

**The invisibility of the newspaper of Pernambuco in relation to social and environmental impacts in the construction of the oil refinery in Suape**

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**Abstract**

The problems of impacts from industrial production processes is one of the most challenging, as it provides negative environmental and health impacts of the population , and accentuate existing social problems . Environmental communication is a field of study that is growing in several areas of study, among them the speech and rhetoric, public participation in policy-making processes, risk communication, media and environmental journalism. This article aims to investigate how the media from Pernambucana has addressed the environmental problems generated by the expansion of the Industrial Port Complex of Suape, particularly resulting from the construction of the Abreu e Lima Refinery (RNEST). Analysis of the newspapers Jornal do Comercio and

Diario de Pernambuco were performed using corpus comprised 18 texts. It was identified that there is a developmental ideology that sustains economic growth without critical vision forward to the transformations in the territory, lack of concern related to the environmental impacts , exacerbated optimism about the new industries and absence of plurality of voices in the discourse. No matter addressed the environmental impacts from the perspective of the environment as part of the social determinants of health. The communication needs to be recognized as a human right, so that people have the right to express themselves. We need the media to give visibility to a plurality of views and visions about the news coverage. The dialogical, communicative action, of building a democratic identity of citizens as subjects of law is essential for the construction of health and life.

### **Introduction**

The mass media can contribute to the democratization of the communication process when they allow diversity and plurality of voices, opinions, subjects, discourses. The right to communication means more than freedom of expression and right to information is the right of all people to have access to the means of production and placement of information, technical and material conditions have to listen and be heard , to have knowledge it's needed to establish an autonomous and independent relationship before the media (Gomes 2007; Peruzzo 2009).

Environmental communication is a growing field focused on the role of communication in environmental issues, including the science, the media, society, the sector of agriculture, industry, and energy mainly in response to threats to human health and the environment (Cox 2013).

The environmental journalism works with great thematic variety ranging from the development and protection of animals and plants; biodiversity, pollution in its various forms (atmospheric, visual, aural, etc.). Climate changes to the knowledge of traditional populations but is restricted to journalistic manifestations (Bueno 2007a).

With the use of the Internet, it has increased the opportunities for participation and citizenship through new information and communication technologies. As an example, the same journalists who write for the newspaper feature on their blogs, most

critical texts regarding environmental issues (Gomes 2011). Social movements, organizations, and also the population most directly are also using the blogs and the media to present their ideas, projects and actions, more horizontally.

With the growing concern about environmental issues and the intensification consequent of the debate on the subject, the exposure of the environment in the media has increased significantly in recent years. The media then began to exercise one of the most important roles in the dissemination of environmental information, establishing itself as a leading voice communication. Specialized media are new in this issue dealing with a diversity of topics and approaches, and growing public awareness of environmental issues. However, the mainstream media uncovers the association of current environmental issues with human actions by political and/or economic reasons (Cox 2013).

One cannot ignore the perception of hazards and environmental conflicts of the social actors involved and/or affected by industrial processes. These concerns need to be reversed in the promotion, protection and health care. The promotion of health and environmental sustainability must be based on a new form of bioethics and sensitive science, as well as new institutional practices, technical- scientific and social that recognizes the complexity of the problems and seeks broad, integrated and participatory approaches to coping and mitigation of damages (Schramm 2012; Santos 2011).

The Brazilian economy growth expected over the next few years will be accompanied by increased energy demand. In this scenario, oil occupies a prominent role for predominance in the transportation industry and be primarily responsible for the generation of electricity in many countries. In Brazil, production and domestic demand for oil exceeds the processing capacity and the government is investing in the construction of refineries, as has been materializing on the southern coast of the state of Pernambuco through the construction of the oil refinery Abreu e Lima (RNEST) (Gurgel 2011).

From an environmental perspective, the refineries are large generators of pollution, consume large quantities of water and energy, producing liquid discharges, releases many harmful to the atmosphere , gas particulate materials , generate noise and produce solid waste treatment and disposal difficult. Degrading the environment is great,

they have the potential to affect you on all levels: air, water, soil, and consequently all the biotic environment around it (Mariano 2001).

From this scenario, the need to establish a public communication is acting as a pedagogical and didactic approach, with the ability to produce and circulate worldviews, demands, public interests, maintaining the quality of the content, building the diversity of actors the actual situation of the environment and its social implications in search of preserving the human right to communication of communities that may suffer negative consequences on the environment and health (Peruzzo 2004).

Environmental communication acts in the formation of perceptions about the nature , and also in educating the public to the problems and environmental values that can be assumed as the entire set of actions, strategies , products , plans and communication efforts for the promotion and promote environmental causes (Bueno 2007b). Is subject to political and social pressures and is loaded with ideological values that vary according to the different existing social contexts.

Cox (2013) warns that we must understand it as a symbolic action, have a strong persuasive character, as opposed to rational models of information transmission. For the author, *environmental communication means the pragmatic and constitutive vehicle for our understanding of the environment as well as our relations with the natural world; it is a symbolic medium that we use to build environmental problems and to negotiate different societal responses to them* (Cox 2013, p.20).

According to “Market Symbolic model” proposed by Araújo (2004 ) communication is a negotiated production/distribution/ownership of symbolic goods and process this network is operated by partners in a more central or more peripheral power position , depending on their place of dialogue , but with new technologies , especially the internet , this movement is increasingly tangled , where power is being diluted . The struggle for power and the need for dilution with a greater diversity of voices enable the production of knowledge based on the context in which the social fabric is (Araújo 2004).

Take communication as a human right means recognizing the right of all people to have a voice and express themselves. Means recognizing communication as a universal and indivisible right of all other fundamental rights (Gomes 2007). It is indispensable to democratization of communication and information for the community and their violated

and vulnerable groups in relation to environmental hazards, using the precautionary principle and legislation to constitute subjects able to produce facts, define and implement policies (Gomes 2007).

In this article we analyzed the coverage of the deployment process of oil refinery Abreu e Lima in the territory of SUAPE / PE in the newspaper Diario de Pernambuco (DP) and Jornal do Commercio (JC). The choice of these journals was due both to the fact that they are representative for the population of Pernambuco, such as having longer life and movement.

The test corpus consisted of 18 newspaper articles published on the same date, 9 of 9 JC and DP taken from the database of materials on RNEST, published from August 2007 to July 2010.

We used the concepts of Critical Discourse Analysis (CDA) second (Fairclough 2001), the field of environmental health (Rigotto and Augusto 2007; Rigotto 2007) and environmental communication (Cox 2013) in terms of health and the environment in the process sustainable development of environmental communication, seeking to differentiate the following aspects: a) Location of the newspaper article; b) Press Genre predominant message; c) Major thematic descriptors; d) Arguments that the message suggests; e) social subjects.

### **The Pernambuco journalistic discourse: optimism over the development and concealment of impacts**

The predominant location of the text in both newspapers (JC and DP) chosen for the publication of materials on the RNEST was tender Economics, totaling 14 subjects. The others were published in the Special Section - 2 Editorial - World 1 and - 1, as shown in Table 1.

Table 1 - Number and percentage of subjects on RNEST published in JC and DP, the corpus of analysis, from August/2007 to July/2010

Caderno/sessão	N	%
Economia	14	77%
Caderno especial	2	11%
Editorial	1	6%
Mundo	1	6%
Total	18	100%

Referring to the journalistic genre of the selected texts, all showed predominance of informational genre by focusing on reporting news.

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N	JN	Date	Title	Central idea
1	DP	16/08/2007	Petrobras vai mapear mão-de-obra	Petrobrás faz mapeamento socioprofissional em 20 cidades de PE para balizar cursos de qualificação do Prominp para profissionais que atuarão na RNEST
2	JC	16/08/2007	Petrobras busca trabalhadores no entorno de Suape	Petrobrás faz mapeamento socioprofissional em PE para saber o quantitativo de profissionais disponíveis e qual a experiência deles. Com base nesses dados serão formatados cursos de qualificação do Prominp para profissionais que atuarão na RNEST e demais empreendimentos.
3	JC	28/08/2007	Refinaria recebe licença de instalação para iniciar obra	A RNEST recebeu licença de instalação do CPRH. A cerimônia de início das obras será marcada para a próxima semana e terá a presença do presidente da república. Só falta retirar a vegetação do local para começar a terraplanagem
4	DP	28/08/2007	Petrobras deve antecipar contratação	Petrobras prepara concurso para contratação de 750 profissionais. Outros 750 serão terceirizados. O gerente anuncia que a licença de implantação foi entregue e dará início da terraplanagem. O CPRH irá monitorar a obra
5	DP	31/01/2008	Refinaria // Trabalhadores paralisam obras	Obras de terraplanagem são paralisadas pelos trabalhadores em protesto por melhores salários e condições de trabalho
6	JC	31/01/2008	Operários paralisam trabalhos na refinaria	Obras de terraplanagem são paralisadas por 1.800 operários do canteiro em protesto contra o pagamento do último salário.
7	DP	11/04/2008	Ibama embarga obra em Suape	Ibama embarga obra da empresa argentina (Impsa Wind) instalada em Suape devido a aterro irregular em área de mangue e atua outras duas empresas do complexo (Pamesa e Monte Carlos)
8	JC	11/04/2008	Meio Ambiente	Ibama embargou obra da empresa argentina (Impsa Wind) instalada em Suape devido a aterro irregular em área de mangue e fez três autuações contra supostos problemas ambientais por parte do porto de Suape.
9	DP	25/05/2008	Senai sempre pronto para atender demanda industrial	Senai prepara rede de escolas profissionalizantes para oferecer qualificação da mão de obra para atender o Complexo Industrial Portuário de Suape, o polo de confecções, de fruticultura e vitivinicultura de PE
10	JC	25/05/2008	Recifense sabe pouco sobre os projetos de Suape	Pesquisa do Gemepe/Fafire aponta que os recifenses têm pouco ou nenhum conhecimento sobre os investimentos estruturadores do estado e conclui que quanto maior o nível de informação melhor é a compreensão dos aspectos positivos da economia de PE.
11	JC	28/06/2008	Uma siderúrgica em Pernambuco	A vinda da refinaria de petróleo, de um estaleiro e de uma siderúrgica no CIPS deve ser festejada, pois está longe de ser apenas retórica política. PE chega a um momento incomum de sua história e vai mudar a polarização concentrada no sudeste.
12	DP	28/06/2008	Abreu e Lima é "pedra no sapato"	Avaliação do sociólogo sobre a questão da composição societária e a direção da RNEST entre Brasil e Venezuela
13	DP	24/09/2009	Refinaria é maior cliente da Compesa	A Petrobrás firma contrato com a Compesa para fornecimento de 1,5 milhão de metros cúbicos de água e será o maior cliente de PE.
14	JC	24/09/2009	Refinaria reforçará o caixa da Compesa	A Petrobrás com a RNEST será o maior cliente da Compesa, e vai consumir o equivalente a uma cidade do porte de Garanhuns (500 mil litros por segundo), pois a refinaria é um grande consumidor de água
15	JC	25/04/2010	Órgãos ambientais sem estrutura para fiscalizar	As grandes indústrias (Bunge, EAS, RNEST) do CIPS estão em atraso na obrigação de implementação de seus projetos de compensação ambiental. Um dos motivos do atraso é a falta de estrutura do órgão.
16	DP	25/04/2010	Nova chance para fornecer à refinaria	Empresas pernambucanas podem se inscrever no 2º Encontro de Negócios da Petrobrás
17	DP	30/05/2010	Principais investimentos estruturadores em petróleo, gás, naval e offshore em Suape-PE	Refinaria Abreu e Lima, Complexo Petroquímico (PTA, POY e PET), e o Estaleiro Atlântico Sul forma os principais investimentos estruturadores somando um total de US\$ 18,3 bilhões e 8.300 mil empregos diretos.
18	JC	30/05/2010	Ipojuca, promissora e desigual	Ipojuca acumula aumentos sucessivos na arrecadação de ICMS, mas os recursos não melhoraram a qualidade de vida para maioria das pessoas. A cidade não acompanha com o desenvolvimento do comércio e serviços (bancos) e nem com empreendimentos habitacionais.

Table 2: List of materials that make up the corpus of research by newspaper name, date, title, and theme descriptor central idea of each story published.

Regarding the thematic descriptors, one realizes that the materials analyzed , although it was the most published book in economics, many had several cross-cutting themes such as employment, politics, development, environment, though, the economic factor is who gives the step in this approach. Another issue that determined the other thematic approach is factual or the happening of some event.

In the case of three subjects whose predominant descriptor was environmental, two of them published on April 11, 2008 (report 05 and 06) addressed environmental issue because of an action by the Brazilian Institute of Environment and Renewable Natural Resources (IBAMA) on mangrove areas degraded by companies planning Suape. The third subject of this subject, published in the JC in April 2010 (report 15) is about the lack of structure that environmental agencies have to monitor the premises of companies in Pernambuco.

The matters described thematically as conflict (report 05 and 06) also reported a treat in both newspapers fact: the stoppage of work in excavation work by the workers. This being the first major conflict involving workers reported the work of RNEST. It is interesting to note that workers do not occupy any space speech texts.

With a predominantly developmental theme, three subjects treated on the preparation of territory organization with the infrastructure for the new territorial configuration. In the article published in DP in 2010 (report 17) the amounts being invested in the projects and the creation of thousands of jobs are emphasized. The other two (13 and 14) makes an approach on the water supply to the refinery and the reflection of this fact the company's restructuring of water supply to account for such supply .

The economic approach (texts 11 and 16) is represented by two texts dealing with the growth of service market and euphoria with the arrival of new ventures. The employment issue could be featured in four subjects (subjects 1, 2, 4 and 9). As we had no Pernambuco workforce with the profile to work in the oil production chain, training of employees is a major focus in the state.

Less stress, was identified with a raw political focus (field 12) and two with social focus (10 and 18), both of JC, represent the few articles that demonstrate some concern for the welfare and knowledge that people have about RNEST. It is worth noting that this concern is seen through the prism of economic growth.



Democratic communicative process the various voices are considered and negotiated and is this relationship that are certain power relations. All text is plurivocal, or a different set of voices are expressed. Each stage of speech is the expression of a multiplicity of voices , some regimented intentionally by the speaker (in this case , the journalist , author , implicitly presents his speech in the text , through the choice of approach and characters ) , and others of which he did not realize (the speech communication vehicle or editor , for example). According to Araújo (2004), these voices articulate, clash, legitimated or disqualify each other, and this is the interactive network where the voices are related in the same text.

Regarding social subjects, it is revealed that in 17 of 18 subjects is the presence of at least one social subject (business, governmental institutions and political) that represents the development discourse. Individuals representing academic institutions are emphasized in two subjects whose approach is taken from the speech of these subjects. The population is represented in only two subjects actually just to confirm the thesis presented.

Setor	Sujeitos Sociais Identificados
Profissional de comunicação	Profissional de comunicação autor da matéria da empresa de comunicação
Instituições acadêmicas	Sociólogo da Universidade Central de Venezuela, Pesquisador Grupo de Estudos do Macroambiente Empresarial de Pernambuco (Gemepe)/ Faculdade Francinette do Recife(FAFIRE)
Empresários	Diretor de recursos humanos da Impsa, Diretor de contrato da obra, Organização Nacional da Indústria do Petróleo, Instituto Brasileiro do Petróleo, Coord. do Fórum Regional do Programa, diretor técnico do Senai, gerente operacional do Itaú de Ipojuca, consórcio que executa o serviço para a Petrobras, Consórcio formado pela Camargo Corrêa, Queiroz Galvão e Galvão Engenharia
Representantes de instituições governamentais e políticos	Governador de PE, presidente da Petrobrás, secretário de Recursos Hídricos e presidente da Compesa, Chefe da divisão de controle e fiscalização do IBAMA, diretor de engenharia e meio ambiente de Suape, gerente da unidade de controle de monitoramento florestal da CPRH, presidente do CPRH, Presidente do porto de Suape, Sec. Adjunta planej. e desen. Econômico de Ipojuca, assessora especial do prefeito de Ipojuca
Refinaria	Diretor de contrato da obra da RNEST, diretor da RNEST, diretor corporativo da RNEST, Gerente de Suporte da implantação da RNEST, gerente de projeto da RNEST, Gerente de suporte à implantação da RNEST
População	Feirante, administrador de empresa, dona de casa, Gerente de loja de roupas (D'modas) de Ipojuca

Table 3: Representation of social subjects selected in the JC and DP, between August/2007 to July/2010 materials.

The analysis of journalistic discourse points to three main themes: the environment as part of the determination of health, sustainable development, environmental conflicts, information and communication, socio-economic and Conflicts.

Considering the environment as part of the determination of health, no matter addressed the environmental impacts from the perspective of the environment as part of the social determinants of health. Substances present an environmental discourse by economic and propagandistic bias, without associating the environment and health relationship. The speech reveals that the engagement of the productive sectors in environmental issues has become mandatory for the disclosure of a positive image and acceptance by the population. Those responsible for high rates of pollutants now include in their public relations strategies, actions linked to good environmental practices, such as publicizing the release of allowances by environmental agencies.

Three reports have made an approach to the environment, but with no concern and / or placement of representatives of the population about the possible negative impacts to the environment may suffer arising from industrial processes. Neither the frequent mentions nor intentions of expanding these developments were enough to bring any concerns regarding the project and its environmental and social consequences. The speech was that these initiatives would save some percentage of the original vegetation to meet environmental requirements, because "Suape is an area of sacrifices."

The matters dealt with issues of surveillance and interdiction (with fines) of works of various companies of CIPS, principally for not complying with environmental compensation agreed in the licensing process. Stands out in the text that deforestation does not generate injury compensation since it is made:

The occupation of the area is feasible, so that CPRH licenses issued with the concurrence of IBAMA. But there are procedures that Suape would have to adopt to offset the impact, "said Tavares. Pamesa In, have been devastated 9 hectares of Atlantic Forest, whereas in Monte Carlo would have been destroyed one hectare of mangrove. These last two because there was no embargo no work (Pernambuco 2008).

The environmental discourse, an important tool for protecting and maintaining the quality of life, it becomes a powerful ally in the marketing strategies of companies concerned with their image, and not necessarily in social responsibility activities.

Regarding sustainable development, the materials showed no concern for the welfare and the immigrant population and the older residents. Among them there is the matter “Ipojuca, promising and uneven” denouncing the Ipojuca city accumulates successive increases in ICMS<sup>1</sup> collection, but they are not used to improve the quality of life for most people. The municipality does not accompany industrial development with the development of trade and local services:

Ipojuca accumulates successive increases in ICMS collection. Increased from R \$ 95.3 in 2006 to R \$ 153.1 million last year, configuring it as the third largest county in the state. Moreover, it has a per capita GDP of R \$ 61,959, five times higher than in Recife, R \$ 12,091. On the other hand, has literacy rate of 37 % and a low HDI, 0.658 (Jornal do Commercio 2010).

On issues involving education, training and qualification, the corpus presents a commodified educational discourse, it means, what principle would not have a purpose to be a commodity produced in the economic sense, shall have.

This discourse reinforces the notion that these large projects minors positions with lower salaries are intended for local labor that has the major role at the time of construction.

Issues relating to the quality of employment are replaced by higher offers training and qualification of manpower available in the state, which has no experience to work in these new developments therefore require training projects. It was not identified concerns regarding the completion of construction, the time the job offer - which until then would be high - will decrease dramatically, leaving thousands of people without work. We notice the absence of problematizing and informative questions relating to deforestation, landfill mangroves, protection of water sources, air quality, water, soil, biodiversity protection, environmental sanitation in urban areas, adequacy of public roads to transport

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<sup>1</sup> Governamental taxes

dangerous products among others. While acknowledging that the refinery spends a lot of water and Pernambuco suffers from the shortage of water, two dams intended solely for the refinery and the lowest tariff value is to reinforce social inequalities.

With regard to environmental conflicts, information and communication, we observe that conflicts are minimized and virtually absent in the reports. Problems relating to cultural changes, urban expansion and displacement of communities are invisible and have no representation of the printed media. Those who are having their lives changed with the arrival of new developments seem to have silenced their claims and questions about the future of their town and city. Social movements also do not appear. As a matter addresses knowledge of the population about the new developments of Suape , presenting the results of a survey that identified that recifenses have little or no knowledge about the structural investments in the state and concludes that the higher the level of information is better understanding of the positive aspects of the PE economy.

[ ... ] The marketer Marcia de Castro, 32, has no idea of what a refinery cannot imagine what is produced in yard and much less aware that these two projects under construction in the Industrial and Port Complex Suape (Jornal do Comercio 2008).

The matter assumes the lack of dialogue between the protagonists of Suape industrial projects and population, but does not advocate communication as a human right and not encourage political debate through a plural and diverse and not just exclusive to commercial interests and political space.

Only two subjects demonstrate issues of economic conflicts which case, workers are motivated by the work of the refinery, this event is the beginning of a series of problems that emerged from the labor relations between managers and workers earthworks Suape. 1,800 workers on the construction site of excavation for construction RNEST stopped work in protest against the payment of final salary, do the extra hour worked would have been computed. The two newspapers have covered the stoppage, but in none of the texts had the explicit presence of employee representatives. The hegemonic discourse dominated, with the director and the director of the refinery's contract work,

which did not recognize the right to claim workers, but not to delay the work, agreed to pay the required.

### **Final Thoughts**

Print media is presenting a hegemonic discourse in Pernambuco, which minimizes and hides the situations of environmental hazards in favor of economic interests, going against the precepts of communication and environmental journalism. Questions about social issues and impacts the lives of people and the territory are not discussed. The materials analyzed were presented disconnected from the reality of the problems which the people of the territory of Suape and its surroundings have been suffering.

Communication, democratically, as a human right, it is an indispensable strategy for social structures. She is able to mobilize society for it to fight for their rights of citizenship. Report is a right that enables secures the rights of other citizens.

We need the media to give visibility to a plurality of views and visions on the same theme in news coverage. The dialogical, communicative action, of building a democratic identity of citizens and even consumers as subjects of law is to advance the strategic dialogue in many ways and the construction of health and life.

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