

Political web journalism and the online covering of 2002 presidential elections

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Brazilian web journals of great companies of communication exist since 1995. However, it was only in 2002 that the electoral journalistic covering in the Internet gained impulse, acquiring relevance in the campaign and constituting itself as political communication phenomenon in the country. In part, it is caused by the high degree of competition of those elections. Nevertheless, the reference that became the political covering online in 2002 is also caused by the maturation and sophistication of vehicles of communication in the Internet, which had been capable to work with great autonomy, but also intensely interacting with its printed versions. Although this phenomenon had been noticed in the United States, in 1996, in the dispute between Clinton and Dole (SELNOW, 1998), and its influence has grown in the following elections (JOHNSON and KAYE, 2003), in Brazil this was the first occasion when the use of the Internet by the candidates was seriously applied with electoral objectives.

The choice of the presidential election of 2002 as research object not only intends to clarify this original episode in the Brazilian political communication, but also to understand and to argue the performance parameters of the web journalism. In one year of elections in Brazil, this article can be important to clarify as the periodicals in the Internet react to specific political actions, influencing not only strategies of campaign but also readers/electors.

The acceleration of the journalistic covering has been criticized by a part of literature for stimulating a less reflective journalism (MORETZHOHN, 2002). The expansion of the sources and communication channels in the Internet beyond the necessity of immediate reply on the events (the notice in 'real time') would promote information overload, saturating the reader with information and his limited capacity of processing would take him to a critical paralysis (BAUDRILLARD, 1997). Information when excessive would convert into noise or mutism (VIRILIO, 1999). Either for a critical bias, either for a more optimistic perspective, the time behavior appears as essential for understanding of the impacts of work sped up routines in the new forms of communication.

There is a close relation between the time of politics - governed by specific temporalities of the nature of its different conflicts - and the time of the press, specially of the web journalism, guided by the radicalization of the journalistic speed principle, elected by the 'time real' principle.

The web journalism, through the news production in real time (NTRs), adopts in its work routines a regular temporality, marked by the compulsory maximum reduction of the time between fact and publication. The politics, in turn, has a specific time of its dynamics and of the variety of processes, which happen in it. That is, different forms of expression of the time exist, modified according to objectives of the political horizon in interaction with the groups in conflict. The elections, for example, have a particular temporality.

Separated in three distinct forms (restricted, opened and half-restricted), I will linger in this article only to the restricted temporality. In this modality of political time, the phenomena answer to a preset schedule, which determines certain objectives (electoral approval, formation of political majorities and profits of legitimacy). The groups in dispute know and recognize beforehand of these objectives and make efforts to reach them. Inside of this temporality, the competition respects a rhythm that is of beforehand offered through an electoral calendar that

points and regulates the time. In the elections, all the logic of the movements and the conflict has been conducted by this rhythm. However, beyond the regulation established for the electoral calendar, the notion of political time apprehended for the groups in conflict, in this case, it is ruled by the form and the speed which the medias cover the electoral events. Thus, this work evaluates how the online journalism reacts to electoral phenomena and how do they act in comparison to the printed versions. Of this approach, some questions emerge. Does the acceleration of the production routines in the web journalism provoke substantial changes regarding to the printed periodicals covering? Which differences come from this acceleration of the time in editorial offices and from the necessity of information permanent supplying in the web journals in a phenomenon conducted by the electoral competitive logic? To answer to these questions I carried through an empirical analysis using as study case the journalistic covering made by 'O Globo Online' and 'JB Online', in comparison with the printed versions of periodicals 'O Globo' and 'Jornal do Brasil', of the presidential campaign of 2002.

1. RESEARCH METHODOLOGY

The research was based on the composition of a systematic database, constructed with samples of units of periodicals studied from a collection methodology. Concerning to printed periodicals, all of Tuesday, Thursday and Sunday editions of the period between July 2nd of 2002 and December 18th of 2003 had been collected. The choice of Tuesdays and Thursdays took in account the covering of two different moments of the week, when the political movements and the events were in a clear process of development. They are editions with strong factual character. The Sunday had been chose because it presents a different publishing logic from the other weekdays: more analytical and less factual. Sunday editions escape from the daily format, resembling more to a magazine. The two current models in the printed daily journalism (factual and of analytical emphasis) had been considered by the research.

Concerning to online periodicals, the real time news had been the focus of the study for being distinctive trace between the two types of periodical. As they are constantly brought up to date, it would not be possible to apprehend 'the main' edition of the NTRs day, because it is always in constant process of update. Considering that, to the 23:59 hours, the duty page is extinguished, initiating to the midnight a new publication series, this started to be the schedule-limit for the page to be filed. However, aiming to confer standardization to the stored material, I have established a schedule band – between 21 p.m. and 22 p.m. – that would have priority to save without damage for the database when saved later.

For the analysis of the process of publishing framing and the exploitation of NTRs by the printed periodicals, it was necessary, still, collect the printed edition of the following days to the saved version of 'JB Online' and 'O Globo Online'. The possibility of confrontation of the same facts in the two versions of periodicals has introduced an improving component for the analysis, providing a same news parameter for the behavior of the two analyzed models of journalism. With this, after new analysis of printed editions acquired, it was possible to evaluate the conversion processes of NTRs in conventional news and its implications. Thus, the filling produced a database with 360 samples of printed periodicals and 210 online editions saved throughout 70 weeks, which are the base to analyze typical aspects of the web journalism.

Evaluating the behavior of online periodicals, three phenomena can be recognized: the high interaction between digital and printed ways; the exceptional prominence of Anthony Garotinho and Ciro Gomes candidacies and the capacity of immediate reaction to the facts of

online periodicals. Anyway, all aspects discovered by the research directly or indirectly result of distinctive characteristics of the web journalism, specially the extended capacity of publication and its work model entailed with immediate reply.

2. INTERACTION OF MEANS: TRADITIONAL PERIODICALS AND WEB JOURNALS

One of the reasons that justified the intensive use of Internet in 2002 was the change of mentality of political actors, who had started to understand the new media as an important instrument for electoral campaign. Journalists increasingly appeal to Internet as information source, what turns the net into a new area of political dispute. They validate themselves, therefore, as influential actors in the production of news section and consequently of the political culture (ALDÉ, 2004). Candidates, parties, governments and movements can pledge themselves in the production of information through Internet, trying to call attention of traditional medias, which are capable to extend the repercussion of their speeches for digitally excluded parts of society. Recently, the primary elections of 2008 in the United States had stood out the importance of the Internet as a capable mean to influence specific sectors of society.

The web journalism passes to be understood as a bridge capable to connect the information produced for these political actors with the cognitive elite, of which the journalists also are part, detainer of the access to the qualified, expensive and more difficult to access information. It is a group that presents itself as qualified to emit opinions about politics and endowed with influence poder. Its importance is singular in the electoral period, when the society feels mobilized to justify its political choices, looking for convincing motivations to destine its vote in one definitive candidate. To communicate with this group, to interact with it and to influence it can make difference in a dispute so tough.

The role played by the online covering in the electoral process can be attributed to digital medias maturity and sophistication in Brazil, as well as to diffusion and increasing penetration of the Internet among the Brazilians. The web journals had shown autonomy regarding to their printed versions. Concerning to the communication strategies, the elections of 2002 had brought newness: the use of the Internet as campaign tool, a resource to fortify and to divulge the actions of candidates, giving visibility to their political speeches, but also serving as space for attacks against adversaries. Thus, the net becomes an adjusted place for information publication in agreement with the point of view of each actor, hoping to seduce the interest of the operators of the press.

Beyond its importance as source of information for the agents of the news, the Internet was also used as an important direct media to access a qualified electorate. In a context of high competition, the guarantee of favorable space in the medias becomes even more important for the candidate. So the campaign strategists used with creativity the Internet as a way to establish an agenda of news and to expand the limits of information published in the net for other vehicles, specially the half news reports, printed or online. The treatment given to the candidacies of Ciro Gomes and Anthony Garotinho explicit this phenomenon, as I will show ahead.

3. PRESIDENTIAL CANDIDACIES

The covering of the candidacies by online periodicals is a point for analysis on the behavior of the web journalism. After evaluated the news published about Lula, Serra, Ciro and Garotinho, it had been perceived three thematic groups: campaign agenda; political support and singular news about the candidacy in screen. The category 'agenda' understands news with basic information about the campaign programming, without declarations, points of view or critics. For 'political support' we understand news that approach gain or loss of support by the candidate, usually with different speeches confrontation, the joints traced politics, the waited objectives. The candidate may be interested or not in their publication. Finally, the category 'candidacy' relates to the set of NTRs which has the candidate himself or his allies as axles. They detach their position about subjects, the defense of points de their government programmings, declarations about the moment of the campaign or their political career. The category 'candidacy' is constituted, therefore, of news that provide space and voice to the candidate and his coreligionists to divulge and to fortify their own platforms.

Once systemized all the news about candidacies published by the studied web journals, it was identified that, in the category 'agenda', all the four candidates had received the same treatment by the two studied web journals, and it has not been significant variation of the number of NTRs associated to such category between the candidates. Either for the equal treatment, either for the reduced news elaboration, this category loses analytical interest, since it does not help to distinguish any type of differentiated behavior between the web journals. However, the category 'political support' allows some important conclusions. The Chart 1 to follow summarizes the distribution of NTRs in each one of periodicals.

Chart 1

Considering the favoritism and the victory of Lula, it is not surprising that the candidate has received a significant treatment by the media. By the way, the elections of 2002 had been marked by a treatment full of courtesy and good will with Lula, not only for the written press, but also for the medias in general, in contrast to other elections, what has motivated studies about the problem (COLLING and RUBIM, 2004 and RASP and GUAZINA, 2004). Moreover, going to the second turn election extended his campaign for three weeks further, increasing his exposition period and forcing new movements of joint in search of political support.

Jose Serra and Ciro Gomes had an intense fight for the second place throughout the campaign. Ciro was even pointed by researches of vote intention as a possible winner of the second turn election against Lula, inflating his political supports. However, the same way that his supports had grown, they had diminished after his candidacy was attacked hardly by José Serra, who won the dispute and arrived to the second turn election. Thus, the NTRs on Ciro Gomes mentions to the conquest as much as to the loss of political support. In the same way, if we consider that Serra's going to the second turn election forced negotiations for political support, motivating news about it, it is natural that the second turn stage of the elections had increased the total volume of the candidate in this category.

Garotinho, who has launched himself to the presidency in a modest partisan coalition, since the beginning has suffered with the difficulty to add other political forces to his plate,

when he was not being even threatened about removing his plate of the party. This scene of almost independence of Anthony Garotinho is fully reflected by the volume of NTRs about political supports published. The reduced number is mentioned, also, to the crisis of the July end, when for little his resignation did not happen. All unfavorable notice, therefore.

If in the categories 'agenda' and 'political support' it haven't had significant differences between the electoral scene and the behavior of the web journals, the same nexus does not occur when the analysis concentrates in the visibility gotten by the candidacies of studied online periodicals. As Lula and Serra had arrived at the second turn election, and therefore they had had more time of campaign than their adversaries had, it is meaningful that Ciro Gomes and Anthony Garotinho are the ones who had gotten the biggest prominence in the web journals.

Chart 2

This is caused by the combination of the political styles of these candidates with the characteristics of online periodicals. If the category in discussion relates to news, which vocalize them most of times by their own speech, it is notable as always remembered Garotinho's capacity of communication with the electorate converts itself into favorable visibility in the web journals. It's because the extended publication capacity of online periodicals allows that guidelines and subjects excused or sub-valued by the printed journalism come to public and compose the political agenda of the medias.

In fact, the criteria that determine what will be published in the web journals are not so different of the criteria demanded in their traditional versions. They combine technical principles from printed journalism (production time, available space, hourly of closing of the edition) with the adequacy to the essential characteristics of the news – present time, regularity, universality, publicity (FIDALGO, 2004), complemented by the meaning of public relevance – in compliance with the publishing line of the media.

However, there is an important difference in the currenty criterion, which becomes more rigorous with the time limits, each time shorter, for the conclusion of the cycle, which begins in fact occurrence and must finish in news publication. This requirement of the instandy collaborates to the value of the news to be attributed from the producing and divulging speed. In fact, the 'real time' journalism modifies the meaning of public relevance, substituting it for the radicalization of present time principle. More important will be the news as faster it's produced, what in the end modifies also the publication models.

One of the changes is breaking up the fact in multiple news on the web journals, while printed periodicals production trend is in a contrary direction, bringing information together and producing text unicity (MACHADO and PALÁCIOS, 2004). It is one more exploration case of publication extended capacity, typical of the web journals, part of a differentiation of vehicles strategy and a reply to the criterion of brevity of online periodicals - brevity of the text and brevity in the production time.

Real time news are not used to bring subtitles. In the area where NTRs are published, there are no resources as images, secondary call or visual effect to attract the reader for a notice. That is, the headline needs to be enough attractive to conquer the reader. Effect sentences and controversial declarations tend to transform themselves into one or more news, increasing the space separated to a candidate. In the printed covering, they would not be

ignored or deliberately excluded, but, most of the time, they would be published in one only notice, because they would suffer a more rigorous edition process. This explains the great registered volume of NTRs related to attacks between candidates. For example, the defense of the parliamentary system by Ciro Gomes only was mentioned by printed periodicals, but online versions have set a specific news group. Garotinho, with a strong opposition speech, translated through controversial declarations and effect sentences, obtained excellent space not only in 'JB Online' but also in 'Globo Online'. His vocalization in online periodicals produced a great amount of NTRs favorable to his candidacy.

Once recognized the particularities in the category 'candidacy' and its motivations, let us understand, then, what has caused the difference of behavior of studied online periodicals when compared the others two categories of NTR used ('agenda' and 'political support'). Even the web journals have greater vocalization capacity, they do not distort the covering to modify the electoral picture. Lula, in the 2002 elections, was the candidate who reached the biggest official support. Ciro Gomes suffered a reverse in the campaign that determined loss of political support. Serra did not exceed significantly the supports already conquered in the first weeks of campaign and Garotinho, finally, was during all the process a candidate with independent profile, because he was not capable to guarantee political support beyond his already established protestant bases.

So the capacity of expansion and exposition of the actors presented by online periodicals is limited by their own capacity to produce political concrete and significant movements. Even being permeable than it can be concerning to the vocalization of new political characters, the web journalism so is connected to the facts as the printed version.

The study of online periodicals discloses the relation between the degree of importance of the candidate in the moment of the electoral campaign and subjects, declarations or facts ungiven by the printed periodicals, but explored by the press on the Internet. Growth moments or candidate prominence in the campaign (as it occurred with Garotinho) had provided original (or even exclusive) guidelines to online periodicals. This observation seems more significant if we consider that the great majority of published NTRs is refined by teams of printed periodicals.

There is, then, a publishing option for not publishing some information by printed periodicals. The space limitation of printed periodicals imposes a barrier to the publisher that does not exist for the publisher of the online periodical. In contrast, this one has all space he may need to publish what he judges convenient, and it is exactly exploring its capacity of limitless publication that the web journal is differentiated of printed periodicals, offering to the readers a differential, the instant character.

This necessity of differentiation demands from the web journals attention to guidelines and original sources, frequently considered less important for printed periodicals, but which, in the end, gain prominence in the versions of Internet. The rising of a candidate in the research or a sudden manifestation during the campaign bring him to the center of the electoral event, what is intensely explored by online periodicals. The printed periodicals, however, tend to act in a more regular form in the propagation of notice. This regularity is kept by a publishing line that the web journals should attempt for, but which is frequently misrepresented because of the sped up dynamics of editorial offices. The online periodicals, on the other hand, had not presented the same model. Thus, the singular performance of the political propaganda of Garotinho was reflected in online periodicals in a great volume of NTRs related to his candidacy. The web journalism, therefore, is capable to present to the public opinion political actors who the printed

periodicals display differently and less, not only because of the expansion of the news space in online periodicals but also of the flexible fulfilment of editorial lines. However, this vocalization proportionated by the medias will be always a necessary function of the movements promoted by actors in a determined context. After all, there is no exposition of actors who do not disclose themselves.

4. WEB JOURNALS IN THE DAILY LIFE OF ELECTORAL DISPUTE

The presidential elections are a political phenomenon characterized for the extra-daily character, marked for regularity of occurrence and evidence in the political agenda. The occasion of presidential elections tends to center the journalistic covering, which reacts to the facts of the campaign. Thus, the more competitive is the dispute, the greater is the incentive to covering of the press and news expansion. If this phenomenon can be perceived in classic medias, it is still more significant in the online journalism, whose outstanding trace is the extended publication capacity. The attendance of the electoral process by the web journals reveals that there were another subjects that, in spite of not to being centrals, had shown highly important in the covering, but they had been underestimated by the printed periodicals.

Here I propose an analysis of three subjects considered by the online journalism, inside of the logic of immediate reaction, extended publication capacity and interrelated news (repercussion), characteristics that cannot be developed in the same way by the printed versions. They are the subjects of the publication of vote intention research; of the covering of the candidates' electoral programs on the TV, as well as of the debates between the candidates. In both cases, the NTRs reacted immediately to the facts, and the online editorial offices produced hot news, related to what was occurring at the following moment of what happened. Thus, the publication of a new vote intention research by an institute of research not only motivated a set of news related to the main numbers, as well as to the secondary variations, usually excused or less considered by printed periodicals. Moreover, the reactions of candidates and their assessors had provided to the reader the possibility to follow, in the heat of the events, justifications, eventual accusations to the research methodology or new provocations to the adversaries - these last ones, after all, had been the tonic of that campaign.

4.1. THE SPREADING OF OPINION RESEARCH

In August 27th, a Vox Populi institute research published by the periodical 'Correio Braziliense' was notified by the 'Jornal do Brasil'. The news reported to the research that pointed the growth of Jose Serra, the loss of preference of voters for Ciro Gomes and the stability of Lula in the first place. The edition of 'O Globo' in the same day did not make any mention to the research. On the other hand, its online version already published, in that dawn, some subjects that also anticipated what 'Jornal do Brasil' would publish in the following morning ('Vox Populi: Ciro fell 7 points; Serra goes up 5 '). The periodical also brought some information excused by JB, as numbers related to the rejection ('Vox Populi: Garotinho has greater rejection'), as well as the repercussion of actors to the research in the same day ('Garotinho: Variation of the Vox Populi is inside of the margin of error') or days later ('Allies commemorates performance of Serra in researches').

The example shows how does the competition between different web journals work, but also between its versions, inside the same company. In 'Globo Online', whose reaction speed represents a competition with its printed version, the anticipation of the research results, with ample online covering, left the printed version out of step and the guideline was excluded by the version in the following day.

There was also another important case, which shows the capacity of web journals to answer quickly to the facts, to expand the news space to political actors not mentioned or less considered, and to repercute. It happened in September 19th, with the publication of vote intention research produced by Ibope. Besides taking benefits of real time publication to precede the printed versions one more time, notifying the overcoming of Ciro for Garotinho in vote preferences, JB Online e O Globo Online could detail some informations generally rejected by printed periodicals, as regional data (Lula has electors' preference in Maranhao), or to fill up a controversy between Ciro Gomes and Carlos Augusto Montenegro, president of the research institute. The controversy remained during the week, with new declarations of Ciro Gomes ('Ciro: there are serious ethical vices in research. We should be suspicious.') At the same time, O 'Globo Online' repercutated Garotinho's optimism, ('Garotinho explains growth in researches). This case summarizes many qualities of web journalism, for example: to complement the press covering, bringing important rejected details; to emphasize regional covering and political conflicts exploration, giving voice to the actors involved.

The third significant case relates to the final straight line of the first turn of the campaign, when two situations were placed: the possibility of victory of Lula in the first turn and the overcoming of Jose Serra for Garotinho in the second place. In the afternoon of September 24th, a new Ibope's research was divulged and, one more time, the online periodicals had taken off advantage of real time publication. The results of the research were important, because they indicated a significant growth of the Garotinho candidacy. The news were hot and were capitalized by periodicals online ('Ibope: technical draw between Serra and Garotinho in 2nd place'; 'Serra and Garotinho are technicaly draw' and 'Difference between Lula and Serra continues to be about 30 %'). Following the web journals habits, production of referenced news, other NTRs had been published about the research, most of the times with information or numbers considered less important for printed periodicals, but rarely wasted by online versions ('For 80,2% of the electors Lula will be next president').

The subject of the vote intention researches shows as the web journalism, in spite of the high competition in these elections, could contribute for the expansion of the circulating information in a constructive form. The topic seems important to balance negative impressions referring to the exploration of attacks between candidates and the interaction between their campaign websites and printed versions. Although the web journalism cannot be accused of sensationalism or catastrophism (in spite of the efficient real time covering of calamitous events), the news space opened to actors and eminently negative information related to the attacks between candidates is a reasonable accusation to the critics who observe in this behavior of online periodicals an element of depreciation of the public discussion, of appeal to the emotion in place of the rationality of the speech practices and unconcern with a qualified flow of information. However, this procedure is counterbalanced by an efficient covering in the exploration of the technical potentialities of periodicals on the Internet, capable to supply to the political system new information, valuing it and fortifying the discussion.

In fact, online periodicals reproduce, in great measure, common behaviors to the printed vehicles, their matrices. It can be assumed that, for their relative little time of existence, web journals copy professional procedures, beyond following the same publishing lines established

by the company. The difference is in the potentialities of expansion of circulating information and in the speed with it is divulged. Web journals increase the news structure they adapt of the conventional versions. It is enough to remember that the majority of the attacks identified on the Internet had been also published in printed periodical. The difference is in flexibility the web journals have to avoid the publishing line and to go beyond the printed news.

4.2. ELECTORAL BROADCASTS AND DEBATES ON TV

The reader had access to a covering of the electoral broadcasts propagated on the television through printed and online periodicals. However, an outstanding fact in political covering was the web journals had produced news about passages, speeches or the content of the electoral programs in NTRs, while the broadcasts were on the TV. From these news, others were produced, also reacting to the content of the previous news, opening space so those could actors reverberate, in the online periodical, according to NTRs, which interacted with the broadcast of the TV. Thus, if it had already detached the interaction with printed periodicals, characteristic of the functioning of online periodicals, in this case, it can be realized another modality of interaction, related to TV - specifically related to the electoral broadcasts. On this subject, the particular performance of the 'Globo Online' can be detached, because it pledged in the covering of the electoral broadcasts and in guidelines related to the debates between the candidates. The performance of the 'JB Online', in this point, did not have the same relevance because of an inferior operational structure when compared to 'Globo Online'; e to the lack of perception, by the periodical, of this interaction with the TV (and related guidelines) as an excellent additional news source.

Thus, in August 20th, date of the beginning of the Free Schedule of Electoral Advertising (HGPE), the 'Globo Online' carried through a special covering of the electoral broadcasts, detaching each one of the candidates in the two schedules of propagation – beginning of the afternoon and night. The 'JB Online', only later, would start to have the same initiative, although always with less expression than its digital contestant. About Garotinho, for example, the periodical published news where the candidate affirmed his commitment in making in the electoral schedule a propositive "and of high level" campaign ('Garotinho will not have to attack adversaries in the schedule eleitoral'). Later, another NTR called the attention for critics of the former-governor to the "luxury of the production of the broadcasts" of his adversaries, what intended to hide the "lack of proposals" ('Garotinho criticizes electoral programs of adversaries).

Those news had been published in the first day of the electoral schedule. This type of attendance, however, was a routine during all the period of broadcast of the HGPE. The attendance is characterized not only by the publication of the content transmitted for the radio and the TV (or that had just being transmitted – for example: 'Garotinho shows remodelled shipyards during the electoral broadcast'), but also it considered the tense and competitive electoral context ('Ciro criticizes slogan of Serra during electoral broadcast' and 'Serra's broadcast uses images of debate on TV'). The web journals still anticipated the content of the broadcast of the day and reverberate what had been broadcast with an efficient work of journalistic verification ('Serra's broadcast miss candidate's data', in reference to numbers of the Program of Health of the Family managed by Serra while directing the Health department).

Maybe because his origin, in the state of Rio de Janeiro, Garotinho was the candidate with the biggest amount of news concerning to the covering of 'Globo Online' of the HGPE.

But as the printed version of the periodical did not give corresponding attention to the electoral schedule, it is uncertain this advantage to be just a coincidence. Something similar happened during the debates between the candidates to the presidency. In this in case, more important than the publication of information about what happened during the event were the back news, that is, the news related to the repercussion of treaten subjects or, during the second turn between Lula and Serra, of the pressure of the ‘Tucanos’ for the accomplishment of some debates.

Another subject that mobilized the web journalism in the second turn was the pressure of Serra’s candidacy for the occurrence of more than one debate with Lula, who denied to accept them. The printed periodicals had notified the ‘Tucana’ pressure for more debates in the second turn. The difference between the printed medias and, over all, the attendence produced by ‘Globo Online’ is that this periodical explored the guideline until its maximum limit, taking all information as possible and publishing NTRs on the subject for one week else. It happens because the online periodical has a different rhythm of inclusion and exclusion of guidelines from the printed periodical. The concern of the ‘O Globo’ publisher of politics concerning to the consuming of the interest of the guideline will not be always a problem for the one of ‘Globo Online’. In similar cases, it would be possible to happen just the opposite. While printed periodicals remove certain guidelines of their pages – for considering them surpassed and inadequate comparing to others they judge better and deserving to occupy their ‘precious space of the paper’ –, for the publisher of a online periodical, it’s not a problem. He has enough space to allow that news on a consumed subject for the publishing standards of the printed version can still be supplied to the reader.

In this case, the exercise of the control by the publisher is compensated by the logic of magnifying capacity of covering of the web journals. According to Warren Breed and its organizational model, the publishing politics is not a total closed system. There are ways, therefore, to skirt it (BREED, [1955] 1999). The sociologist sample that the shunting line cases most frequent occur exactly for organizational limitations, or, in the case of web journals, for the specific procedures of news production. The publishing line of a periodical can even be defined in writing manuals, but it keeps subjective nature elements that cannot be enunciated by text. The dissimulation of the publishing politics is convenient for the company because it allows the edition to make right some specifications of the news (over all, framing and focus). This unevidence, however, allows to the journalist the option to select certain points and to deceive – conscientiously or not – the publishing line. It is in the vague existing space between the objective and subjective criteria of the publishing politics that the shunting lines happen.

For one hand, the organizational structure of the web journals increases this inaccuracy; for another one, the control mechanisms and the power of gatekeeper lose force when the speed principle must be reached. In a way many times contrary to the publishing lines of the company, the specter of characters focused by medias finishes extending itself, when work routines of journalism on the Internet act. In the printed periodical, the time is a factor of coercion of the editors and control for the edition because the performance of the publishers is more incisive at the closing moment. In printed versions, smaller the time of choice of the journalist, greater will be the influence of the organization (of the publisher) on his work. In the case of web journals, however, the time turns against the maintenance of the integrity of the publishing politics, therefore, the objective forms of control lose considerably their power on the professionals, so they themselves collect, write and many times publish NTRs. In situations like this, the company only starts to count on the subjective ways of control and the degree of assimilation of the publishing politics for the reporters.

Differently of the printed periodical, where the positioning of the notice in the page is associated with the importance attributed by the publisher, in the web journal, the case of the NTRs, the criterion of importance of the fact is attributed simply by its newness. The most recent facts, therefore, are most important, although there are resources to compensate this distortion of the news value, as the initial page (home) of the web journal.

This reality of robust information provision to the reader implies an important discussion intended by this work. With the advent of the web journalism, the communication starts to have the use of a bigger volume of circulating information (and its clear access), situation that, long ago, was strongly limited for market circumstances and determined professional routines: greater power to contingency the publishers, traditions or prejudices concerning to the certain guidelines, more rigid organizational norms of production and use of limited or invariable sources.

5. CONCLUSION

The contribution of the covering of 'JB Online' and the 'Globo Online' in the attendance of the three events politicians here treated were to stand out factors that the covering of printed periodicals recognized as smaller political importance. The covering of online periodicals – so detailed e, in these cases, complementary to that one produced by the printed versions – was marked by a great volume of NTRs about small actions and/or short declarations, having favored the clarify of procedures, displaying routine actions of the politics and promoting an approach between the reader and the daily life of the electoral campaign.

The NTRs break with the conventional model of presentation of the fact in the printed journalism. In the web journalism, the concision principle remains, but it works in a distinct form, through the partitioning of the fact in a group of news. In this context, the reader can recompose events according to two factors of determination: the moment when he accesses the web journal and the structure of news disposal in the page. The first one concerns to a characteristic of the journalistic production. As the periodicals are in permanent update, there is no 'main' edition of the day, as in printed periodicals. This makes possible that different readers, having access to the same page, have access to different information. The web journalism restores a diversity of the product, since the online periodical is never finished. This characteristic is important for the news production dynamics because it allows to the web journal an instantaneous interaction with facts and characters. Thus, the constant update of the information establishes a relation between the notified fact and processes of immediate repercussion. A version of a fact can be contradicted, complemented or reaffirmed for other actors, allowing an immediate communication between the events and the characters involved in it.

The other factor of determination concerns to the organization of the media. The diagramming in online periodicals does not correspond to the strict publishing criteria, as in printed periodicals, but to the time principle. While in the printed periodical publishing editors determine the order of importance of the facts, their size and their disposal in the page, guiding, therefore, the reading according to an expectation of the company and its publishing line, in the web journal the 'time' factor establishes the priority of prominence in the page, the top. As the NTRs are produced, no matter how important the previous one is, they will succeed it anyway. There is a resource to separate it in another area, but it does not modify the general logic of succession among NTRs that conducts the web journal. As they answer to this procedure, the

publishing body makes use of lesser intervention in an important stage in the construction of the meaning: the diagramming.

Compared with the reader of the printed periodical, the reader of the web journal has more autonomy in the enjoyment process. This happens because of a communication endowed with bigger volume of circulating information proportionated by the Internet. Studies do not recognize, however, that certain characteristics of the way can also mean a new pedagogy, which would demand a differentiated selective capacity of the individuals that use this media, since the information is less submitted to the intervention of mediators. This can produce individuals more able to act in a selective form in the collect of the information, as they acquire a reading differentiated culture and appropriate to the characteristics of the digital media. The speed fetish and the excess of information – so criticized by some theoreticians – allow a more optimistical perspective. When it is transported to the digital universe, the journalism assumes new routines of work, which determine another way to produce the news, according to distinct criteria of newsworthiness.

The emission, even when submitted to the unidirectional, put in a hierarchy and centered model, admits the entrance of other actors, new news perspectives and political scenes not sheltered by the traditional medias, even the electronic, what allows, in the end, new forms of reception.

BIOGRAFIA

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