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Radiojournalism as space for disputes in the Global South: cartography of sources in CBN Rio radio station

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Abstract

How is media space occupied in radiojournalism as a place of dispute for meaning by social voices? The article analyzes the programming of CBN Rio over a week with the mapping of the selected sources to discuss the social themes. To do so, one starts with concepts of geography, such as space, place and territorial configuration to understand the dynamics of dispute in the journalistic scenario in the Global South. It presents a spiral cartography with high areas of discussion from the perspective of primary sources and low zones with secondary ones. The study seeks to contribute with possibilities for dialogue on research that links the geographies of communication and the diversity of sources in radiojournalism.

Keywords

Sources; radiojournalism; space; meanings; geographies.

Introduction

How do the different social voices dispute meanings in the occupation of the media space? What disputes between sources permeate television, radio, print, or web journalism? With these questions, the present article seeks concepts of Geography, such as the lived space (Massey, 2009; Holzer, 2012; Santos, 2006; Silveira, 2004), territorial configuration and place (Santos, 2006) and dialogues with (Pooley, 2016) in the dispute of meanings of mediation (Martín-barbero, 2004) to carry out a mapping of sources in radiojournalism. The scale of analysis (Herod, 2011) is about sources selected within 24 hours of programming over a week at CBN in Rio de Janeiro.

The goal is to look at the ways in which social voices are distributed in the news and how events dictate events, whether in a primary or secondary form (Hall et al., 1999) and with different forms of access (Molotch and Lester, 1999). The hypothesis is that considering CBN's All News radiojournalism as a space that has a place under construction, the dispute follows the economic and political pattern of society's power relations.

In this way, it presents a cartography of the selected sources and seeks to contribute to the dialogue between the geography of communication and studies on the diversity of voices in radiojournalism. The analysis demonstrates a map of the radiojournalistic text constructed live in All News format. Unlike the informational construction in inverted pyramid or standing in the classic model, or lying in webjournalism, the study proposes a spiral format, with a cartography that has high areas of discussion from the perspective of primary sources and low zones with secondary ones.

Space and place: radiojournalism in the Global South

The constitution of space as something lived as a product of interrelationships, sphere of multiplicity and under construction is the starting point for the discussion about the relationship between geography and communication. According to Massey (2009), although the concept is considered little explicitly, it becomes necessary to incorporate the ways of being in the world with the dynamics of spatiality and the ways of dealing with this challenge. The trajectories that compose the society as a whole explain the political and social forms in the daily and global practices, which sustain the understandings about the world. For the author, this makes open space, never closed, like history in the formation of connections from the human interaction with the other, as the product of relations

in potential connections from the multiplicity: "A space, then, which is not neither a container for ever-existing identities nor a completely closed holism. It is a space of unpredictable results and missing links" (Massey, 2009, p. 32).

The three initial propositions of the author for this understanding do not conceptualize space as something static or crystallized, but rather involved by the existential perceptions with different dimensions. In the flow of ideas and disputes of meaning, we consider the three propositions of Massey (2009, p. 29): I) space is the product of interrelations, is constituted through interactions, from the global to the most intimate; II) space is a sphere of possibility of multiplicity, of plurality where trajectories coexist, of heterogeneity, of encounter with the other; III) space is in continuous construction as a product of relations-between embedded in material practices that are always in the process of being made.

To think of space as the product of interrelations escapes the individualist liberal aspects that conceptualize it from identities already previously constituted, which does not allow the encounter with the other and its reformulations from the relations-between. Massey (2009, p.30) proposes a relational understanding of the world that makes the concept a product of these interrelations: "Space does not exist before identities / entities and their relations". This presupposition that involves "relations-between", as a constitutive process, allows us to locate in the object of discussion of the article the question of geography in the encounter with communication and more specifically the relations developed among the sources in radiojournalism.

The diversity of voices in society in different political, economic, religious and social spheres is a normative challenge of approach to communication. From Alexis de Tocqueville (2004) and Stuart Mill (1991)¹ to Martín-Barbero (2004) and Bahktin (2006) highlight the need for pluralism, diversity or otherwise polyphony in the construction of discourses and is in the normative values of the journalistic community (Zelizer, 2004). The approximation of these aspects, not only in a liberal normative sense, but in the perspective of the diversification of world experiences and interpretations of events (Alsina, 2009) is in Massey's (2009) consideration of space as a sphere of possibility of multiplicity. Questions such as difference, heterogeneity and different points of view are in the geography and constitution of the concept as an escape from a single view on the world, be it from the west or from the classic liberal figure of white, male, and heterosexual man.

¹ Classical theorists of pluralism such as John Rawls (2002), Stuart Mill (1991) and Alexis Tocqueville (2004) place debate at the heart of the support of individual freedoms and the very construction of democracy. Tocqueville (2004) comes to correlate pluralism in the press and pluralism in democratic life.

The multidisciplinary of trajectories becomes a condition of interrelations, since it depends on the recognition of spatiality and, consequently, on the coexistence of others in a historical perspective as well as of future potential (Massey, 2009). Likewise, there is the third point in considering space as always in process, as an opening for the future that escapes the structural stability of the modern. Not recognizing the future as something given or previously thought leads, in the author's view, the opening of a field for political struggle with the necessary social engagement in its multiple needs. The interactions in space, the flow of possibilities of connections, and the importance of recognizing multiplicities, mean that they never have complete simultaneity.

Milton Santos (2006) defines the space as a set of fixed and flows, which will allow to differentiate the concept of territorial configuration, and later, of the place. For the author, the fixed elements are related to the objects, what the human being fixes in each place and that allow actions of modification in the environmental conditions lived by the society. Already the flows are the results of the actions crossed or installed in the fixed ones, that alter their significations, the values and that also they are modified. The interaction between fixed and flows allows us to understand the formation of space and become an object for geography where the former is increasingly artificial and the second most diverse, large, numerous, rapid and under construction.

The space then differs from the territorial configuration. The first is permeated by social relations, the encounter between diversities and the broad forms of studies on the indivisible, solidarity and contradictory set of objects and actions in which history happens. The second is formed by the natural systems of a country, an area in which men impose their interests. While it brings together the materiality of the environment, the other animates and gives life to this set of systems (Santos, 2006). Looking at our object, radio materiality and the exploration of electromagnetic waves can be considered a territorial configuration of the medium in society. Journalism, practices and news content that permeate interests and disputes, relationships and impressions, interpretations of the world encased in themes and events constitute the space lived in this territory.

Space, in this sense, becomes somewhat diffuse, and as Holzer (2012) states, divided between the communicational space of interpersonal relations and media space, the news and the presence that the social actors exert in that medium. This is what Milton Santos (2006, p. 213) says by moving the place of something structured and stable, to a "tense reality, a dynamism that recreates itself at every moment" surrounded by globalization and location. The constitution of place in geography, its meanings and its insertion in the near and global aspect,

simple and complex, provides perceptions beyond localism, or else to summarize the world as something localized. The place is the world lived, the experiences that the cultural landscape makes possible, the dimensions of technology and living, politics and disputes of meaning.

Santos (2006, p. 213), further argues that "each place is, in its own way, the world", and it is possible to recognize the exclusion of a strip of society in the disputes of meaning when we refer to the discourse of news as place. In this interaction mediated by symbols, the geographer himself recognizes that situations can only be fully apprehended if one considers the intersubjective relations that characterize it, that is, it is in the presence of the other that we construct our understanding of social relations and events. The different shared points of view are in the negotiations that are expressed at all times by interests defended within the media space.

For the author, the media as space, as part of the place and the daily life, with all dynamism of interaction and intersubjectivity are part of the construction of sociality that, from its intensity, delineates the proximity. Something that assists in this argument is based on Muniz Sodré (1988) regarding the spatial relation as a guarantee of the communicational possibilities in all the multiplicity that can represent. Thus, in the coexistence of diversity with the proximity that guarantees the dynamism of the understanding of the media as a place and mechanisms of alterity in the space of media communication, it is possible to understand the selection of certain groups that speak and those who do not speak in the media.

It is then possible to compare the comprehensiveness of the communications, their technological sophistication and amplitude with the definition of big city in Santos (2006). The spaces they have, the paths they take and the distances they cover are aligned with the encounter with modernity, with the connection of distant points. At the same time as luminous, both the big city and the communications (like space) take to the interior what happens in the great centers. The same experience of the newly arrived migrant in the big city, which leaves the culture inherited in the interior, has the radio listener who tunes the stations with the model of journalism that comes from afar.

Just as in the big city, the spaces conquered in the media by the slow men are still few and in the margins, not understood in their totality. The presence of the poor in the sociability of cultural matrices in the great centers enriches the socio-spatial diversity by taking with them the experiences of the form of work and of life. Santos's (2006) conception can also be adjusted in the selection of sources in radiojournalism. In the concept of place, cooperation and conflict are bases of life in common, a daily shared by the actions that each one exerts, in the

individualization of social life and in the confrontations between the organization and the spontaneity (Santos, 2006). This is the picture of a reference that everyone will have of the world, of the "irreplaceable theater of human passions, responsible, through communicative action, for the most diverse manifestations of spontaneity and creativity".

When we move the definition of place as something specific material and put it in the news discourse, the globalization of the places provided by contemporary modernization is broadened. New technologies, corporate mergers, distribution of content in communication networks and the professionalization of sources to raise awareness of journalism are all examples of this. In this way, communication can be defined as a complex global place, by the profusion of vectors, from those that represent hegemonic logic and those who seek alternatives to the system or fight against this hegemony. In journalism, for example, the diversity considered as normative is not reached by a series of factors already mentioned by Gans (1980) and Hall et al (1999). The presence of the poor still has a segregating character, encased in specific themes in issues such as security or interactions without a primary character.

The road to the future that Santos (2006) points to the city and its places is the presence of the poor. It is the slow men of the cities who increase and enrich diversity, their experiences in the daily life of the neighborhood, the application of public policies, the resources they are destined for, the division of labor, the infinite variety of jobs they possess. It is in the absence of mobility that these social agents obtain the strength to see the most diverse spheres of society, to seek in interaction and communication out for the lack of "all types of consumption, material and immaterial consumption, also lack of political consumption, lack of participation and citizenship".

The look at the city and consequently for the programming of the radiojournalism itself in a perspective of space recognition implies the formation of a scale, here understood as a zoom of the researcher on a certain object. In our case, the study on the sources in CBN Rio is only part of a set of social actions that involve the lived space of communication within the territorial configuration of the radio. With this hypothesis, using the concepts of geography, the scale presents itself as categorical in the sense of analyzing the presence of the social voices that constitute the disputes of meaning about the events. Herod (2011) presents the study on scales with a critique of materialists and idealists, with the flaws of their conceptions of the concept with a structuring of spatiality. This consideration, which runs away from the arguments that the scale is pre-existing, allows it to be considered as something that must be created, subject to conflicts.

For the author, there are multiple spatialities of scale, which were thought from their form as area, territory or in the socio-spatial dimension that limit their approaches to diffuse social forms that do not ignore the formation of networks. Thus, they do not constitute pyramids in a closed hierarchy, but as mosaics, varying historically and geographically. Among the "deepening and enlargements" on the concept of scale and its use, based on Taylor and Smith, Herod (2011) states that the various uses have led to a sharing of common points of view. Among them are: a) the consideration of scale as socially constituted, a social production or even a social construction; b) conceived the scale in terms of sand, with geographical limits on particular spaces, a definition of points to be studied; c) considered the scales fluid, which although fixed by the subject, cannot be immutable. For Herod (2011), this view may limit the relationship between different scales as some actors move from one spatial resolution to another, or as the control of a scale that may have changes between subjects.

Criticism of the notion of scale still holds the arguments based on Moore (apud Herod, 2011), of the distinction on the scale as a practical category and a category of analysis. Three issues highlighted as a "non-substantialist approach to scale" by Herod (2011) help us to define the study of radiojournalism as a space and focus on sources as a scale as a category of analysis: I) the claim of the scale of visualization as epistemological, without considering it from its ontological character, which allows to see social processes and phenomena without needing the recognition that there is a prior internalization of such scale; II) the argument that even without an ontological hierarchy, people believe that these scales have real consequences on the behavior of individuals; III) the ontological, prior and prior recognition of scale does not necessarily mean that they do not play a role in the way people interact in the world.

The concepts of space and place as something lived go back to the recognition of scale as a choice of the researcher on approaches at a particular point of study in cartography about that environment. To claim the scale on the selection of sources in the events covered by radiojournalism is to see social processes without prior recognition of their approach; in which society knows the consequences of non-diversity as the data points out at the beginning of the article on reforms; and that forms of interaction in the world and of interpretation of events involve the diversification of experiences in relations between fast and slow men, between civil society and reforms, between journalists and sources.

The geography of journalism

Journalism, understood here in the case of radio, participates in the production of reality, in the construction of meaning about events, but not in isolation, but in conjunction with other agents and social institutions (Meditsch, 2010). The socialization of knowledge and the importance of recognizing journalism, among other instances, present in the social construction of reality is in the study of the disputes of meaning between different social actors. According to Hall et al, the news are social products of a) bureaucratic organization of the media; b) structuring of news values; and c) the construction of news that passes through the process of identification (gatekeeping) and contextualization of cultural maps of meaning (Hall et al, 1999).

It is also necessary to consider the concept of news as "a social representation of everyday reality, produced institutionally and manifested in the construction of a possible world" (Alsina, 2009, 299). Social representation that manifests itself in different interpretations of the world in which the relations between journalists and sources are involved. For Shoemaker and Vos (2011, p. 173) it is in the source and media channel that the flow of information reaches the audience. In both cases there are sections, with gates on their fronts that control the entrance or not of the events and the perceptions existing on them: "Consequently, among the most important sections of the source channel are the sources' ability to observe, their long and short-term memory, and their decisions about what kind of information to give to journalists" (Shoemaker and Vos, 2011, p. 173).

However, it is necessary to consider in this regard the so-called source revolution and the institutionalization of social voices in communication and the formation of a solid industry of communication advisory services (Chaparro, 1994; Shoemaker and Vos, 2011). This situation goes along with the intensification of the profile of the journalist sitting (Neveu, 2006) and absent from the stage of events (Lopez, 2010). The situations in this case are part of a context where the training of journalists in Brazil and in countries such as Argentina, Spain, France, Germany and the United States has directed a considerable percentage of professionals to work at the service of sources. This process significantly changes the relations between journalists and the selection of professionalized and non-professionalized sources.

According to data from the Profile of the Brazilian Journalist of 2012², 45% of professionals are crowded in the media and 58% outside. Of this number, 68.3% work directly for sources in the press office or radio news agencies that have business and marketing relations. Data from 2004 presented by Sant'Anna (2009),

² The synthesis of the Profile of the Brazilian Journalist can be accessed at: <http://perfildojornalista.ufsc.br/files/2013/04/Perfil-do-jornalista-brasileiro-Sintese.pdf>

after analyzing the Annual Report of Social Information (Rais) of the Ministry of Labor and Employment, reveal that only 5% of Brazilian journalists work in radio stations. Thus, the logic is the same one pointed out by Reese (2016) that it is necessary to understand journalism from its unpredictable contours and not only within organizational containers and limited in tradition.

The flow of abundant information with the news aggregators, the "repackaging" of information, the restructuring and reordering of news work (Reese, 2016) alongside issues such as curation and the gatewatching process (Bruns, 2005) provoke new forms to analyze the media content. Not necessarily with a deterritorialisation, but following Haesbaert's (2006) argument on reterritorialization, in which the changes carry old dilemmas in which innovations do not always lead to the diversification of voices and contents. Thus, even in Reese (2016), the current characteristics of work routines need to take into account the multiple forces that interfere in the media and question how this influence can interact between levels of analysis.

The example presented by Reese (2016) is in recent studies on political campaigns that reveal that journalism is an "assembly", a space of institutionalized relationships in which the structure of hierarchies still exerts influences. The possibilities in organizations that recognize the social mission in the profession, the diversification of experiences or in the very sources that provide information for traditional media and directly to the interested public are examples of the continuous potential of journalism as part of democracy.

The organization of a news network to cover space and time (Tuchman, 1983) is reinforced by Gasher (2009) in an analysis of local news production in which journalists locate and identify places where sources are considered more "reliable and plentiful, "such as government offices, buildings, police stations. For the author, this attitude leads to a map of the social, political and economic sphere and builds a sense of place in particular communities. In this sense, the construction of news leads to relations of belonging, in the determination of stories that produce connections between their communities and distant places.

Nielsen (2009, p. 26), using a framework analysis, reveals that in articles on immigrants the subject is approached in a distant, third-person logic with sources of agencies or groups speaking for them. For the author, "journalists refer to immigrants, but rarely address them directly". The study also shows the flood of information coming from outside sources in arguments that are reinforced in politics, legislation, official bodies and community organizations in an unofficial tone that does not always preserve new voices. What Howe (2009) also identifies in

dependence on few sources, linked to elites and official bodies, even with the diverse set existing in society.

Institutions and actors with economically and politically privileged roles, inside or outside the State and that make up the hegemonic role in society are understood in the term "primary definers". It is these actors who are at high levels in the hierarchy of credibility and define the subsequent treatment of information in society. According to Hall et al. (1999), the need for credible, authoritative and objective sources with institutional positions or as experts of these situations leads to the dichotomy between the rules required in objectivity and the dependence of primary setters, often from sectors of society.

Among primary sources or primary and secondary definers (Hall et al, 1999) one must also consider the inequality of access in the promoters of events. According to Molotch and Lester (1999), the sources as promoters have a) habitual access to the media, as official sources, businessmen and high positions of the government; b) disruptive access, when movements and organizations need to generate problems for the powerful as manifestations, blockades of ways; c) direct access promoted by journalistic investigations.

As a classification of the sources for analysis in our article, we start with the absence of studies that clarify the types of social voices used in the case of radiojournalism. In the case of radio, Ferraretto (2014) proposes a division between internal sources (reporters, editors, special envoys) and external (press services, news agencies, internet), something increasingly diffuse at the time of the selection. Thus, Lopez (2010) states that internal and external are increasingly intertwined in the information flow and have three levels: a) primary - consulted in the field in the unfolding of events; b) secondary - agents that analyze events; c) tertiary - when the information reaches the newsrooms by other means of communication, advisory services and agencies.

In order to understand the relationship of meaning dispute between social voices in CBN Rio's All News radio journalism space, we propose a classification already used in previous work (Kischinhevsky and Chagas, 2017) based on authors such as Gans (1980) , Wolf (2009), Pinto (2000), Lage (2001), Schimitz (2011) and Rutilli (2014). The categorization allows us to look at the specific form of selection of sources in the gatekeeping process (Shoemaker and Vos, 2011) and to perform a cartography of the distribution of voices in CBN Rio's daily radiojournalism coverage.

Based on the bibliography used on the various classifications used in journalism theories, they are divided as follows: **Officers** - Occupants of elected positions and officials of the Executive, Legislative, Judiciary and Public Prosecution

Offices, municipalities, foundations and public companies, at federal, state and municipal levels; **Corporate** - Associations representative of the commercial, financial, industrial, agribusiness, services, corporations, consultancies, executives; **Institutional** - Members of third sector organizations, multilateral organizations, social movements, trade unions; **Witnesses** - Characters who witnessed news-value events attributed by communicators and reporting chiefs; **Popular** - Common people, who are often represented on the news as victims of a particular situation - a crime, an injustice, an inefficient public policy - or use tactics of spectacularization to gain visibility and demand improvements in their daily lives; **Specialists** - Professionals with recognized scientific knowledge or specific knowledge about a particular field around which a journalistic coverage is being developed; and **Notables** - Celebrities, artists, athletes, communicators, people who perform or have performed activities of great social recognition, on which the values of news are attributed.

Cartography of sources in radiojournalism

The Brazilian News Center (CBN in portuguese) has 25 years and integrates the Globo Radio System with four own stations in São Paulo, Rio de Janeiro, Brasília and Belo Horizonte, as well as 27 affiliates present in 20 states plus the Federal District. According to the metrics presented by Ibope Easy Media in the company's Media Kit³, there are 122,170 listeners per minute in the four major group frequencies. This represents a number of 1.8 million over a month with an average audience time of 2 hours. In the May-July 2016 data⁴, Ibope mapped the record of 1.5 million unique users per month on the site, 14.5 million pay-TV subscribers, 1.2 million app downloads and 8.2 million downloads of podcasts.

It is interesting to note, in view of the positions of Santos (2006), Martín-Barbero (2004), Massey (2009) and Holzer (2012), the dispute for news space between sources, as these use and are used in the media, or else, how fast men occupy places at the expense of slow men. Martín-Barbero (2004) proposes a map that allows to traverse the cultural matrices of communicative mediation and to avoid the unique thought about the technologies, of the usability of these and of the transformations that the traditional mediators face. It is necessary, according to the author, to think in new senses of the social and social uses of the media, especially with the entry of new actors, social movements and other agents in the civil society.

³ Data available at: <http://s.glbimg.com/pv/an/media/documentos/2015/06/25/CBNmai15.pdf>

⁴ Data available at: http://s.glbimg.com/pv/an/media/documentos/2016/10/27/Midia-Kit_CBN_set-16_25_Anos.pdf

The map of Martín-Barbero (2004) helps to understand the presence of the subaltern sectors of society in the media. To go through these new meanings of social and media uses, CBN's radio journalism becomes here a place in which we are interested in analyzing the disputes of meaning that are present in the space occupied by the sources. Something that Milton Santos (2006) also puts in the definition of proximity that interests the geographer from the presence of people in the same extent, in the interrelationships and in the identity that the totality of the relationships makes possible, besides a specific or drawn fence.

The analysis proposed here was carried out with two methodological procedures. The first involves the collection of the CBN Rio radiojournal in the week of June 26 to 30, 2017, focusing on the local production of the radio station in the capital of Rio de Janeiro. It is considered that the selected days represent the daily production of the broadcaster in the search for diverse subjects. The second was the division of data by source categories, the thematic fit where they are inserted and how events are dictated. It was possible, from this, to carry out a cartography between primary and secondary sources that reveals the dispute for the space and place of the media in the construction of meaning.

The presence of official sources is verified in 50% of the programming over a week. In the 62 moments in which they were heard, 55 times they appeared as primary agents (Hall et al, 1999) in the conduct of the topics addressed by the journalists. Most of them are involved in politics (19), security (14), transit (16), education (2), health (3), economics (1). In the policy editor's office, Mayor Marcelo Crivela was heard on issues such as the graduation of community entrepreneurship, resource cuts for samba schools, the increase of IPTU. The Federal Supreme Court was quoted in the case of the suspension of the appointment of the son of the mayor to a position in the first step of the city hall on suspicion of nepotism. The State Government and the Legislative Assembly appear as central agents in discussions on fiscal adjustment, approval of the spending ceiling for the tax recovery agreement, the payment of servants and the discussion on the financial crisis in Rio de Janeiro.

CBN Rio also has its coverage of city traffic based on sources such as the City Hall, Military Police and Traffic Department. The Police was the main source in the subject of public safety in matters such as exchange of shots in Mangueira shanty town, the death of a student earlier in the week. In this area, the Federal Police was heard about the suspension of the issuance of passports due to the lack of resources, in addition to the speech of a Lava Jato prosecutor with arguments related to the lack of resources of the Federal Police for major operations and the Fire Department with false ticket alerts for fire insurance. In the cover of the

General Strike held on Friday (30), public security agents were the main organs heard on the progress of the demonstrations and the blocking of access roads to the city.

The specialized sources were present in 16% of the programming in subjects like health, economy, history, politics, sport, education and law. In all cases, they acted only by commenting on actions from official or institutional sources without appearing as primary agents that led to new approaches. The splitting of debts of the Individual micro entrepreneurs, the defense of the social security and labor reforms, the fiscal adjustment of the State Government and the actions of the strike that prevented the traffic, were among the topics discussed during the week. The comments institute the flow of the All News radiojournalism model, establishing parameters of entry of these voices at certain times and guarantee the progress of the debates in the programming (Meditisch, 2001).

The popular sources were present in 13% and in only two cases were agents of events as primary definers: the case of dancers who won a scholarship in the United States and organized a raffle for the trip; and the group of demonstrations organized on June 30. In the latter the activities had only mentions and were not heard in full on the claims. This indicates the disruptive access to the news, where this type of source launches of spectacularization tactics or actions that affect the powerful in the closure of streets (Molotch and Lester, 1999). Interactions via WhatsApp, Facebook and Twitter are cited in comments from sources coming from official sources, without the use of voices or interviews in the program. In cases where they were heard, sources such as drivers caught in traffic jams were identified because of demonstrations by motorcycle taxi drivers earlier this week and the General Strike on Friday (30).

In the case of institutional sources (13%), in 10 moments the performance was perceived as a primary definer in the writing. The League of Samba Schools in the criticisms to the cuts of funds on the part of the Municipality of the River; the Union of Insurers provoked a discussion about the theft of cargoes that affect the economy of the State; the Truth Commission experiencing financial difficulties; the Doctors' Union on impaired hospital care. On the day of the General Strike, the Syndicate of the Aviation and the Union of Bankers were heard on the claims contrary to the social security and labor reform.

Witness sources (4%), based on issues such as security in the case of a hostage of an assault on a post office in Tijuca and the ambulance driver of the Acari Hospital, were only commenting on issues already addressed, which characterizes the search for this kind of voice by journalists. The corporate (2%) and notable ones (2%) also appeared in topics such as economics, innovative

entrepreneurs from Startups in Rio communities, and cultural actions such as book launching and the documentary about the Black Rio group, respectively.

The analysis shows a source search profile for its credibility hierarchy, as pointed out by Hall et al (1999) and Reese (2016). The contest of meaning by the voices is divided into who has the political and economic power to dictate and promote events. This is clearly demonstrated in the case of issues such as politics, security and transit, in which the main voices occupying the space of radiojournalism are agents of the state, such as the municipal, state and federal governments, justice and public security agencies. The intensity of the deepening of the information depends on the official logic at the expense of the diversity of voices that can comment on several subjects. The fiscal adjustment and the vote on the spending ceiling in the Legislative Assembly is an example: as long as the Government and the deputies take turns in the arguments, there are no servants, teachers, workers heard on the subject.

The proposal is a cartography that characterizes the spiral model of live radiojournalism text. Unlike the inverted pyramid, the program coverage demonstrates a selection of the sources performed in the different themes in a continuous format, divided between High Zones (HZ) and Low Zones (LZ). The spiral would be in a continuous news construction, but not in the clock proposal, as already pointed out by Meditsch (2001) in the studies on the radio language. The occupation of space that points to Figure 1 has in the HZ 1, 2 and 3, the official and institutional sources that can act as primary definers of events in different subjects, from health education, from politics to economics, which are in reports, notes, live tickets, interviews and other formats.

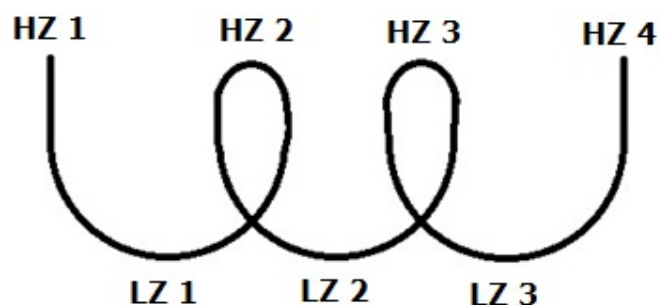


Figure 1: self elaboration

The LH 1, 2 and 3 correspond sequentially to the positions of expert, witness, notable, and business sources. The logic here is the presence to comment on the actions that are at the top and always come after the action dictated by official sources, such as the Government, STF, Police, among others. The promotion

of events by the official sectors with direct access to the media provoked repercussions and the need of specialized commentaries with the support of sources who defended reforms, in the case of the economy and of the companies. This space represents a line that is dispersed between different themes, such as sports and specialized commentators who follow the actions that football teams and confederations, as institutionalized agents, are doing.

Finally, the High Zone 4, which is not discussed again, is made up of popular sources that may even have disruptive access to the organization of events and acts, but do not necessarily influence the continuity of coverage. The approach is not the claims, but the problems caused by the way of seeking visibility with public action. Even so, in this case only the institutionalized subjects, like the unions, managed to express the motives of the acts. The occupation of space by popular sources has a high intensity in the promotion of events, but not yet in a condition of equality with the sources present in the first positions of the hierarchy of credibility used in this selection.

Final considerations

The presence of the other, the otherness and the search for diversity through the experiences of the poor in large and small cities, the meeting of multiplicities, constitute the organization of space. Considering radiojournalism as a media space (Massey, 2009), the level of diversity and access only draws spatial dynamics from the unequal relations between fast men and slow men (Santos, 2006). The study of CBN over a week and the mapping of these sources in the dispute of meanings is part of a continuous effort to combine the concepts of geography, from a perspective of the Global South as periphery of capitalism, of journalism in the construction of news in everyday life. It also demonstrates not only the division between the occurrence of certain types of agents, such as official rather than popular ones, but also of the encounter between different voices and the possibility of diversity present in the news.

The space as the product of interrelationships, the sphere of the possibility of multiple paths, the encounter with another and of a continuous construction allied directly when considering journalism as an institution in democracy. Although the configuration of the territory considers the CBN as a concession present in the hands of one of the largest media oligopolies in the world (the Radio Globo System), the relations between journalists and sources are expressions of daily life, power disputes and force exercised by social groups. The construction of news in radiojournalism, in the specific study on the arguments and presence of voices and

social interest, is implied by interactions that result from the encounter between the agents in a space permeated by the economic and social logics of the periphery of capitalism.

In the proposal of the spiral as a journalistic text and cartography of positions of power in the dispute for the space of radiojournalism, although in an exploratory and initial study, it represents an exercise of thematic fit that reveals who has the power of speech as primary agent. The promotion of events and the occupation of this space prioritize official voices in matters that directly concern the most diverse social strata. If we look at this difference in the same way that Santos (2006) among fast and slow men, the popular sources, the opinions and arguments of unprofessional agents in their relations with journalism are still not heard with all the necessary resonance that expresses the riches that they have.

With the approach of authors of geography on space, territoriality and place it becomes possible to think of the diversity and plurality of sources in journalism, not only in its normative aspects, but in the multiplicity of experiences necessary for the construction of the news. It is necessary, however, to consider the professional challenges that newsrooms spend at a time of intensified seated journalism (Neveu, 2006) and the decrease in the number of professionals in newsrooms (Lopez, 2010). On the other hand, it represents a course to be followed in the studies on radiojournalism in order to map dynamics of the struggle for access to the voice, for the presence and the possibility to argue against the current political and social turbulences.

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