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TELEJORNALISM IN THE AGE OF CONVERGENCE: THE PARTICIPATION BY THE PUBLIC BY WHATSAPP IN THE “BOM DIA MS” IN CAMPO GRANDE, MS.

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Abstract

This work aim is to research the participation of the public through the use of the WhatsApp in the news broadcast of *Rede Globo's* affiliate, *Bom Dia MS* in Campo Grande, MS. Content analysis was used as a methodology to understand how this application has been used as a tool for participative journalism in a regional and local dimension. A total of 43 programs of 1h20 each were analyzed, and open face-to-face interviews were conducted with the TV news presenters. The study discusses the use of mobile digital technologies in journalism and public participation in this scenario.

Keywords

Participative journalism; WhatsApp; News broadcasting

Participative Journalism

The phenomenon of participatory journalism has always been present in a limited way in the traditional media of social communication. The “reader’s letters” section in the printed version, for example, has always been seen as a space for public demonstrations. Letters, e-mail and phone calls were utilized as means of public participation in television and radio. However, participatory journalism has gained new ground thanks to the facilities of accessing the mobile digital tools available in the network society.

From the advent of the internet and the mass propagation of mobile digital devices such as tablets and smartphones, the media started to give more value to these channels, as the audience found in this space an opportunity to participate more actively in a social communication vehicle.

Médola and Grzesiuk (2010) assert that the emergence of several technologies has favored the expansion of interactivity and facilitated the process of content generation, such as digital cameras and cell phones. According to the authors, thanks to the tools of information production and distribution present on the web, people have become able to act as emitters of information. This practice began to be used in the journalistic activity, mainly in the productive routines.

The concept of participatory journalism refers to the activity “whereby the citizen or group of citizens plays a role in the process of gathering, analyzing and disseminating news and information” (Correia, 2010, p.88). Aroso (2013) explains that despite the differences between the terms used for this format, such as citizen journalism, collaborative journalism, open-source¹ journalism, wiki-journalism², civic-journalism and public journalism, all have a common trait that is the role of participation, sharing and collaboration in the process of building news. For the author, despite the multiple forms of participation, we can only talk about participatory journalism when there are journalists and citizens who participate in the production, construction and transmission of information.

Aroso (2013) lists some potentialities that are distributed in participatory journalism:

Escape from the dictates of political agendas and the media; antidote to controlled, concentrated and elite-dominated media; different and fuller view of events; the media and its audiences; the increasing of community trust in the media (Aroso, 2013, p.4).

Correia (2010) observes other potentialities of participative journalism. For the author, this kind of journalism allows many people access to the production and public dissemination of messages, and is less dependent on the ethical dilemmas that are placed in the traditional media. Participatory journalism also allows coverage of news that traditional media do not find profitable and the most substantial discussions of events in a way that the classical media could never afford.

In the culture of convergence, where old and new media collide, Jenkins (2009) points out that corporate media have recognized the value of audience participation and have given it more space and power to think, collaborate, and even alter content production routines. For the author, the logic of convergence of media completely alters the media flow, “from the production of the media industry to the way consumers process news and entertainment” (Jenkins, 2009: 43). In Buena’s view (2011), this is a more positive form of collective organization and less negative power of the media. For the author, in the culture of media convergence, people tend to have more collective bargaining power if they form communities of information consumption.

¹ “Open-code journalism has emerged as a way of defining a style for wiki journalism, which allows the content of a page to be changed by any Internet user” (Amorim, 2009, p.4).

² “Wiki sites are those that allow you to change, delete, rewrite or add content without the need for much technical knowledge. The best-known model is Wikipedia, the virtual encyclopedia that was born in 2001, and is characterized by being written and updated by users” (Idem).

On television, participatory journalism can be perceived by the broad public manifestation through social networks. According to Aroso (2013), social networks are today tools of participatory journalism, as they postulate the interconnection between traditional media and social media. Jenkins (2009) pointed to the fact that large media use the power of social networks for audience participation.

Cajazeira (2015) observes that because it is a new channel of distribution, circulation and sharing of informational content, the social networks housed by the internet, changes all the logic of production of the great mass media, fomenting participative journalism. Broadcast journalism, for example, has absorbed these new digital tools to enhance and adopt content convergence dynamics and secure the active role of the public.

What we can understand is that the new possibilities of interaction bring a legitimation of the television discourse. Broadcasting companies need, for marketing reasons, to broaden the channels of communication with the public and to do so by encouraging participation and collaboration in new interfaces on digital platforms. In these spaces, there is the incentive to send criticisms, suggestions and comments on your news or entertainment programs. The public, by participating in this space and sharing with others the contents that it visualizes on the interface, reinforces the social bonds with other publics and the broadcasting news itself (Cajazeira, 2015, p. 9).

Participatory journalism has also given rise to the figure of news workers - ordinary people who use these social media to contribute with suggestions of agenda and even give their opinion on the production of a newscast. The production routines establish criteria regarding the selection and choice of what can be considered a journalistic fact. On a daily basis, newsrooms from various communication companies receive a great deal of information and advice. It is up to journalists to select these facts and turn them into news. A fact only becomes news depending on the value and the criteria of newsworthiness attributed to it. Shoemaker (2011) explains that newsworthiness is no more than a judgment made by human beings, and that this idea is related to dimensions of the deviation and social significance of an event.

However, this active participation of the public brought some concerns to journalism, provoking discussions about credibility and quality of the information sent by media collaborators. Figueiredo and Saudino (2015) question the guarantee of the veracity of the facts of information sent by news workers: "Who guarantees the truth of the facts? Does the journalist check or just select the content? With the speed and dynamics in which the events happen, is it possible to select, verify and edit all collaborative material?" (Figueiredo and Saudino, 2015, p.7)

However, in Aroso's view (2013), these issues rather than problems would in fact be challenges to journalistic practices, as the number of users on social networks has increased significantly in recent years and their relationship with large vehicles media has narrowed to a point of making them loyal to these media.

Canavilhas (2011) clarifies that social networks facilitate the exchange of information in the way users relate to the media, strengthening bonds:

This approach improves the transformation of audiences in communities, a situation that tends to generate consumer loyalty for the development of feelings of belonging to a community (Canavilhas, 2011, p. 119).

Targino (2009, p.59) argues that participatory journalism is a means of ensuring and consolidating democracy: "this confirms the popular proposition: that when the means do not arrive, citizens arrive in the trenches of the disclosure of facts and events , in its most genuine version, as has been happening in democracies and even in totalitarian regimes. " The author also points out that participatory or citizen journalism will not replace conventional media or web journalism. In the same way that the citizen will not replace the journalist.

The researcher Silvia Moretzsohn (2014) proposes a discussion about the "myth" of citizen

journalism, because for the author there may be a misunderstanding in what is called citizen journalism or participatory journalism:

If we could all take on the role of journalists, journalism itself would be “naturalized” or dissolved between our daily chores. However, if we imagine that this new scenario allows us to potentially transform all of us into sources, we can verify that journalism has in fact become more complex. Consequently, there is a demand for more rigorous criteria for news selection. This, on the other hand, contradicts the logic of journalism in “real time” (Moretzsohn, 2014, p.1).

In this way, it is understood that the new mobile digital technologies have given citizens an understanding that they, as well as participatory actors, can be reporters who collaborate, even without any technical journalistic instruction, for the elaboration of news. In a way, the new technologies have given this citizen a “false” power to alter the structural logic of the construction of the news. This is the debate Silvia Moretzsohn proposes: Is participatory journalism a myth of redemptive technology?

Participatory journalism presupposes a series of deontological and ethical issues. Although some theorists, such as Moretzsohn (2014), affirm that the participation of people in journalism weakens the credibility of information, on the other hand, this practice has become more and more recurrent in communication companies, because in smaller and smaller essays, journalists end up using information from news contributors who, armed with smartphones or other digital technologies, become allies of journalists and reporters seeking for prompts.

Methodology

The present research had as objective to analyze how the newscast Bom Dia MS uses the WhatsApp to interact with the public. For this, the methodology of Content Analysis was used, which, according to Herscovitz (2007, p. 123), is a method that can be used to detect trends and analysis of newsworthiness, framing and scheduling criteria.

Content analysis consists of a research method that collects the analyzed texts, sounds, symbols and images printed, recorded or transmitted in electronic or digital form found in the media from a random or non-random sample of the objects studied in order to make inferences about their contents and formats, framing them into previously tested, mutually exclusive and replicable categories (Herscovitz, 2007, p. 126).

For this research were recorded and cataloged the programs exhibited in the periods of June to July and October to November of 2016; February to March, and June 2017. Daily TV news presenters invite viewers to participate in the program by sending photos, videos and agenda suggestions at (67) 99804-4400. The television news program is the first journalistic program of the broadcasting station, presented at 5:30 am with an average duration of 1:20:00 and closes at 6:30 am, observing the time reserved for intervals .

In all, 88 programs were recorded, which turned out to be a great amount of information, since each program has an average duration of 1h20, which totaled a file with more than 117 hours. By methodological option, it was defined that only two periods would be analyzed: the first, which corresponds to the month in which the television news started to make use of the application for the first time, as a form of interaction with the public - from 06/28/2016 to 29 / 07/2016 and the second period is equivalent to one year after using the mobile application - 06/01/2017 to 06/30/2017.

A total of 43 programs were analyzed, of which 22 were from the first period, from 06/28/2016 (date on which the application of the TV news program starts) on 07/29/2016. The second period analyzed corresponds to one year after the first use of the WhatsApp in the news program *Bom Dia MS*, which total 21 programs from the period 01/06/2017 to 06/30/2017.

Also, as part of the methodology, we used face-to-face interviews that were recorded with the help of a portable audio recorder with the newscasters Ginez Cesar, Maureen Matiello and Evelyn Souza.

The interviews were carried out in the residences of the sources and were essential for the understanding of the data, so that it was possible to start for the analysis phase proposed by Bardin (2009): the treatment of the results and the interpretations.

Contextual analysis of whatsapp on Bom Dia MS

By proposing Content Analysis on the use of the WhatsApp application in the *Bom Dia MS*, this research could understand how this application has been used as a tool for participatory journalism in a regional and local dimension.

The worldwide network of computers gave the receiver the power to interact more actively in the communication process, which once limited it to a more passive audience. The Internet enabled the news recipient to have immediate answers, no longer passive, such as in the "Right of Reply" and "Letters of the Reader" sections of printed journalism.

On *Bom Dia MS*, for example, the response to the messages sent by the viewers, most of the times, was immediate, although not all the messages were read during the television newscast. All messages, according to journalist Evelyn Souza (2018), are answered. In an interview with this research, the journalist corroborated with information from the presenter Ginez César (2018) that a daily average of 500 messages arrive in the WhatsApp of the television news. On 06/28/2016, when the application was started, journalist Ginez César said that there were over a thousand messages sent by viewers.

César (2018) says that the decision to use the application was studied by all the team that compose the television news: editors, journalists, editor and director. At first they had some caveats, since the attempt to use an application interactively with the viewer had already been done with *Bem na Hora*³, but, according to the presenter, this tool limited the participation of the people, since the viewers had to make a pre-registration, stating that the messages and photos were true and that they were the responsibility of all who sent them.

In this way, the first concern among the directors of the newscast was the credibility criterion. This justifies the fact that they took time to make use of WhatsApp. In 2016, news broadcasts from other broadcasters in the state of Mato Grosso do Sul, such as MS Record TV and Campo Grande TV, were already using WhatsApp as a public participation tool.

We saw that we could not stop interacting with people; the participation, the interactivity, could not ignore this. Journalism has been changing according to technological evolution. We had initially the Well on Time, which worked very well [...] but had some limitations, had to pre-register, authorizing the use of the image. What was the fear of television? The origin of the information. For example, I send a photo: is this photo an assemblage or an untrue thing? This was a concern and not a resistance (César, 2018)

Credibility, one of the pillars of journalism, has long been debated by researchers in the area of communication when it comes to the participation of the recipient in the construction of the news. The commitment to the truth of information has always been a sensitive point in the daily lives of journalists and journalism itself. Brambilla (2008) points out that the use of social networks in journalism sometimes brings up doubts on the credibility of the information provided by the receivers, causing ethical implications to be reconsidered in the construction of the news through the use of collaborative tools.

³ In April 2014, TV Morena launched its first mobile application: Bem na Hora, with the intention of making viewers participate by sending photos, videos and suggestion of agenda. The app could be installed without cost on smartphones

After deciding on the use of WhatsApp on *Bom Dia MS*, Morena TV's management proposed that it should be used at first on *Bom Dia MS*, because according to César (2018) was always considered pilot⁴ for the other network news broadcasts: "What is a great pilot? It's a newspaper that you have time for interview, time for pictures, time for making a different time map. Because? Because Bom Dia is an hour and a half long, so it's always been a great laboratory for us. "

As soon as they started using WhatsApp on the news, the presenters stated that they were not sure what the reaction of the viewers would be like. The first question that arose was whether they would receive messages, since it is a program that begins at 5 o'clock in the morning.

The form of invitation to interact was also driven by spontaneity. Cesar (2018) clarifies that asking people to send photos or videos of their cities was a way to get *TV Morena's* television news to come to places that do not have station staff. He cites the case of a Paranaíba viewer who every day sent photos or text messages showing how the weather was in the city.

Photos of dawns, landscapes and animals show regional criteria portrayed by viewers. Mato Grosso do Sul is a state where fauna and flora are present in people's daily lives. Residents of the municipalities closest to the Pantanal constantly send photos to the news show showing the beauties of this biome. Residents of Campo Grande do the same with photos of wild animals that live in urban environments. Pictures of capybaras, red macaws and coatis are part of the collection of photos sent by viewers. This type of message contributed to the creation of the "cute moment," a picture presented in the weather forecast by journalist Evelyn Souza.

Souza (2018) realized that people liked to have this kind of participation and charged when the photos, messages and even their names were not mentioned in the news report and says that, with the use of WhatsApp, time became more interactive as well. In fact, the survey pointed out that the number of participations in the weather forecast increased significantly.

Maureen had a very important participation, because when the time to call the weather forecast arrived, she took a different and more relaxed approach, she took a picture of the viewers, showed the time in the city and asked me a question: "Mistress Maria from Sidrolândia is saying that the weather is closed there and there Evelyn?" " So from the interactivity of WhatsApp the picture became more interactive as well (Souza, 2018, s.p.).

Another point discussed in the research was the selection of text messages, photos, videos and guidelines suggestions. The journalists interviewed in this survey stated that all the selections were based on who presented the newspaper. The WhatsApp application worked on two devices: a tablet and a smartphone that were rotated by presenters. On the issue of the editor-in-chief not having access to the messages received, Souza (2018) clarifies that the devices could not leave the studio not to lose the signal of the Wi-Fi that made it impossible for the use of the devices by the editor in chief, since he monitors the station from another station.

The selection of photos and videos obeys visibility criteria such as position of the images horizontally, images with focus and clear. In this way, presenters can select the best images to be displayed on the TV.

As for text messages in the form of opinions or questions, the presenters stated that as the newspaper was live, read all the messages read was impossible during the time the news was on the air, as the immediacy and time go hand in hand on the news. The specific moments when viewers were invited to attend were very laborious, according to Souza (2018), because the presenter had to interact with the specialist, ask the questions that were on the agenda, take care of the time and still select the messages that came - and you have to remember that the presenters do it on a live show. This explains the fact that,

⁴ The same as testing, general rehearsal of what will be put in the air (Araújo & Souza, 2007).

from an average viewpoint of 500 messages per day, only 6 to 10 text messages are read on the newscast.

On *Bom Dia MS*, the participation of the people took place in a collaborative way, because according to Souza (2018) the WhatsApp application resource made it possible for production to know information and to have images of cities and regions that do not have *TV Morena* teams.

Although on *Bom Dia MS* the participation is, in the great majority, the sending of photos, videos and text messages on how the time will be in certain cities, it is necessary to affirm that WhatsApp provides, in fact, participatory journalism among television viewers. For, as the presenters have quoted, all material sent through the application may not generate agenda for *Bom Dia MS*, but it enters a register that is used in other news broadcasts of the network.

But what explains the fact that subjects related to health, behavior and weather forecast have more space and participation in the TV news *Bom Dia MS*? For the journalist and presenter Maureen Mattiello (2018), these parts of the newscast are the ones that most involve public participation because of people's interest in showing the time in the region where they live, in awakening to issues that will change their lives that day, such as health, traffic, time. The presenter says that they do receive posts in politics and economics, but she acknowledges that people's participation is greater in weather, health, and behavior, because people find these informations lighter: "The People are starting the day and what do we want to know? How the weather is starting, how the traffic is, you are preparing your day. So people interact a lot with this" (Mattiello, 2018).

The analysis showed that during the exhibition of these specific pieces, the participation of the people was greater than in front of other segments of the program. However, this volume of participation was not the same as in the political, economic, agribusiness and sports. Caesar (2018) states that there was a modest participation of the public in these editorials, in contrast the interest was greater when discussing subjects considered "light" for the daily life of the people.

In the politics framework, for example, César (2018) states that the entries were mostly opinions with aggressive content, especially when some political personality was interviewed in the studio: governor, deputies, mayor and city councilmen. According to Caesar (2018), people had a tendency for party biased statements, sometimes according to the journalist, the messages were offensive content. In these cases, presenters chose not to involve the public in the politics framework.

As much as the journalists interviewed affirmed that there were, yes, many appearances in political, economical, sports and agribusiness publications, this research signaled to the following question: why does not the television news show these participations, since they are constantly sent?

What has been noticed is that the television news has not lost its characteristic journalistic program. Incidentally, about the type of participation, all presenters were blunt in saying that this form of participation makes the newspaper lighter, and people react in a charismatic way: "That's it: we're starting the day together. Let's do the paper together? It is very nice to see how people participate sending a photo of breakfast, sending a photo of animals in transit" (Mattiello, 2018).

The presenter also says that the direction of the television news has already been criticized for summarizing the participation of viewers through "banal" messages. But she says participation is not just about that. In the view of the presenter, there are many suggestions of agenda that, although they are not used in *Bom Dia MS*, are passed on to the other TV news broadcasters.

The analysis also shows that people have a peculiar way of attending a newscast that starts at 5 o'clock in the morning. Having the name and the city spoken by the presenter, or receiving messages of hugs and kisses, is a way, according to Souza (2018), of viewers being reminded daily:

We realize that this viewer likes to participate in the television newscast this way. I think because it is the first media of the day that the person will see, he will not want to be filled with heavy information such as unemployment, conflicts, tragedies. Although we show this type of agenda, the Bom Dia viewer likes to see slight guidelines in the

program. What's more, he likes to see himself in the program or that it is just his name being mentioned by one of us (Souza, 2018).

Souza (2018) further states that WhatsApp provided a closer relationship with some viewers, who constantly send messages asking to be reminded, whether with a good morning message, showing the photo sent or even answering questions about the forecast time.

The *Bom Dia MS* viewer is an active user who reacts to the manifestations of the television news. Although his participation is limited in sending images and messages of good day's greeting, it can be seen that this viewer contributes to the newscast spontaneously, especially when it comes to subjects that generate affinity and sympathy in this receiver.

An example of this was on 06/29/2017, when the journalist Évelyn Souza prepared a contest for the best photo that illustrates an *ipê* in the state. At the time, the weather forecasting company asked that videos and photos of the city be distributed around the city, since the season of the period analyzed favored the flowering of the tree. The following day, 06/30/2017, 11 photos of *ipês* taken by viewers were displayed.

In this way, it was observed that, although the form of suggestion of agenda had presented an incipient result, since it was imagined at the beginning of the research that this form of interaction would have a significant number, the participation of the people through the use of the WhatsApp has gained other contours.

Based on the characteristics of the open television plotted by Paternostro (1999), the present research contextualized each characteristic with the analyzed data of the *Bom Dia MS*, and reached the following interpretation: regarding the characteristic of the visual information, it was observed that the use of images sent by viewers, whether photos or videos, increased significantly from June-July 2016 to June 2017. The display of these images sent by the viewers also gained more space as a consequence of the volume of images that the television news receives daily. In the view of Paternostro (1999), the image is the most accessible sign to human understanding: "TV shows and the viewer sees: he understands, informs and expands knowledge" (Paternostro, 1999, 75).

The characteristic of immediacy has been amplified with the use of WhatsApp in the production of *Bom Dia MS*, as messages from viewers arrive at the time the newspaper is live, which contributes to a change in the routine of production and presentation of the television news, since the presenters need, besides presenting what is in the edition, to show additional information that arrives with the messages sent by the viewers. It is noticed that the work increases, because the presenters themselves receive, select and display these messages during the television news.

The characteristic of instantaneity in a television news program began to be rethought with the use of new technologies, because the concept that the message cannot be reviewed on television, gained new possibilities with the advent of the internet. The *Bom Dia MS* news, for example, can be reviewed on the website of the broadcaster.

As far as scope is concerned, being *Bom Dia MS* the first local newscast, it aims to take the main news of the state, anticipating important facts of the day. Its scope encompasses all the municipalities of Mato Grosso do Sul. According to the Globo Network's Atlas of Coverage⁵, TV Morena reaches all social levels, mostly reaching class C. It was not possible to measure if there was any change in the characteristic reach with the use of WhatsApp on *Bom Dia MS*.

When Paternostro (1999) addresses the characteristic of television involvement, the author states that "the TV is fascinating because it transports the viewer into their stories." With the use of WhatsApp on *Bom Dia MS*, submissions, containing personal photos, videos and text messages, show a new way of involving the public with the newscast. The increasing increase of these forms of participation, denotes

⁵ Retrieved February 18th 2018 from: <http://negocios8.redeglobo.com.br/Paginas/Exibidoras.aspx?e=87>>

that people are participating and getting involved with the elaboration of the television news. When a viewer sends a photo of his breakfast or about the hot wheater in the city where he lives, it is clear that the involvement goes beyond telling stories: the simple fact of having a small participation in the live television news assumes that the viewer interest in this type of involvement.

César (2018) says that there are television viewers who are already known by journalists in the newsroom, and who allow a closer relationship, because in some moments professionals call these viewers asking for information from the cities in which they live. Therefore, it is perceived that the use of WhatsApp on *Bom Dia MS* has modified the involvement between the viewers, the newscast and the presenters.

The last two characteristics traced by Paternostro (1999) for television are superficiality and the audience. The fact that television news has a rhythm and a timing, causes certain subjects to be approached superficially. *Bom Dia MS* throughout the analyzed period addressed some important issues, mainly in the political framework, as, for example, Operation Asphalt Mud⁶. As previously mentioned, the presenters did not make use of WhatsApp's participation in viewers in these matters to avoid political biased manifestations or aggressive messages. In some editions, subjects like these occupied little time in the programming grid.

Lastly, the audience's characteristic could not be measured, even though the presenters assert that the peak of audience participation through WhatsApp is at 6 o'clock in the morning. It is at this moment that the presenters receive many photos, messages and videos from viewers from all over the state. According to the Globo Network's Atlas of Coverage, the television news Bom Morning MS does not appear among the 20 largest audiences of TV Morena in Mato Grosso do Sul. Only the MSTV newscast 2nd edition appears in the list and occupies the 6th position⁷.

Using WhatsApp as a participation tool enabled subtle changes in the productive routine of *Bom Dia MS*, which adopted this model of media convergence (television and mobile digital technologies) intermediated by the Internet, without knowing for sure what forms of public participation would be. Throughout the analyzed time, the research showed that the forms and the time of participation were gaining new contours, like the use of videos and the forms of photos selfies, sent by the viewers. There was also an increase in the subjects addressing behavior, health and weather forecasting, through text messages.

The use of WhatsApp on *Bom Dia MS* has in fact provided viewers with a new way of interacting with the presenters and showing who these people wake up at five in the morning, sharing with several other people who also watch the news, photos, videos and messages, albeit banal, but which arouse a meaning of importance or of interest to both the submitters and the presenters who select those submissions to be displayed during programming.

Targino (2009) shows that journalism has many functions, including informative, educational, cultural, entertainment, social and economic functions. Although *Bom Dia MS* deals with all these functions, some are more superficial than others, it is clear how the use of the WhatsApp in television news provided the function of entertainment to fixed space in the television news grid, since it does not only see information that meet criteria of newsworthiness - rarity, novelty, impact, conflict, scandal, catastrophe, among others.

In fact, the newsworthiness criteria can be rethought from the use of social networks

⁶ Federal Police, Federal Comptroller's Office and Federal Revenue Service in Mato Grosso do Sul, aimed at disrupting a scheme that diverted public funds through public bidding, public works overbilling, fictitious or illicit acquisition of products, financing of private activities unrelated to the state-owned enterprises' end-of-life activity, concession of tax credits with a view to receiving bribes and corruption of public agents. Retrieved March 12th 2018 from: <https://istoe.com.br/pf-deflagra-nova-fase-da-lama-asfaltica-no-ms/>.

⁷ Retrieved March 12th 2018 from: <http://negocios8.redeglobo.com.br/Paginas/Exibidoras.aspx?e=87>.

and applications in the journalism of *Bom Dia MS*, because a change of time can attract more attention of the viewer than a subject of political conflict, for example.

Final considerations

Television, according to Paternostro (1999), combines two human senses simultaneously: hearing and vision. At the same time as it imposes itself on visual information, it also holds the viewer's attention to the sound information. These are characteristic of the nature of this vehicle of communication that has come to count in the last years with the use of mobile digital technologies, causing the productive routine of a television news to be altered.

The main clipping of this research, *Bom Dia MS* news program, was chosen as the first TV news broadcaster to use WhatsApp as a public participation tool. The analyzed editions showed how the television journalism of TV Morena has been using the WhatsApp application as a tool for public participation.

Broadly speaking, *TV Morena*, when realizing that the culture of convergence began to be part of the daily life of its public, took risks in the ways of receiving instantaneous information, which may put in check the credibility of the news, but on the other hand gives viewers the chance to become a television news contributor.

Although they did not know for sure what it would be like to use this application in the routine of *Bom Dia MS*, the presenters started for more colloquial interaction with the viewers. In addition, WhatsApp is a personal, instant-use home application that even comes with creating a new language for this media.

TV Morena's Bom Dia show was participative with certain issues of daily life such as health, weather, education and behavior, but was limited to others such as politics, agribusiness and economics. The analyzes of this research showed that among all the analyzed editions, only those of behavior, health and weather forecast had more participation of the public compared to the politics, economy, sports and agribusiness publications.

The presenters of the *Bom Dia MS* news program have been using WhatsApp as a tool for participation and interaction rather than as a tool for the production of guidelines, although all the journalists of *Bom Dia MS* say they do not only receive photos and videos of landscapes, morning or in transit. However, what was evidenced in the research is that the forms of public participation are summed up in showing the beginning of his day in the television news.

So *Bom Dia MS* viewer who uses WhatsApp to send messages to the newscast is not a news contributor? This audience is in fact a contributor of content, however, it is up to the journalists of *Bom Dia MS* to select, among all the contents sent, what is news and what is not. Fact suggestions, for example, only become reporting after the presenters who run the app analyze and verify that this information has some relevance to turn the news.

In this sense, the *Bom Dia MS* is the one who dictates what can or can not be displayed during programming, that is, the viewer does not yet have the power to change the newscast from his sent messages. There are criteria that still exist that limit the role of the audience in being just a viewer, even if digital tools make them react to the information.

The reconfiguration of the audience in the current panorama of media convergence shows that, in fact, it has gone from passive to active. But this notion of "active" comes up against political and marketing issues of communication companies. This audience is active, when it reacts to the demands of the television news. The numerous participations analyzed in *Bom Dia MS* came from requests from presenters who daily remind that there is a channel in the newscast that serves as an approximation, a channel of interactivity that the viewer has with the program. So, journalists repeat daily: "Join us, send a

photo, a video or a message, tell us how is the weather in your city today.”

And curiously, people respond to this request made by the hosts of *Bom Dia MS* and send their “works” to be exhibited in the television news. The notion of news collaborator does not fit in his totality to the viewer of *Bom Dia MS*, even because he is a common citizen who wakes up at five in the morning and shares moments of leisure and routine with the television news. This viewer is a content contributor and he resets the *Bom Dia MS* for participatory journalism.

It was noted that the application has changed the way it relates to the audience, as the bonds have become closer and more interactive. The journalism held in *Bom Dia MS* has gained an electronic magazine feature, since it deals with light subjects of interest to the public, allied with news that are relevant to society.

Thus, the television news program included in its programming spaces for public participation, which reacted and met the demands of the presenters. Even if they send non-news messages, the viewers guaranteed a space of manifestation in the television news.

But do viewers really like this form of television news? Or were they conditioned to participate? These questions are the subject of a new research within the scope of the reception, which understands the anxieties and questions of the audience of the television news program *Bom Dia MS*, since the current scenario of media convergence has altered the television consumption, allowing the reconfiguration of the users of this media. The power of viewers in the face of multiple media platforms shows that as active subjects in the communication process they react and produce meaning as they watch television.

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