ORIGINAL ARTICLE

THE HEALTH DISCOURSE MEDIATED IN TV ADVERTISING
O DISCURSO DE SAÚDE MEDIADO NA PROPAGANDA TELEVISIVA
EL DISCURSO DE SALUD MEDIADO EN LA PUBLICIDAD TELEVISIVA

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ABSTRACT

Objective: to analyze the discourse on health broadcasted by television media advertising. Method: qualitative study, with discursive analytical approach, which opted to work with the TV advertising “Different girl” exhibited by Rede Globo TV station in the period of 2011-12, by the ability of public coverage of this means of communication. To obtain the propaganda scenes, video search was carried out on the internet, which was prepared in full on youtube's website. Was performed the download of the video and submitted the material to discourse analysis procedures as Orlandi. Results: the text that makes up the advertisement "Different girl" is broad. It presents a textual formation in audio and other visual. Five discursive sequences were found. The advertisement addresses the proposal for social inclusion, by means of a subject with congenital malformation. Conclusion: it is necessary that the studies about the various media types to be developed in order to promote health through education and inclusion and appropriate nursing care, given the little literature about the subject. Descriptors: Health Education; Audiovisual Media; Communication In Health; Nursing.

RESUMO

Objetivo: analisar o discurso sobre saúde veiculado pela propaganda na mídia televisiva. Método: estudo qualitativo, com abordagem analítica discursiva, que se optou por trabalhar com a propaganda televisiva “Menina diferente” exibida pela emissora de TV Rede Globo no período de 2011-12, pela capacidade de abrangência de público deste meio de comunicação. Para obtenção das cenas da propaganda, foi realizada a busca do vídeo na internet, o qual se encontrava disposto na íntegra e gratuito no site do youtube. Foi realizado download do vídeo e submetido o material aos procedimentos da análise do discurso conforme Orlandi. Resultados: o texto que compõe a propaganda “Menina diferente” é amplo. Apresenta uma formação textual em áudio e outra visual. Foram encontradas cinco sequências discursivas. A propaganda aborda a proposta de inclusão social, por meio de um sujeito com má formação congênita. Conclusão: é necessário que os estudos sobre os diversos tipos de mídias sejam desenvolvidos a fim de promover a saúde, mediante a inclusão e educação e cuidado de enfermagem adequado, dado a pouca literatura sobre o assunto. Descriptors: Educação Em Saúde; Midia Audiovisual; Comunicação Em Saúde; Enfermagem.

RESUMEN

Objetivo: analizar el discurso sobre la salud emitido por la publicidad de los medios televisivos. Método: estudio cualitativo, con enfoque analítico discursivo, que optó por trabajar con la publicidad televisiva “Chica diferente” exhibida por la emisora de TV Rede Globo en el periodo de 2011-12, por la capacidad de cobertura de público de este medio de comunicación. Para obtener las escenas de la propaganda, fue realizada la búsqueda del video en internet, el cual se encontraba dispuesto en su totalidad y gratuito en el sitio web de youtube. Fue realizado el download del video y presentado el material a los procedimientos de análisis del discurso conforme Orlandi. Resultados: el texto que compone la propaganda “Chica diferente” es amplio. Presenta una formación textual en audio y otra visual. Se encontraron cinco secuencias discursivas. La publicidad aborda la propuesta de inclusión social, por medio de un sujeto con malformación congénita. Conclusion: es necesario que los estudios sobre los diversos tipos de comunicación sean desarrollados con el fin de promover la salud, a través de la inclusión y la educación y atención de enfermería adecuada, dada la poca literatura sobre el tema. Descriptors: Educación en Salud; Medios Audiovisuales; Comunicación en Salud; Enfermería.

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INTRODUCTION

Among the means of communication used in Brazil, the television is that which has greater representation in society, being present in 95.7% of homes, according to the national survey by sample of households in 2009. It also stands out as an instrument of education for not being subject to garnishment law 8009/90, indispensable in Brazilian homes due to the dissemination of culture.

Television programming ranges from fun to the cultural and political debate. Television presents social facts that are present in the daily life of the viewer diluted in programming. It is introducer of habits and values in society. It constitutes as a former of opinion, due to the transmission of programs and advertisements to generate reflection or even, inhibit it. Due to coverage and speed of propagation of information, television builds up as a tool for health education, because this subject is also part of the repertoire of messages conveyed in this medium. This arouses the attention of nurses, because one of its assignments is that of an educator.

In relation to the media, it is important to note that the communication can compromise the meaning of the message. This transmission is submitted to three different aspects: 1) patterns of ownership and control, i.e. relations that process between the media and other spheres to which the former are subjected, as the State; 2) the way that the information is constructed, attempt to plot, images, angles, colors, sounds, among others; 3) reception and appropriation of the message content, which involves the listener’s context, degree of attention that dismissed the message, their previous readings of the subject present in the message, gender, age, social place of the listener. 

It is noticed the connection between messages produced in a situation, its construction and social relationships in which they are received and interpreted by the listener in its own context. Thus, the television media is an important tool for education and care conducted by the health team, in particular, the nurse. However, there are few sources that deal with this issue, which is how relevant this research, but a limitation.

Television is used as a tool for education and guidance in health/nursing for patients, families and the community, with a view to the popular approach that gives health issues. It points out the various advertisements broadcast in the media, e.g., vaccination campaigns, prevention and rehabilitation of chronic diseases drawn up by the Health Ministry among others. The mediation is characterized by the insertion of new environments, transposed by the media that put in crisis the circulation and consumption of messages, which are essential in the field of health, introducing new conceptual challenges.

It is necessary that the focus of education in health/nursing is geared toward those that present disorder, share the experience of the disease and the subjects who are in search of quality, as patients and health professionals. Work in health and nursing is mediated by the interaction and communication in its daily exercise, constituting as essentially human process inter subjective. Another aspect is that the health education provides inclusion through social participation, being that a human needs.

Given the above, the objective of this study is:

- To analyze the discourse on health broadcasted on television advertising.

METHOD

Qualitative study, with discursive analytical approach. The qualitative research is dedicated to the study of relations, representations, beliefs, perceptions and opinions. Concomitant the discourse analysis (DA) relates to language, existing from the moment that the notion of reading is questioned. It is only language because it makes sense and occurs upon inscription in history. Thereby, the method of discourse analysis aims to describe the functioning of speech, i.e. explain how a text produces meaning.

As for the text, it needs to make it clear that is not only as a succession of words. On the contrary, has a greater amplitude. The text is a unit composed of sounds, letters, margins, notes, images, sequences, endowed with a certain extension - beginning, middle and end. Is the product of an authorship which represents in its origin, with its unit, checking coherence and purpose. Given this, we understand that also the moving images constitute as text, being them with words or not, because the speech is evidenced by gestures and also by the silence.

The speech in turn is subordinated to the conditions of its production, which comprise essentially the subject and situation. The production conditions of strict sense concern to the immediate context and the conditions of production of broad sense which are linked to the socio-historical context, the ideology. The ideology in turn relates to the historical
memory, as already said, being here named of inter-discourse.9
We need to consider that the meaning is determined by ideological positions involved in the process of construction of the text of the speech, because words change meaning as ideological formation of who employs. Soon, the words pass to meaning from the discursive formation (DF) that inscribes and the discursive formations represent the ideological formations (IF), i.e. all the senses are determined by ideology. This puts the discursive formations as regionalizations of the inter-discourse. Is for the discursive formation that we understand the different senses, because equal words might mean different things by signing up in discursive formations.9
Given the above, we chose to work with the TV advertising “Different girl” exhibited by Rede Globo TV station in the period of 2011-12, by the ability of public coverage of this medium of communication and the approach of its message with the problematization of health.
To obtain the propaganda scenes, a video search was performed on the internet, which was prepared in full on youtube’s website. It was conducted video and material download underwent the procedures of speech analysis.
In the first stage, the analyst had contact with the text and sought to see a discursive possibility, is building the corpus, in this case, the different girl advertisement. The video, here understood as raw text, featured as the main character a young man with down syndrome describing her daily lives and with relevant features to her age group. She reported to like music, internet and parties. In her room, were exposed several photographs, a computer, in which the girl accessed the internet and communicated with friends on social networks of which she was part.
Then, the character claimed to be a different person and said playing drums. In the following scenes, the character appears playing on outdoor environment and surrounded by young people of her age, dancing to the sound of her music. The raw video, was held the superficiality of the object, which consists of finding the clues in which the subject marks, to understand how the speech searched is contextualized.9
At that time, it sought to escape the field of enunciation, the impression that what was said could only be that way, choosing the keywords within the discursive sequences (DS). In the second stage, were obtained the discursive formations, which are perceived through the game of words within the text and landslides (change of locus). In the third stage, occurs the relationship between discursive and ideological formations. At this moment, the discursive formations inscribes in the ideological formations in order to represent them. Below is illustrated, by means of a schema, the analysis of discourse and their interconnections represented on TV advertising “Different girl”

RESULTS

It was noted that the text that makes up the advertisement “Different girl” is broad. It presents a textual formation in audio and other visual. On the audio and video were found five discursive sequences (Figure 1 and 2).
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television can also be associated to obesity in children and adolescents, which proves the influence that media in choice concerning life habits with regard to the use of information in health.\(^6\)

It was also evidenced in other studies that the preference for radio and television in the region of Peru, for example, is directly proportional to the lack of interest for books and magazines in their country. It is therefore advocated education for quality health mediated by these means of communication given its visibility in the social environment, as well as the chance of inclusion.\(^17\)

In the analyzed advertising, the proposal for inclusion constructs from the Ds1. In this sequence is represented a pattern of identification between the character of advertisement with the teenage girls, which is shown by the taste in common, the fact that like music.

At this stage of life, a characteristic question arises: who am I? This is answered by the identity, which occurs through the meeting of several previous IDs, modifying them and updating them to form a new psychological structure. Thus, the constitution of the new identity will be the affirmation and organization of new desires and needs, linked to discoveries skills to express them in their social context.\(^18\)

But, it's not at all that I am like this, just like the girls of my age. (Ds2)

On Ds2, the character retains its default ID with teenagers, through the description of other common habits and tastes. At the same time, this discursive sequence is pronounced, when it is shown the advertisement scenario. Are represented, in this moment, one bedroom and adolescent characteristics and activities are present in the scenario: multiple photos, the computer, internet access, headphones, and communication through social networks.

However, at the same time, that the character identifies with the young people of their age, occurs the breaking of that logic. This leads the viewer to understand that there is a potential difference. Is possible to see this from the preview of the photos and the identification of phenotypic characteristics of the character. Their appearance is related to a genetic malformation, down syndrome.

Down syndrome can be seen in the early hours of the child's life by their physical characteristics (phenotypic) and subsequently, confirmed by genetic analysis. May include: hypotonia, short stature, hyper flexibility of joints, small hands and wide with single palmar crease, face broad and flattened, eyes away from each other, small noise with flattened nasal base, low implantation of the ears, tongue designed out of the mouth, ogival palate, congenital heart disease, genital hypo developed, excess of skin on the neck, straight hair and drain.\(^19\)

With respect to teenagers, in the field of health, particularly in the area of Nursing is important to insert in this context, seen the specifics of this age group and their social relationships. To consider this subject pervades the social inclusion, regardless of its limitations. With this, directs the adolescent and their family a plan of construction of healthy environments, with the purpose of strengthening the protective factors and minimize the health risk factors.

In the discursive sequence below, the character emphasize his condition, i.e., reaffirms its difference:

**In one thing I am quite different … (Ds3)**

In this context, the scenes of the advertisement starkly presents the difference. Occurs a pause in the moment that the character is stated as different. Is shown a close-up on the face of the teenager, highlighting again the physical characteristics of the person affected by down syndrome (DS).

The viewer is immediately led to the thought of “being down” as different, constituting, in the first instance the malformation genetics as the big difference. Humans with malformations were seen by society as subject patients. In the common sense, there was no understanding that the congenital malformation might mean just a limitation, according to their severity level. Therefore, the “being down” cannot be perceived as sick, but rather with a person affected by limitations, which can be both cognitive slant as a physicist.

In relation to cognitive development and language, it is known that occur differently in non syndromic children and which are affected by the DS. In children who have this type of malformation, was proven slower mode development and late, however the lack of verbal intelligibility does not limit communication attempts.\(^20\)

In adolescence, the brain structures responsible for temporal perception are still maturing, being this one of the biggest reasons of immediacy and the appreciation of the present, in this age group. Similarly, the structures responsible for the control of impulses are still immature, i.e., the teenager have their ability to assess risks, thinking about the consequences and organize temporally the cause-and-effect relationship.
affected, particularly when influenced by emotional aspects and the desire for immediate pleasure.21

I play the drums! (Ds4)

This narrative refers to a stage of life, adolescence. However, one realizes that, while watching the video and dispensing special attention to audio, the voice of the narrator is not a character, because the pattern of articulation of the words is not expressed by who presents a malfunction as down's syndrome, in which there is a phonological deficit in function of the protrusion of the tongue. That, advertisement posts a gap in that the character was not as a whole. And in front of it, which include the subject in pervades by characterizing its essentiality, weaknesses and capabilities. The inclusion brings benefits to the language, behavior and academic aspects of these adolescents.19

Next discursive sequence advertisement claims that the person being different is normal.

Being different is normal. (Ds5)

In this statement, incorporates the proposal of social inclusion, because allied to the phrase that affirms the normalcy even in the presence of difference, are displayed in scenes set in the outdoors, in which the character is shown surrounded by young people who dance to the sound of their music through the scenes. In this context, the character appears in social groups included his age - adolescence.

Adolescence is the time in which occur several behavioral modifications, linked to the structure of personality, identity, cognition, affectivity and sexuality, who succeed in this stage of life and these are constructed through everyday narratives and meanings of their life story, once the focus is on their subjective experiences and the context in which it is inserted.22

As for common sense, which perceived to be down, as “poor”, the “sickly”, this is demystified by the combination of the terms “different” and “normal”, because, in this context, they also combine in favor of health concepts that take health as something complex, meaning not only the absence of pathology.

Normality is a convention, that is, on average, a standard that determines what would be expected in most individuals. However, the standard deviation of this normalcy doesn't mean be pathological. If exists adapting, there is no pathology. The very absence of pathology would be abnormal. Health is considered a state of adaptation, in a perspective that the person may present a standard normal deviate, but being or be healthy, in that it is suited to their own conditions and those in which it is submitted.23

Given this, the character is presented as healthy. In advertising, is shown perfectly suited in their daily lives, in an attempt to deconstruct the common sense in relation to down syndrome.

CONCLUSION

Through the methodology of discourse analysis, it was possible to analyze the discourse about health aired by the television media as a whole, because it was considered only an advertisement, getting a clear need for studies that seek to advance the prospect of speeches served in this medium, having as object to its programming.

The media, as a tool of education, propagates the inclusion through the deconstruction of the image subject's discriminated, bringing a discourse in that health is a state of adaptation, seeking to minimize biased actions with being down. However, in the construction of the speech, it was evident the presence of the already mentioned, in that the set out ideas are the author's constructions. Even from this perspective, it was realized that the social subjects, endowed with a historicity, remain connected with the idea of disability resulting from genetic malfunction. This was evidenced by the audio of advertisement that brought a narrator with a phonological pattern, without the articulation of words related characteristics of subjects with down syndrome. Fact that misread part of the discourse of advertising as inclusive.

This ideology in advertising, as well as the totality of its message will only be understood by viewers attentive, with some knowledge about the malfunction genetics represented. Given this it is necessary that studies involving the various media types to be carried out in order to promote health through social inclusion and the own health education/nursing, by developing strategies that will transform concepts of pre-established health by common sense. With that, it will be possible to understand this subject also subsidized through teaching, research and extension the media interface/mass media and education.

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