BEYOND A GLANCE: CRITICAL DISCOURSE ANALYSIS OF HEADLINES ABOUT GENDER-BASED VIOLENCE ON
"FOLHA DE BOA VISTA" AND "THE SUN" ONLINE NEWSPAPERS

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RESUMO: Este artigo analisa discursos presentes em manchetes sobre violência de gênero retiradas das versões online dos jornais "Folha de Boa Vista" (Roraima/Brasil) e *The Sun* (Reino Unido). Considerando que sexismo e misoginia, bem como descrições ofensivas das vítimas são constantemente e, na maioria dos casos, implicitamente transmitidas em manchetes, esta pesquisa é baseada nas visões de Análise Crítica do Discurso de Fairclough e Wodak, que proporciona ferramentas teóricas para identificar tais mensagens ofensivas e escondidas, e nas perspectivas de pesquisadores sobre Estudos de Gênero, que são essenciais para identificar discursos que afetam negativamente as mulheres sendo consequentemente caracterizados como violência. Através das análises, foi possível ver semelhanças e diferenças nas estratégias adotadas por cada jornal em relação à escolha de palavras, ao uso da voz passiva, à autoria das notícias e à escolha na representação de atores sociais, tempo e espaço.

PALAVRAS-CHAVE: Manchetes. Análise Crítica do Discurso. Estudos de Gênero.

ABSTRACT: This paper analyzes Discourses within headlines about Gender-based violence retrieved from the online versions of "Folha de Boa Vista" (Roraima/Brazil) and "The Sun" (United Kingdom) newspapers. Considering that sexism and misogyny as well as damaging descriptions towards the victims are constantly, and in most of the cases, implicitly conveyed in headlines, this research is based on Fairclough's and Wodak's views of Critical Discourse Analysis that provide theoretical tools to identify such hidden and harming messages and on Gender researcher's perspectives, which are essential to identify harming discourses, hence violence towards women. Through the analyses, it was possible to see similarities and differences in the strategies adopted by each newspaper regarding to the choice of words, the use of passive voice, the authorship of the news and the choice of representing social actors, time and spaces.

KEYWORDS: Headlines. Critical Discourse Analysis. Gender Studies.

INTRODUCTION

Since its creation, the printed media – as well as media in general - has always exerted great influence into people's lives. Thus, decision-making processes concerning lifestyle, consuming habits, and political standpoints, in the majority of cases, are strongly impacted by what media workers produce and spread. In this sense, while performing their duty, journalists must be careful and accurate when reporting events, as the lack of responsibility on handling news may be harmful for the people involved in the cases or for the final target of content production: the readers.

Furthermore, as technology is constantly under development, what once was seen only in printed materials or on the television, is now strongly present in the World Wide Web, reaching more people at an unstoppable speed. As confirmed by CALDAS - COULTHARD (1997, p.11):

> With the advances of technology within communication systems and networks, the production of written and spoken news invades our lives daily. Newspapers, television, radio and magazines are the main source not only of information, but also particularly of entertainment for a large amount of people all over the world.

Notwithstanding its popularity, much has been complained about how media portrays reality, especially about how the news conveys bias, sexism, racism and other types of prejudice or misrepresentations of minorities in their content, from the headlines to the body of the articles. Such irresponsibility when choosing words, if not appropriately scrutinized, may endure for a long time, spreading stereotypes that only impair the images of those represented.

Besides, by considering that "news carries the daily stories of our times" (CALDAS - COULTHARD, 1997, p. 34) and that reporting them may be considered storytelling, when writing and publishing, journalists are actually representing the world, expressing their - or their media company – ideological standpoints. This results in representation privileges for ones and deletion for others, reinforcing degrading patterns towards minorities and consequently maintaining unequal power relations.

Let us look closely at women in situation of violence in Brazil and in the United Kingdom, the protagonists of the object of this study. According to research results published in 2015 – but carried out in 2013 - by Latin-american School of Social Science (Faculade Latino-americana de Ciências Sociais – FLACSO)[1], Brazil holds the 5th position among 83 countries analyzed in regards to feminicide, presenting figures of 4.8 deaths per 100.000 women. It has 48 times more femicide cases compared to the United Kingdom, which presented a rate of 0.1 cases at that same period, occupying the 75th position in the rank.

Moreover, within the Brazilian context, Roraima stands out as the most lethal state for women, as in five years (2010 – 2015) there was a 139 percent growth in the femicide

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1   The research was carried out by Julio Jacobo Waiselfisz from the Latin-American Faculty of Social Science;

rate.[2] Studies and news-reports released in Brazil and in other parts of the world indicate that partners, former partners and relatives are, in most of the cases, the perpetrators of the violence and abuses.

Despite the achievements earned since the suffrage in 1848 to ongoing movements in which women raise their voices attempting to abolish all types of gender-based violence and inequalities in society aiming at conquering an emancipation that inherently belongs to us, the aforementioned data illustrates how women's scenarios are still problematic.

Although both localities – Roraima and the United Kingdom - present disparities in culture, economy, politics and geography, the depiction strategies followed by their respective main newspapers towards women in situation of vulnerability and violence do not entirely differ from one another. For this reason, this paper aspires to conduct a critical-discursive investigation in order to identify elements of language that transform discourses in perpetrators of gender-based inequalities.

Believing that through different discourses, language has the power to change and/or distort someone's perspectives about the world and life in society, the aim of this study is to critically analyze how the issue of violence against women is exposed in headlines collected from a local and a foreign online newspaper. To accomplish that, I have defined the following objectives:

- Identify bias and sexism that might be embedded within headline phrases;
- Analyze the collected data through Critical Discourse Analysis (CDA) and Gender studies perspectives;
- Assess the effects exerted by headlines to the maintenance of sexist discourses in society;
- Compare both newspapers strategies when exposing violence against women.

The choice of the newspapers did not happen randomly since they present similarities between their editorial lines and news-reporting strategies, the former presenting characteristics of a tabloid in its content, but not assuming it, and the latter admittedly a tabloid.

This paper also aims to humbly contribute to research in Critical Discourse Analysis and to reaffirm its interdisciplinary feature by embracing Gender Studies to the discussions on the topic.

Corpus and Method

Since this research examines how the issue of violence against women is portrayed on headlines collected from online newspapers, the *corpus* selected to compose it comprises four headlines – two from each newspaper – taken from "Folha de Boa Vista" and "The Sun", respectively from the state of Roraima and from the United Kingdom,

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2   Report published by the "Human Rights Watch" in 2017, entitled "Um dia eu vou te matar! Impunidade em casos de violência doméstica no estado de Roraima". English version: "One day I am going to kill you! Impunity in domestic violence cases in the state of Roraima" (Free translation)

retrieved in the first semester of 2019. In spite of their differences, the popularity in their localities, and the hypothesis that they both share similarities in their editorial lines were the criteria to choose this type of medium.

This is a qualitative research carried out under the perspective of Applied Linguistics (AL), which according to Heighman and Crocker (2009, p. 5), at the same time that its methods "entail collecting primarily textual data and examining it using interpretive analysis", it supports the use of Critical Discourse Analysis as a "system of inquiry" to understand language usage in real life.

Thus, by observing the interdisciplinarity of CDA and based on Fairclough's (2001; 2003) categories to examine language, alongside with Gender Studies perspective, I will analyze the selected *corpus* by focusing on the:

   a. Intertextuality;

   b. Transitivity;

   c. Representation of social actors;

   d. Representation of time and space;

Additionally, through the perspective of Gender Studies, I will try to identify within the data sexist elements, such as victim-blaming and confirmation of harming stereotypes towards women, and I will compare both newspapers' strategies in order to check their similarities and differences when portraying gender-based violence.

To conclude, I have chosen this particular apparatus on account of the fact that such representations and processes are affected by different ideologies or by hegemonic power and, consequently, affect reader's opinions by leading to interpretations that blame the victims and convey judgments about them. Or even worse: giving a plausible reason for the crime.

THE PRINCIPLES OF CRITICAL DISCOURSE ANALYSIS

As this study deals with language use in real life, consequently it is within the scope of AL, which, in times of great social, political, cultural, and historical changes, is reinventing itself and expanding its investigative horizons by leaving behind the status of a single and delimited disciplinary profile to embrace cross-border dialogues with other disciplines and fields of study (FABRÍCIO, 2006).

Moreover, by approaching new ways of carrying researches, AL identify in marginalized sectors of society opportunities to escape of pre-designed logic and historical meanings and encourage studies that promotes social changes, especially where there are asymmetrical power relations that lead to social exclusion, hence human suffering (FABRÍCIO, 2006).

Given that, by having a critical impetus in its core, within AL, CDA goes beyond the surface of texts and reads between and outside their lines, exposing issues that concern the way society is structured and attempting to create alternatives to solve them.

Exponents of CDA have designed the following principles (WODAK, 2008):

a. The approaches on CDA are problem-oriented and requires interdisciplinarity and eclecticism (WODAK, 2008);

They are problem-oriented because they raise questions concerning the current structure of society and how language takes part in its problems. Besides having several fields of study composing its "manifold root" (WODAK, 2008, p.2), it is clear that not only one theory or one discipline provides a solid foundation for research in this area. The reliability of CDA lies on the plurality of perspectives taken into its account.

b. CDA aims at "de-mystifying ideologies and power" through systematic investigation of written, spoken and/or visual data;

Since "language is centrally involved in power, struggles for power, and that it is so involved through its ideological properties." (FAIRCLOUGH 1989, p. 17) and discourse is language in use - more details on this will be given more profoundly in the following section – a systematic investigation is necessary in order to identify power relations and ideology inserted in them. In his book "Analyzing Discourse", Fairclough defines "Ideologies" as:

> Representations of aspects of the world which can be shown to contribute to establishing, maintaining and changing social relations of power, domination and exploitation. (FAIRCLOUGH, 2003, p.9)

Additionally, in his lecture at *Collège de France* in 1970, Michel Foucault points out that "Discourse is not simply which translates struggles or systems of domination, but is the thing for which and by which there is struggle, discourse is the power which is to be seized" (FOUCAULT, 1970 apud YOUNG, 1981, p.53)

Both authors (in) directly draw the attention to the fact that at the same time that Discourse is shaped by power and ideology, it also shapes them, establishing an interconnection that if not critically examined may be harmful for the minorities.

The last CDA principle emphasizes the inherent ability of us, human beings, to reflect upon our own acts and surroundings, and according to that, it must be strongly present during the research.

c. CDA researchers must

> "make their own positions and interests explicit while retaining their respective scientific methodologies and must remain self-reflective of their own research process." (WODAK, 2008, p.3)

The three principles above base inquiries about Discourse in society, such as: who produces the discourses? Why are they being produced? Who is benefited and harmed by them? How does language materialize different discourses and ideologies? And these are questions that CDA researchers seek to answer.

DISCOURSE: TEXT, DISCURSIVE PRACTICE, SOCIAL PRACTICE

Fairclough's (2001) three-dimensional framework unites three crucial analytical traditions to approach Discourse Analysis which contains the following organization (Cf. Figure.1):

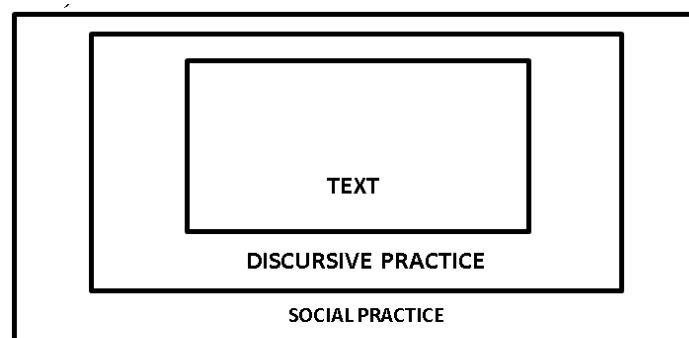Figure SEQ Figure * ARABIC 1: Fairclough's Three-dimensional model

Illustration 1 – Tridimensional schema on analyzing Discourse

Source: FAIRCLOUGH (2001)

The schema illustrated above represents an analytical model adopted by the Social Theory of Discourse and it represents how CDA embraces:

a. The textual analysis in its written and spoken linguistic forms. Considering text as "a product rather than a process - a product of the process of text production." (FAIRCLOUGH,1989, p.24) and paying close attention to its formalistic features and conveyed meanings;

b. The "Discursive Practice", which comprises the nature of the processes of textual production and interpretation, and encompasses production, distribution, consumption, context, strength, coherence and intertextuality;

c. And the "Social Practice", which raises up the need of analyzing the whole social context which surrounds Discourse production, considering how institutional and organizational circumstances shape discursive practice. This is the dimension that scrutinizes ideology - metaphors, assumptions, meanings - and hegemony and its respective features being, economic, political, ideological, and cultural positions.

At the same time that Discourse dialectically integrates social practice by contributing to the construction of social relations, system of knowledge and beliefs, and social identities, it helps to express three types of discourse meanings inherent to them. They are distinguished as follows: 1) Actional meaning, which concerns to the role of texts in social events; 2) Representational meaning, that deals with the representation of the world and its processes, entities and relations; and 3) Identificational meaning, which establishes social identities within the Discourse (FAIRCLOUGH, 2003).

Examining the three meanings above and focusing on its discursive aspects in situated social practices, according to Ramalho (2012, p.178) "We make use of (always reproducing and/or modifying) discursive genres (relatively stable forms of acting and

interacting), discourses (particular ways of representing the world), as well as particular styles (particular means of identifying and being)."

Fairclough (2003, p.28) links the Actional, Representational and Identificational meanings with Foucault's theory, stating that

> Representation is to do with knowledge but also thereby 'control over things'; Action is to do generally with relations with others, but also 'action on others', and power. Identification is to do with relations with oneself, ethics, and the 'moral subject'.

Such connection strengthens and justifies the affirmation that discourse is power and if there is power relation involved in language in use, certainly there is injustice perpetration. It is inconceivable analyzing a discourse in a critical manner without being aware of the importance of its three dimensions, meanings and elements of discourse, because they both assemble it and serve as guidelines in research analysis helping to achieve one of the principles of CDA: to de-mystify ideologies and power.

The Four Analytical Criteria
Intertextuality

As briefly mentioned in the introduction section, intertextuality concerns the dialogue between texts and the incorporation of relationships texts have with conventions - genres, discourses, styles, activity types. French linguists such as Authier-Révuz and Maingueneau divide intertextuality in two concepts: 'manifest' and 'constitutive', the former concerning to the explicit manifestations of other texts within a text and the latter concerning to the configuration of elements of order of discourse in the text production. (AUTHIER-RÉVUZ, 1982; MAINGUENEAU, 1987 apud FAIRCLOUGH, 1992).

By analyzing "Intertextuality" within headlines in this work, I intend to see how they (re)actualize other texts (FOUCAULT 1972 apud FAIRCLOUGH 1992) focusing on its 'manifest' occurrences, thus attempting to identify explicit references to other texts.

Transitivity

Within a headline the reader can find "Blame or lack of responsibility, absence, emphasis or prominence of a participant" (CLARK, 1998, p.186) through the writer's choice of transitivity.

Transitivity deals with clauses and how their forming elements - The Process, the Participants and the Circumstances – interact within them. In dialogue with Halliday's Functional Grammar (1985), according to Fairclough (1992; 2001) there are four main types of processes in English – 'action', 'event', 'relational', and 'mental'. However, for the purposes of this research, I draw my attention to the "action" process in its "directed" form, due to its frequent appearances in headlines.

"Action" processes can be divided into two types: "Non-directed" and "Directed" action. "Non-directed" action, according to FAIRCLOUGH (1992, p.180) "involves an

agent and an action but no (explicit) goal, and it is usually realized as an intransitive (subject – verb) clause".

Directed action, on the other hand, happens when an agent acts upon a goal (FAIRCLOUGH, 1992, p.178). It is usually schematized as SUBJECT – VERB – OBJECT on the surface of clauses.

Still within "Directed action", we can see variations in voice, that can be "active", as seen above, or passive, that has as its subject the person or thing to which an action is done. In other words, it is when the subject becomes the object of the clause and the agent becomes a passive agent, which usually follows the preposition "by" or is omitted.

The passive voice is a very common linguistic resource applied in headlines when the aim is to enhance the importance of the object – the 'theme' – of the clause. The omission of the agent is another linguistic strategy adopted by newspapers. It is applied either when the agent is "self-evident, irrelevant or unknown" (FAIRCLOUGH, 1992, p.182) or when, for political and/or ideological reasons, the writers want to "obfuscate agency and hence causality and responsibility" (FAIRCLOUGH, 1992, p.182).

REPRESENTATION OF SOCIAL ACTORS

Within clauses, social actors can be considered participants, thus the choice of nouns, adjectives and pronouns to represent and describe them is essential when reporting news and this procedure is called "Naming". On the basis of Spender's idea (1990, p. 98) "All naming is of necessity biased and the process of naming is one of encoding that bias, of making a selection of what to emphasize and what to overlook on the basis of a 'strict use of already patterned materials'".

Due to its high ideological load, the act of naming an element in a headline is the reflex of the writer's ideology since "different names for an object represent different ways of perceiving it" (CLARK, 1998, p.184).

There are many motivations to follow different "naming" (or non-naming) strategies, and they are mainly connected to political and ideological choices. Besides, it is important to remember that "Naming (…) is not a neutral or random process, but an application of principles already in use, an extension of existing 'rules'" (SAPIR, 1970 apud SPENDER, 1990, p. 97).

The newspaper – in its physical and online version - is one of the most responsible to exert influence on people, which means that all of its components play a significant role in constructing views upon world events. The headlines, for example, considered the "encapsulation of the view of the whole report" (CLARK, 1998, p. 187), contain the first information readers see to decide if they will go through the entire text, so the naming strategies included within them enforce newspapers' ideological viewpoints on readers, transmitting bias and distorting images of social actors (SPENDER, 1990).

REPRESENTATION OF TIME AND SPACE

Time and space are the circumstances within a clause and their representation are discussed together, because they "are closely interconnected, and it is difficult to separate them, so that it makes sense to focus on their intersection in the construction of different space– times." (FAIRCLOUGH, 2003, p. 151)

Additionally, based on David Harvey, Fairclough affirms that time and space are socially constructed and they differ in each society. At the same time "change in their construction is part of social change, and constructions of space and time are contested (for instance within class struggles in workplaces)". (HARVEY, 1996 apud FAIRCLOUGH, 2003, p. 151).

Time and space are not always clearly identified within a clause and many are the ways language expresses time within Discourse, from verb tenses to the use of adverbs. On the whole, this analytical criterion provides us opportunities to analyze how both newspapers portray space and time and how it affects news reporting.

GENDER STUDIES AND CRITICAL DISCOURSE ANALYSIS

When approaching Gender Studies within academic research, it is necessary to differ "Sex", a set of biological features, from "Gender", "social constructions of femininity and masculinity" (ABREU, 2012, p. 28). Judith Butler, the greatest reference on the subject, in consonance with Simone de Beauvoir's ideas states that "sex does not cause gender, and gender cannot be understood to reflect or express sex" (BUTLER, 1990, p. 111). By saying that, she believes that even though sex is an inherent attribute of human beings, gender is a social acquisition that does not have the obligation to reflect the sex of an individual. Moreover, "Gender is the variable construction of sex, the myriad and open possibilities of cultural meaning occasioned by a sexed body." (BUTLER, 1990, p. 111)

Even though such differences in definitions are clear among researchers in the field, the majority of society see them as correlated, with language playing an essential role "promoting sexist stereotypes of, for example, men's and women's roles in society or male and female characteristics." (DOYLE, 1998, p. 150). In other words, there are social rules implied for men and women that when disobeyed disturb the existing moral order characterized by patriarchy, sexism and asymmetrical power relations.

"Sit like a girl", "Act like a girl", "Talk like a girl" and "Dress like a girl" are common expressions which maintain the views of Gender as "a stable identity or locus of agency from which various acts follow" (BUTLER, 1990, p. 140). Besides, they raise the questions "What characteristics and set of predetermined behaviors makes a person a girl/woman?" and "What is to sit/act/talk/dress like a girl/woman?"

Women, for example, carrying the term 'femininity' in their roots, are expected to "perform in accordance with some prescribed features and (sometimes implied) rules (…) to be better accepted in social life" (ABREU, 2012, p. 28). This means that walking

alone late at night, dressing up with "revealing" clothes, flirting, drinking, or performing any other action dictated as not appropriate for women, are examples of rules breaking, consequently, encouraging men to abuse, assault and rape. Yet, through Butler's perspective of performativity, if sex and gender can be differentiated from one another, then "'woman' need not be the cultural construction of the female body, and 'man' need not to interpret male bodies" (BUTLER, 1990, p. 112).

Gender-based violence is deeply marked by power relations and is the consequence of the traditions of a patriarchal society that remain present in our daily lives. Even with the advent of feminist struggles and women's social achievements, many are the factors that contribute to its maintenance. As McLean suggests (1988, p. 205 apud FIGUEIREDO, 2007, p. 35) "it is apparently powerlessness (in political, social, sexual or physical terms) which makes certain people targets for abuse". Corroborating to this statement, The European Institute for Gender Equality (EIGE) draws our attention to the fact that discrimination experienced by people based on race, religion, social class, sexuality, disability, and age also leads to violent acts. "This means that while women face violence and discrimination based only on gender, some women experience multiple and interlocking forms of violence" (EIGE, 2019) based on other social, physiological and biological features.

Gender within Media Discourse

My intention to approach Gender within media discourse is to raise discussions about how the press portrays gender-based violence and how the Discourse inserted in headlines is so contaminated by the straight, white, middle-class, male norms that leads to harming interpretations towards women's images. Discourse plays a central role when describing violence and portraying victims' and women's identities in society. We are able to notice through the spread of discourses inserted in songs, newspaper headlines and literary texts how women are usually represented in degrading situation and violence is belittled. In cases of rape, for instance "Traditionally women learn to keep quiet about rape, to handle their shame and pain silently, and this social training is achieved greatly through the discourses that surround, describe and construct rape." (FIGUEIREDO, 2007, p. 32)

Moreover, due to the treatment directed to crimes like rape and other forms of gender-based violence by media discourse, women tend to see their situation as worthless to fight for, silencing our struggles and delaying progress towards emancipation, as pointed out by Figueiredo (2007, p. 33) "The normalisation and trivialisation of phenomena like rape and domestic violence leads countless women to see their violation as unimportant or their own fault, and to believe they should not 'fuss' over it."

Judgments about victims' behaviors and lifestyles are conveyed in the messages media spread about women in situation of violence and such judgments may even justify the violence. Similarly to what happens in rape trials, for example, where the victims'

behaviors and social roles are highlighted, leading to a distinction between women who are considered "decent" – the ones who represent motherhood, chastity, virginity, forgiving wife, thus not prone to be assaulted or raped - and "indecent" – those who represent promiscuity and are considered "bad girls", therefore blamed for the violence they suffer (FIGUEIREDO, 2007, p. 37).

According to Liebes – Plesner (1984 APUD 984, apud FIGUEIREDO, 2007), women in society cannot assume multiple identities, which means that having a multifaceted character is not a choice for women, who must be defined by the gender roles imposed by generally accepted standards of respectable or moral behavior.

Still following Figueiredo's (2007) standpoints on the construction of gender-based violence by media discourses "We can say that the discursive construction of a problem such as violence against women, be it by the media, the law or the family, will exert a great influence on how gender violence is seen and how its perpetrators and victims are treated" (FIGUEIREDO, 2007, p. 33)

To conclude, the main reason to have Gender Studies alongside CDA as theoretical foundations of this research is because they both provide tools for promotion of emancipatory changes across social, political, and economic spheres, and there is not researching making without such purposes.

ANALYSIS
FOLHA DE BOA VISTA

Starting from the point that particular situations can be linguistically represented in several ways (FAIRCLOUGH, 2001) and that the ideological and political orientation of a newspaper determines how reality must be portrayed, this section provides in-depth analysis of headline contents retrieved from "Folha de Boa Vista" and "The Sun" newspapers. It aims at identifying elements implicitly surrounded by bias and sexism in the reported cases of gender-based violence following four CDA analytical tools: "Intertextuality", "Transitivity", "Representation of social actors", and "Representation of time and space".

The two first headlines were retrieved from "Folha de Boa Vista" during the first semester of 2019, from the "Police" section. "Folha de Boa Vista" is the general circulating newspaper of Roraima and it is popularly known by the dramatic images relied on sensationalism portrayed in the front page of its printed version. Besides, the presence of shorter articles, less in-depth texts and the constantly superficial updates of contents, especially of "law and order" nature, contribute to its status of tabloid.

I have decided to use screenshots of the headlines related to the topic and maintain their originality by pasting them here in the way they appear on the website for a better visualization.

Figure. 2 : Headline: "Sofrência. Woman is battered by husband after returning from a concert"

SOFRÊNCIA

Mulher é agredida pelo marido após chegar de show

POLÍCIA

Por João Barros
Em 26/04/2019 às 02:06

As brigas, sofrimentos e discussões descritos nas músicas tocadas no show em Boa Vista de uma cantora de renome nacional na noite de quarta-feira, 24, tornaram-se reais para uma servidora pública, de 40 anos, que mora no bairro Bela Vista. Ela chamou a polícia para informar que foi agredida pelo marido assim que chegou do evento, no começo da madrugada dessa quinta-feira, 25.

A polícia destacou que foi acionada para atender ocorrência de violência doméstica e quando chegou ao local a vítima disse que foi interrogada pelo marido que quis saber onde ela estava, iniciando uma discussão que, segundo a mulher, resultou em um soco em seu abdómen. Para os policiais, o homem negou a agressão e alegou ter empurrado a companheira porque queria dormir e que em meio à discussão sua esposa jogou contra ele um controle remoto que acertou seu rosto, causando uma lesão próxima ao olho direito.

O caso foi comunicado à Polícia Civil ainda na madrugada de ontem. (J.B)

Source: https://folhabv.com.br/noticia/Mulher-e-agredida-pelo-marido-apos-chegar-de-show/52658

The 'manifest' intertextuality in the headline of Figure.2[3] can be noticed by the incorporation of the word "Sofrência", a neologism for "suffering". According to informal dictionaries such as "Significados"[4] the word is formed by "Sofrimento" and "Carência[5]" and popularly characterizes songs of "Forró" and Brazilian country music, named as "Sertanejo Universitário". In this case, along with the part "após chegar de show", the term is contextualizing time: after the recent Marília Mendonça's[6] concert in the city of Boa Vista. The place where the man commits the crime is not described in the headline, but the article mentions it is a house, the place that should provide protection.

"Sofrência" means a continuous state of suffering for diverse emotional reasons: jealousy, betrayal and lack of affection or company. However, it does not justify aggression. In this example of clause in the passive voice, the writer did not omit the agent, yet he is not emphasized either.

Moreover, the choice for the word "Sofrência" when connecting the case to the popular expression in an attempt to create a humoristic background to a sad reality, diminishes the importance of reporting such a situation and discussing it. This intertextuality reveals the author's lack of respect and sensitivity for the woman in case or for women in general, giving the idea that no matter if we live in the most lethal state for women, gender-based violence is still not seen with the seriousness it deserves.

3　　"Sofrência. Woman is beaten by husband after returning from a concert." My translation.
4　　Available in <https://www.significados.com.br/sofrencia/.>
5　　The feeling of, lack of affection and company.
6　　 Whose songs are examples of "Sofrência";

MARIA DA PENHA

Jovem diz ter sido violentada e quase morta pelo marido

POLÍCIA

Por **João Barros**
Em 15/02/2019 às 00:50

Uma jovem de 18 anos conta que foi brutalmente agredida pelo marido na noite de quarta-feira, 13, na casa onde moram no bairro Nova Cidade. Policiais militares acionados pela vítima afirmaram que a ocorrência era de violência doméstica e ameaça de morte com emprego de arma branca.

Os policiais destacaram ainda que a jovem se aproximou deles afirmando que havia sido agredida com socos no rosto e arranhões nas costas.

Ela detalhou que o indivíduo se armou com uma faca de açougueiro e tentou furar seu peito. Sem saber o que fazer, a jovem acabou colocando a filha do casal, de apenas dois anos, à sua frente, o que fez com que o homem desistisse de matá-la. Mesmo assim, antes ele ainda tentou tirar a criança do colo da mãe para esfaqueá-la.

Vizinhas ouviram os gritos e foram ao local, fazendo com que o indivíduo desistisse das agressões, momento em que a jovem conseguiu correr com a filha no colo e se refugiou na casa do vizinho para pedir ajuda. Quando a equipe policial chegou, o suspeito não estava.

Source: https://folhabv.com.br/noticia/Jovem-diz-ter-sido-violentada-e-quase-morta-pelo-marido/49948

Naming the victim as a "young woman" and modalizing the verb "to say" in Figure.3[7] creates a context of unreliability. As stated by Halliday & Mathiessen (2004, apud CARDOSO, 2014, p.74) the choice of the verb "says" "instead of 'affirm, 'relate' or 'attest', which could give a greater semantic credibility to the testimony, creates a sense of doubt regarding the young woman's statement".

Furthermore, similarly to other headlines already analyzed here, the perpetrator is a passive agent, even though he "almost killed" his wife. The headline emphasizes doubt regarding what the woman said, but the man's brutality is peripheral.

An example of 'manifest intertextuality' can be noticed in the pre-heading "Maria da Penha" which leads us to consider the law while reading the report.

THE SUN

"The Sun" is famous for its dramatic pictures, excessive adoption of wordplays in the headlines and sensationalism. According to Alexander (1999, apud Tosh and Phillips 2009, p. 5) "It is well known for its sensationalized approach to reporting, but due to the stories being classed as 'news' the fundamental details may often be assumed to be true/accurate."

Its website is also constantly updated, so the same news-report tends to appear more than once with different titles, as we will identify in the example below.

In Figure.4, the opening phrase is an English idiomatic expression that figuratively characterizes a terrible situation, and the social actors are described in terms of nationality, physical traits, hobby, and, as types of not-human creatures.

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7   "Maria da Penha. Young woman says she was raped and almost killed by husband". (My translation.).

The Sun has two naming choices for an attacker: whether to regard him as sub--human or not. It may name him as a fiend, beast, monster, maniac, or ripper, using verbs which further suggest his non-humanness (…) or it may keep solely to terms which treat him in terms of social normality, i.e., name, address, age, or occupation. (CLARK, 1998, p. 185).

Figure. 4 – "The Sun" headline.

Source: Due to updates on The Sun's website, the URL is not available anymore.

The girl is not only named by her nationality and age, her hobby as a backpacker was also considered worth mentioning by the journalist, probably because being a woman and a backpacker conveys the message that she has courage to travel around the world, literally giving up on her comfort zone. By adding the adverb "bravely", the journalist confirms the courage she needed to report the abuses she suffered during the road trip in Australia, in this case characterizing space. However, when we think about backpacking, women's experiences differ from men's, especially when it comes to danger, in this case, the headline helps to increase the fear and the almost commonsensical agreement that women must not travel alone.

The man is named by his uncommon physical characteristics such as tattoos on his face, creating a negative stereotype towards people with tattoos, and as a beast, wrongly associating gender-based violence to the notion of bestiality, when in fact, gender-based violence is caused by asymmetrical power relation and the feeling of possession of men over women. Their real names are not mentioned in the headline, only adjectives that increase the chances of readers to create and reinforce personal judgments about the participants.

The headline in Figure.5 was released on May 5th, 2019. But it was updated one day later, with a different title. We cannot find the original title online anymore. See Figure.5:

Figure. 5: "The Sun" headline.

Source: https://www.thesun.co.uk/news/9008710/british-backpacker-21-bravely-reveals-how-tattooed-beast-kidnapped-and-raped-her-during-900-mile-australian-road-trip/

In a more informal way, the writers named the victim as "Brit backpacker", they keep her age, but she is not an agent anymore. She does not have any revelation to make. She is the focus of the headline, but being "raped and beaten" by a now unnamed passive agent. It seems that nobody holds the gun to her head. The only hint we have about the man's identity is by the pronoun "He" in "He didn't seem like a psycho". According to Clark (1998, p.187) "The Sun has several strategies for not blaming an attacker. One of the most common is to lessen the awareness of a man's guilt by making him invisible.

Sometimes, this non-blaming will be masked by blaming someone else." Also, "Tattooed beast" and "psycho" used to name the man are adjectives that make people start wondering "Didn't this girl suspected he was not reliable?" or worse, expressing phrases such as "She asked for it", examples of victim-blaming. Besides, the use of the noun "psycho" associates mental illness to the abuses, as if the man did not have any control over his acts and, taking the focus of the real causes of the violence: the feeling to possess the woman to assure his power over her. The representation of space also changed, 100 miles more were added to the 900. Indicating that either the writers had access to more accurate information or they just changed the information to contribute to the sensationalized way of reporting.

CONCLUSIONS

Having explored the findings of the analyses, some conclusions can be drawn. Despite the fact that both "Folha de Boa Vista" and "The Sun" share structural and content similarities such as presenting a short text before the headline; naming the social actors by age, gender or occupation; adopting the passive voice to hide the perpetrator's identity and conveying the message that there is not a safe place for women, there are several differences that can be outlined.

While "Folha de Boa Vista" presents short headlines, introducing the topic without giving further information, encouraging the reader to go through the full article to better understand it, the newspaper neglects to portray blame to the perpetrators in its headlines. On the other hand, "The Sun" is more detail-oriented, attempting to summarize the whole news-report in one or two clauses in its headlines. Such a strategy may lead readers to take what is written in the headline for granted and misinterpret the occurrence reported.

Furthermore, "Folha de Boa Vista" avoids using derogatory adjectives, such as "beast", "monster", "rapist" or "zombified" to describe the social actors present in the headlines, priming for their nationality, age, gender and occupation. Whereas "The Sun" considers that the more hyperbolic adjectives used, the more are the newspaper's profit.

Another difference is related to the authorship of the news. While in the data selected "Folha de Boa Vista" has only one author – a man – for all the news, thus transmitting the viewpoint of only one person, "The Sun" varies in its authorship choices presenting men's and women's reports, but among the data collected in this research, the writers are mostly men. Presenting the viewpoints of only one person is dangerous for the newspaper company, which loses the opportunity to improve their reports and reach a more respectable and credible level when reporting news, and for the readers because by having contact with a single voice they do not enhance their critical repertoire. The ideal alternative would be to mix voices of men and women and carefully analyze the texts before publishing them.

In a balanced way, the *corpus* retrieved from the newspaper's websites portrayed both gender-based violence caused by victim's partners, ex-partners or acquaintances and violence caused by men not related to the victim. Reinforcing the Brazilian data which shows that gender-based violence happens with people who are close to the victims.

In their particular linguistic choices, both "Folha de Boa Vista" and "The Sun" manipulate blame and depict the terrible scenarios in which women are subject to abuses. However, in times of women's struggles and advancements, old traditional discourses do not fit anymore and words must be carefully chosen in order to not preserve sexist Discourses that are shaped by sexist behaviors and cause all types of misogyny gender-based violence.

Despite its standard format and its attempts to report news from several sectors of society through a more serious perspective, "Folha de Boa Vista" presents tabloid characteristics on its contents of law and order nature and it presents images as sensationalistic as "The Sun" does. In regards to headlines, "The Sun" is more sensationalist due to the exaggerated use of hyperbolic adjectives on its reports and description of social actors, but concerning to the promotion of bias and violence towards women, both newspapers display examples within their texts, "The Sun" in a more uncovered manner and "Folha de Boa Vista" in a subtler way.

All the data presented also intrinsically depict how the ideals of masculinity must be tackled and changed with urgency, since the gender role directed to men conveys power and possession over women leading to violence and femicide. If the Discourses towards men are not revised, society will keep finding justifications for the perpetrator's acts and blaming women for the violence they suffer.

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