conecte* has a name that speaks for itself of connection and of the necessity to be connected to the technological innovations, but it does not use the interactive formats neither the hypertext to convey more information about the approached topics to its audience.

We understand mediatic convergence as a new cultural manifestation from the moment in which consumers of mediatic products

feel the necessity to consume more information about that which was broadcast on a vehicle and start searching for new alternatives in order to complete the news. By making the television content available on the internet the segment *Conecte* serves this assertion, because it offers the navigators the possibility to watch reports on technology on the net, where the time and the kind of information that is chosen for consumption are the users' designs.

Nevertheless, *Conecte*, does not fit in the logic of the transmedia narrative because it does not offer a content which is different from the one that is broadcast on television for the internet navigator. There is only the transposition of the video to the page of the segment without any modification or complementation of the information, thus only serving the cross media narrative.

This content transposition from one media to the other which *Conecte* performs does not valorize the proper characteristics of the digital media, it was perceived as an under-exploitation of the segment, which only gains more visibility when the reports are inserted into a portal, such as G1, which was already legitimated by the large audience. Thus we verified that, even with so many tools of distribution and administration which are available for the presentation of the content, *Conecte* still provides few resources. Even if the site of the segment generally hosts large and well accomplished reports, they are still anchored in the old success moulds of news presentation.

About this topic, Finger (2012) affirms that this content transposition from one media to the other, like it is the case with the segment *Conecte*, is a transitory phase, but that it will open the way towards a total transformation in the form of reception when it be necessary.

Finally, open television must keep in mind its primordial characteristic, which is to allow the access to a great number of people. For this reason, the articulation between the internet and television will only really happen when the access to information technologies is going to grow in Brazil and when the practices of content distribution are going to be more compatible with the technological culture which results

from the uses of digital platforms such as social networks. The success for this union resides in “connecting” the journalistic practice to the new tendencies of audiovisual journalism, which is already present on other platforms.

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