

## **Communication Processes in the Communication Office Government Speech Formats: A Discursive Analysis of the News Published on the Rn Government Portal**

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### **Processos Comunicativos nas Formações Discursivas da Assessoria de Comunicação Governamental: Uma Análise do Discurso das Notícias Publicadas no Portal do Governo do Rn**

### **Procesos comunicativos en los formatos de discurso de la Oficina Gubernamental de Comunicación: Un análisis del discurso de las noticias publicadas en el portal de gobierno de Rn**

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**Abstract:** The article presents an approach to the discourse produced by government communication offices, based on the communication developed in the news published in the institutional media of government agencies, as a public power. It highlights the relevant need to do Public Communication, respecting equal rights, through equity applied between political and governmental communication, in defense of public interests in the production of news content. In this context, it makes an clipping from Brandão's dissertation (2023). It fosters a discussion that supports the practical development of communication based on democratic principles and the exercise of citizenship, through the institutional information built. This research work aims to contribute theoretically and empirically, with Latin American research in the field of media communication, which defend the applicability of Public Communication. In addition, the study aims to expand this discussion on the international scene, to promote theoretical-empirical knowledge of the theoretical perspectives of PC and French Discourse Analysis (DA), which are the main study methods used in the research. It is intended to encourage future publications by researchers who are interested in the theme of construction public discourse. The results show

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the predominant types of communication in the 14 news analyzed, verifying the democratic contributions of the Communication Office of the Government of Rio Grande do Norte, however it is verified that the communication exercised, presents in the production of meanings of the narratives, more discursive elements of a political-governmental communication.

**Keywords:**

Public Communication, Speech analysis, Production of Senses, Government Communication Advisory, Speech and Power

**Resumo:** O artigo apresenta uma abordagem sobre o discurso produzido pelas assessorias de comunicação governamentais, a partir da comunicação desenvolvida nas notícias publicadas na mídia institucional dos órgãos de governo, enquanto poder público. Evidencia a relevante necessidade do fazer Comunicação Pública, no respeito a igualdade de direitos, através da equidade aplicada entre a comunicação política e governamental, em defesa dos interesses públicos na produção do conteúdo noticioso. Neste contexto faz um recorte da dissertação (Brandão, 2023) *Processos Comunicativos nas Formações Discursivas da Assessoria de Comunicação Governamental: Uma Análise do Discurso das Notícias publicadas no Portal do Governo do RN*. Fomenta uma discussão que respalda o desenvolvimento prático de uma comunicação pautada nos princípios democráticos e exercício da cidadania, através das informações institucionais construídas. Este trabalho de pesquisa tem o objetivo de contribuir teórica e empiricamente, com pesquisas latino-americanas no campo da comunicação midiática, as quais defendam a aplicabilidade da Comunicação Pública. Além disso, o estudo objetiva expandir essa discussão no cenário internacional, para promover o conhecimento teórico-empírico das perspectivas teóricas da CP e da Análise do Discurso Francesa (AD), que são os principais métodos de estudo utilizados na pesquisa. Pretende-se fomentar futuras publicações de pesquisadores que se interessam pela temática da construção do discurso público. Nos resultados são apresentados os tipos de comunicação predominantes nas 14 notícias analisadas, verificando as contribuições democráticas da Assessoria de Comunicação do Governo do Rio Grande do Norte, porém constata-se que a comunicação exercida, apresenta na produção de sentidos das narrativas, mais elementos discursivos de uma comunicação política-governamental.

**Palavras-Chaves:**

Comunicação Pública, Análise do Discurso, Produção de Sentidos, Assessoria de Comunicação Governamental, Discurso e Poder

**Resumen:** El artículo presenta una aproximación al discurso producido por las oficinas de comunicación gubernamental, a partir de la comunicación desarrollada en las noticias publicadas en los medios institucionales de los órganos gubernamentales, mientras poder público. Resalta la relevante necesidad de hacer Comunicación Pública, respetando la igualdad de derechos, a través de la equidad aplicada entre la comunicación política y gubernamental, en defensa de los intereses públicos en la producción de contenidos informativos. En este contexto, se hace un extracto de la disertación de Brandão (2023). Promueve una discusión que apoye el desarrollo práctico de la comunicación basada en principios democráticos y el ejercicio de la ciudadanía, a través de la información institucional construida. Este trabajo de investigación pretende contribuir teórica y empíricamente con las investigaciones latinoamericanas en el campo de los medios de comunicación, que defienden la aplicabilidad de la Comunicación Pública. Además, el estudio tiene como objetivo ampliar esta discusión en el escenario internacional, para promover el conocimiento teórico-empírico de las perspectivas teóricas del CP y del Análisis del Discurso Francés (AD), que son los principales métodos de estudio utilizados en la investigación. Se pretende incentivar futuras publicaciones de investigadores interesados en el tema de la construcción del discurso público. Los resultados muestran los tipos de comunicación predominantes en las 14 noticias analizadas, verificando los aportes democráticos de la Asesoría de Comunicación del Gobierno de Rio Grande do Norte, sin embargo se verifica que la comunicación ejercida, se presenta en la producción de significados de las narrativas, elementos más discursivos de una comunicación político-gubernamental.

**Palabras clave:**

Comunicación Pública, Análisis del habla, Producción de los Sentidos, Asesoría en Comunicación Gubernamental, Discurso y poder

## 1. Introduction

In the context of media communication, the dissertation: *Communicative Processes in the Discursive Formations of the Government Communication Advisory: An Analysis of the Discourse of News published in the Government Portal of RN* (Brandão, 2023), develops multidisciplinary approaches, a field of media studies and production of meanings, as well as sociology and public management, addressing concepts of authors who contribute to the theme. It highlights some of the leading theorists of Discourse Analysis, which underlie this research in Media Studies, in the search to understand the symbolic power exerted in the discursive formations of published news, meanings in the discursive media practices, and generate sociocultural representations. The approach highlights the importance and the role of government communication advisors in constructing public discourse. It aims to highlight the practical development of "Public Communication" in the whole exercise of social responsibility to promote democracy based on institutional media information.

The media has occupied a central position in Brazilian politics, mediated by government communication offices that reproduce political, administrative, or governmental discourses in producing institutional news content. The study analyzes the communicative processes of the statements made by the Government Communication Advisory. It is a Discourse Analysis of the News published on the government's portal of the State of Rio Grande do Norte, Brazil. Fundamentally, it aims to highlight Public Communication as a practice of mediating communication advice between government and society, guided by democratic principles, committed not only to institutional communication or political and economic governmental interests but to issues of public interest, aiming at the good of the community, independent of party politics.

It analyzes the construction of published discourses, the use of media practices, the contributions of communication advisory for publicity and transparency of public management, as well as for the strengthening of democracy, from the discursive formations constructed in the utterances, to infer some effects of meanings generated by the informative content of the government, in politics, government management and building of public opinion. These factors contribute to the interpretative analysis of the object of study.

The dissertation aims to analyze the statements and discursive practices reproduced by the Communication Office of the government of RN from the French School of Discourse and

theoretical perspectives of the field of Public Communication. The research aims to achieve the specific objectives of a) analyzing the discourse of news produced by Assecom/RN through a clipping of publications posted on the Government Portal, analyzing the characteristics of the discursive elements of the information content, b) evaluating the discursive and Intersemiotic practices of the published utterances, inferring about the applicability of the Public Communication instruments; c) to verify Assecom's communication strategies in the production of meanings of its symbolic and political representations, communication relations between government and society in the Rio Grande do Sul; d) identify the type of communication predominant in the discourse produced by Assecom/RN.

In this context, the dissertation seeks answers to the following question research problem: How are discursive formations produced in the news published by the Government Communication Office to contribute to effective Public Communication? It hypothesizes that government communication advisors have developed communicative strategies aligning with the government's political interests to establish democratic communication. This form of communication prioritizes public interests and promotes active citizenship in constructing public discourse. Therefore, the study aims to analyze the statements of news published on the government portal to identify the type of communication predominant in the discursive media practices of Assecom/ RN from the Discourse Analysis (AD) and theoretical perspectives of the Public Communication (PC) field. The result's analysis empirically verifies the democratic contributions of the advisory, the institutional symbolic power exercised in the production of meanings of their discursive and Intersemiotic practices, which generate communicative processes in the narratives of the published news. Assecom/RN still produces discursive formations with communicative elements that serve political and governmental interests.

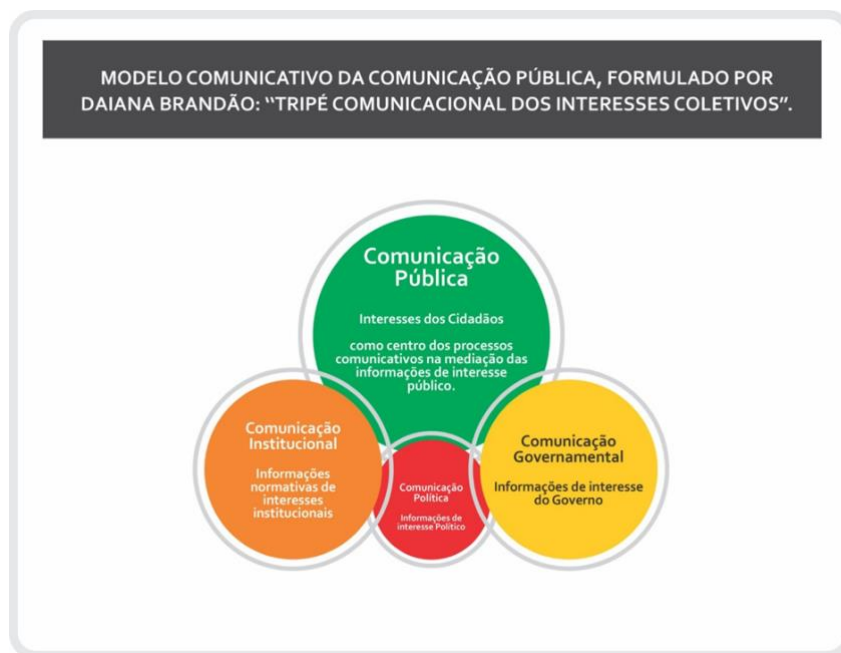
## **2. Method**

The research utilizes a qualitative approach, analyzing and describing through exploratory study. It develops a French Discourse Analysis based on the works of Pêcheux (1975, 1988), Maingueneau (1984, 2015), Orlandi (1989, 2012), Brandão (2004, 2012), and Fiorin (2012). Additionally, it establishes theoretical connections with Public Communication, drawing from the conceptual perspectives of Zémor (1995), Duarte and Veras (2006), Duarte (2007), Brandão (2007), and Matos (1999). The study has, as methodological support, the main

theoretical assumptions of AD. The researcher applies analytical categories formulated using CP concepts. These categories serve as crucial instruments for analyzing the meanings constructed by the advisory in the discursive formations of the 14 news clips spanning from May 2021 to October 2022, both before and after the government elections. The strategy used as a research method was first to apply the concepts of AD as a methodological instrument so that it was possible to develop the analytical categories that define Public Communication and thus identify the type of communication prevalent in government. Among the methodological procedures is a transcription and clipping of the news produced by the advisory to interpret the collected data through a brief descriptive and interpretative analysis of the statements of the informative content. It considers the communication demands of Potiguar citizens and the need to develop interactive communication actions that enable the transparency of public information and debate. Thus, it analyzes the factors that involve the discourse of government news through the institutional journalistic practices of Assecom, which contribute to the effectiveness of Public Communication in the government portal.

The study applies the method of personal observation on-site and an evaluation of the informative content of the portal to verify how the government develops integrated and participatory communication with its audiences through the digital environment. In this context, the government communication advisory crafts Public Communication narratives by employing institutional, discursive practices in the news disseminated through the government portal. The portal is an informational media device that diffuses meanings reproduces discourses, and constructs symbolic representations to shape public opinion.

Documentary research of published News and Discourse Analysis are the main methodological tools. The researchers transcribed the data from the 14 news articles using the descriptive method. This method established theoretical and empirical relationships with the analysis categories applied to the study object. In the context of Public Communication in government agencies, the dissertation, in addition to reproducing the theoretical foundations of the authors addressed, produces theoretical-methodological knowledge not only in the production of the categories of analysis but also formulates a model of communication (Figure 1) for the exercise of a discursive practice that privileges the collective interests, which need to be mediated in the discursive formations produced by the communication offices, so that public discourse constitutes effectively.



**Figure 1.** Tripé comunicacional dos interesses coletivos. Fonte: Brandão (2023).

In this perspective, the Public Communication of governmental institutions works from a communication tripod in the information process. It establishes a mediation of government interest information and institutional and political interests, which form the basis of public power. They are three anchors that structure the communication of government agencies, interrelate, and support the construction of democratic communication. But they cannot override the interests of citizens.

The public interest should be the center of the communicative processes of the communication advisors of the government bodies. Communication for citizenship, which prioritizes democratic principles in the search to meet the community's interests, is a Public Communication. To establish this type of communication, advisory professionals must mediate between government, political, and institutional communication. Mediate government information in the accountability of public acts, inform institutional norms and values, value the sociocultural diversity of the population, and respect political and ideological differences. That is, to build a dialogical discourse in the discursive formations of media communication, an instance of mediation between the government, the press, public agencies, non-governmental organizations, political groups, private initiatives, and civil society, aiming at the common good.

In this research, the researchers developed a thematic approach based on concepts from French Discourse Analysis. The study applied Zémor's (1995) four Analytical Categories of

Public Communication Functions and devised Classification Criteria for each function. The analysis focused on news published in the Portal of the Government of Rio Grande do Norte. Furthermore, the researchers created six analysis tables: Functional (Zémor, 1995); Published Themes (Duarte, 2007); the five Public Communication Instruments (Duarte, 2009); Central Axes of Communication (Duarte, 2009); the Role of the Government Communication Advisory in Public Communication; and a General Analysis Framework for Identifying news published by Assecom/RN based on Public Communication Identification Criteria (Matos, 1999).

### **3. Results**

The application of Discourse Analysis as a methodological tool to identify the type of communication predominant in this news published in the period between May 2021 and October 2022, evaluation of the informative content of the Portal do Governo do Rio Grande do Norte, from the discursive elements analyzed. Thus, in the state context, it became possible to verify the democratic contributions developed by its Communication Advisory in the discursive and Intersemiotic practices of the utterances produced, to infer the applicability of Public Communication, communication strategies of Assecom/RN in the production of meanings of their symbolic and political representations, which occur in the communicative processes of the existing media relations between State and society. In this sense, the research considers the analyzed news as informational mediation between the government and citizens.

The researchers designed the research objectives to facilitate the analysis of the study's object, enabling the construction of results and conclusions based on the methodological strategies. The methodology provided resources and applicable procedures, contributing to developing an approach substantially based on the main concepts of Public Communication and Discourse Analysis, the theoretical framework presented in the literature, emphasizing that the object of study aligns with the proposed problem.

The research meets the expectations of the problem question in constructing theoretical articulations and empirical applications and finds answers corresponding to the hypothesis raised. Additionally, the study represents a synthesis of essential research on the theme in its State of the art. It corroborates the discussion and justifies the importance of addressing Public Communication in media studies and sense production.



The literature review provided essential discussions in constructing the chosen theoretical framework. It contributed significantly to the empirical application of the concepts worked, from the bibliographical references consulted, approach, and research support. In this sense, the dissertation presented a relevant theoretical and empirical contribution to developing democratic communication applied to the public service.

The production of the analysis tables enabled the applicability of the theoretical foundations of Public Communication empirically to verify its effectiveness in the communicative processes of the narratives built by Assecom/ RN on the institutional site, which is the media device of the news produced. To analyze the results of the data of the informative content collected through the analytical categories of its functions: **Informative, Public Debate, Contribution to Citizenship, and Contribution to Society**, considering their respective classification criteria, formulated by Brandão (2023), made it possible to infer which published news meet each function.

According to the evaluation results of QAF (1) - Functional Analysis Framework, of the 14 news analyzed, 79% develop the informative function (fundamental criterion of government communication); only 50% meet the public demands of collective interest, promoting a public debate (vital measure to develop public communication); 71% ensure the social relationship in the collective awareness of citizens (more urgent criterion to contribute to the exercise of citizenship and provide adequate public communication) and 79% follow behavioral changes of citizens and social organization (less critical measure, but it is a crucial requirement to make effective the function of contribution to society), through democratic communication.

About QATP (2) - Published Thematic Analysis Framework, of the 14 topics of the analyzed news, it was possible to evaluate that 79% are of public interest and 71% of collective relevance. The second article on Investments in Wind Energy in RN is a public interest topic because it is of economic interest but does not have collective relevance for all citizens and sectors of society (R.N. Assessoria de Comunicação Social, 2021a). The theme of the third news, which refers to the "Governor's Award for the best public manager of RN," is not a topic of public interest because it has a solid political connotation and highlights its power of representation in the business sector. It also has no collective relevance because it is a topic that is unimportant for exercising citizenship. Centralizes the communicative process in the governor as a public manager, strengthening its political representation.

Likewise, the theme of the fourth news article that highlights the "Governor's Participation in the Patron Feast of Bulls" is not a topic of public interest nor collective relevance (R.N. Assessoria de Comunicação Social, 2022a). The only difference is that it develops a more governmental communication because it reproduces only the governor's statements. In the same direction, the theme of the tenth news refers to "Participation of the Governor in the Feast of the Holy Martyrs" is also not characterized by public interest, for not presenting an approach of interest to citizens and is not essential, for not developing a social contribution that meets public demands (R.N. Assessoria de Comunicação Social, 2022b). Thus, the news builds merely political and governmental communication.

Regarding the QAICP (3) - Framework for Analysis of Public Communication Instruments, the news published by the Government Communication Office were evaluated from the five analytical categories formulated by Duarte (2009): a) **commitment to privilege the public interest in relation to individual and corporate interest** (of the 14 news collected, 11 meet this instrument of public communication, which represents 86% of the analyzed information content); b) **centralizes the process in the citizen** (only 50% of the news apply this tool); c) **treats communication as a process broader than information** (of the 14 news articles, 9 use this instrument in the communicative processes of the discourses produced, that is, 64%); d) **prior definition of the intended effect - informing or interlocution** (only 5 news reports present this mechanism of public communication, that is, only 36%, which means that of the other 9 news analyzed, 5 only present interlocutions of the governor or government representatives and 4 do not have interlocutions); e) **adaptation of the instruments to the needs, possibilities and interests of the public** (11 news articles adapt to these mechanisms, referring to the fifth instrument of public communication in the discourses produced by Assecom/RN, which represents 79%).

According to QACG (4) - The researchers applied the Government Communication Analysis Framework and the analytical categories of communication developed on the government portal to assess their alignment with the Central Axes of Public Communication (Duarte, 2009), including **Transparency, Access, Interaction, and Social Ombudsman**. Thus, it was possible to identify that the communicative processes mediated by Assecom/ RN in the institutional media device, in general, address issues of public interest, guarantee citizens ease in

obtaining relevant information, create proximity mechanisms that stimulate citizen participation and have Ouvidoria to meet social demands and be able to meet the needs of citizens.

In order to evaluate the social function of Assecom/RN in the news produced, a QAPQ (5) was developed - Framework of Analysis of the Role of the Government Communication Advisory, in making Public Communication, according to the six analytical categories developed by Zémor (1995) to verify whether: a) **responds to the obligation that public institutions have to bring information to their audiences** (79% of the 14 news analyzed meet this category); b) **establishes the relationship and dialogue in order to play the role that belongs to the public authorities, as well as to enable the public service to meet the needs of the citizen in a precise manner** (only 50% of the news presents dialogue between government and citizens in the communicative processes of the narratives produced, that is, 7 news establish a dialogical communication and 7 do not build a public discourse that meets the demands of citizens, developing a purely political or governmental communication); c) **presents and promotes each of the services offered by the public administration** (10 news stories correspond, which represents 71% and 4 do not promote a discourse of public services offered by the government); d) **makes known the institutions themselves, for internal and external communication** (12 news meet this category of public communication, that is, 86% of 14) and finally the category: e) **develops information campaigns and communication actions of general interest** (which also corresponds to 86% of the news analyzed), to evaluate the role of communication advice in the functions performed and verify the application of the fundamental principles of Public Communication in the discourses produced and published on the government portal.

In this perspective of verifying and identifying the news that produces a public discourse on the institutional website of the government of Rio Grande do Norte, the research also created a QAGIN (6) - General Analysis Framework of News Identification: according to the Criteria of Public Communication identified in the discourse of the Government Communication Office, which corresponds to the four criteria formulated by (Matos, 1999): 1) **Participation of citizens in topics of public interest** - This criterion of identification of Public Communication is non-existent in all 14 news analyzed because they do not have popular participation, that is, they do not present interlocutors of civil society; 2) **Infrastructure of the public sphere for citizen participation** - 14 news reports feature media communication mechanisms on the government portal, which enable citizen participation, but do not have citizen statements in the speeches

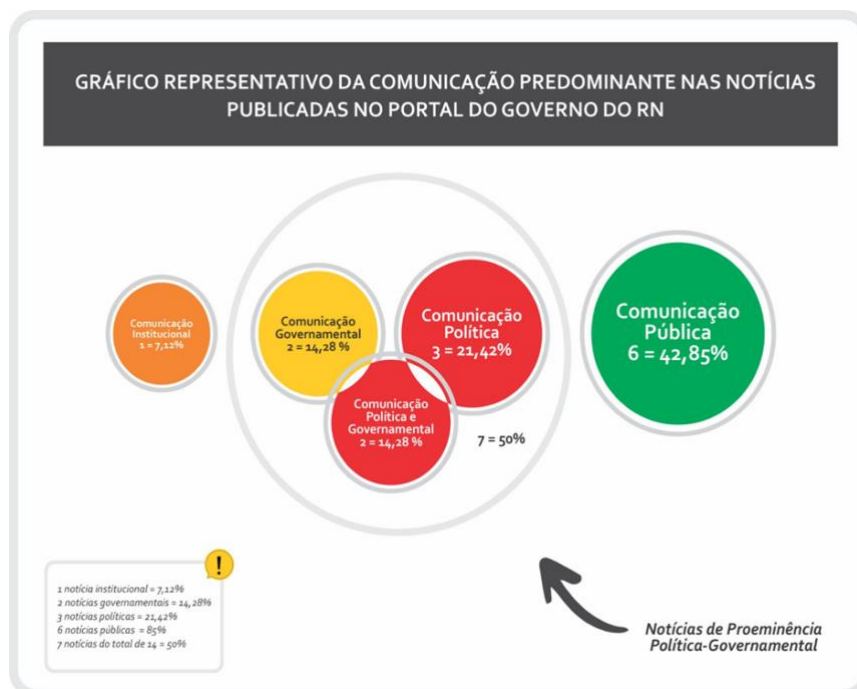
produced. News 1, 2, 3, and 4 lack popular participation and fail to promote public debate. Although they do not present public participation in the narratives, nine reports are identified that foster public discussion on topics of collective interest (news 5, 6, 7, 8, 9, 10, 11, 13, and 14). News 12 - Theme: First CREAS Co-financed in RN has neither citizen statements nor a public debate of collective interest because it only presents interlocations of state and municipal government representatives. The theme interests citizens but has no collective relevance because it only interests the local population.

The construction of the narrative of the referred News centralizes the communication in the political-governmental discourse; 3) **Valorization of the participatory function of the citizen** - This criterion of Public Communication is identified in only 6 of the 14 analyzed news, representing only 40%. That is, most news do not value citizen participation as essential to building public discourse because they do not present popular statements in journalistic narratives, failing to appreciate and exercise the participatory function in the discourse produced; 4) **Constitution of processes for public discussions** - All analyzed News articles meet this criterion, considering that, in addition to serving the informative function, they facilitate communication processes for general discussions and public debate, involving the participatory role of citizens in the discourse. Given the results obtained in the six analysis tables, it became possible to identify the type of communication developed in each news analyzed (Chart 1).

TIPO DE COMUNICAÇÃO IDENTIFICADA NAS NOTÍCIAS (N)		
Período antes da campanha eleitoral	Período durante campanha eleitoral	Período após eleições 2022
5 notícias analisadas	4 Notícias analisadas	5 notícias analisadas
<b>N1</b> - Política - Governamental	<b>N6</b> - Pública	<b>N10</b> - Política e Governamental
<b>N2</b> - Política	<b>N7</b> - Pública	<b>N11</b> - Pública
<b>N3</b> - Política	<b>N8</b> - Pública	<b>N12</b> - Política e Governamental
<b>N4</b> - Governamental	<b>N9</b> - Pública	<b>N13</b> - Pública
<b>N5</b> - Institucional		<b>N14</b> - Governamental

**Chart 1.** Types of Communication Identified in the News. Source: Research data, Brandão (2023).

The data corroborate with the Discourse Analysis previously developed, and it is possible to infer the applicability of Public Communication in the news produced by Assecom/RN, as well as to identify the predominance of communication exercised in its governmental communicative processes, reproduced and published in the government portal (Figure 2).



**Figure 2.** Representative of the predominant communication in the news published on the Portal do Governo do RN. Source: Research data, Brandão (2023).

**News 1** - "Fatima guarantees second dose of CoronaVac vaccine in negotiations with coordination of PNT" (R.N. Assessoria de Comunicação Social, 2021b), centralizes the **communicative process in the government** and establishes a political-governmental communication; **news 2** - "In Denmark, governor discusses cooperation and new investments in energy", develops a **more political communication**, incorporated into the institutional and government discourse (R.N. Assessoria de Comunicação Social, 2021a); **news 3** - "Governor receives leadership award in the public management category", also builds a **political communication**; **news 4** - "Governor participates in the Patron Party of Bulls", the speech is centered on a **more governmental communication** R.N. Assessoria de Comunicação Social (2022a); **News 5** - "Government will promote lecture on E-social challenges for public bodies", centralizes the discourse on institutional information, establishing an **institutional and public communication** (R.N. Assessoria de Comunicação Social, 2022c); **news 6** - "Sesap Bulletin brings data of viral hepatitis in RN", produces a public discourse and even presenting government information, carries out a **public communication** (R.N. Assessoria de Comunicação Social, 2022d); **news 7** - "Green September calls attention to organ donation" (R.N. Assessoria de Comunicação Social, 2022e), **news 8** - World Patient Safety Day warns of the importance of

safe medication (R.N. Assessoria de Comunicação Social, 2022f), and **news 9** - "Organ Donation Day: Sesap highlights the need to expand the numbers", are also identified as **public communication** (R.N. Assessoria de Comunicação Social, 2022g); as well as **news 11** - "Convention Center will host the largest solar energy event in Brazil" (R.N. Assessoria de Comunicação Social, 2022h).

**News 10** - "Governor participates in the Feast of the Holy Martyrs," is not characterized as a public discourse and develops a **political-governmental communication** (R.N. Assessoria de Comunicação Social, 2022b), as well as **news 12** - "First Creas co-financed by the State is inaugurated" (R.N. Assessoria de Comunicação Social, 2022i). However, **news 13** - "CBMRN attended 307 occurrences of forest fires in two months", presents information centralized in institutional and governmental discourse but encourages the exercise of citizenship and establishes itself as a **public communication** (R.N. Assessoria de Comunicação Social, 2022j). Finally, **news 14** - "Government of RN approaches the mark of 2,500 lives saved", centralizes the information of the communicative process in government acts of public security to reduce intentional homicides, constructs an eminent government discourse, and is identified as a **government communication** (R.N. Assessoria de Comunicação Social, 2022k).

When analyzing the data collected from the news published by the Communication Office of the government of RN, it was possible to observe the chronological manner that the first five analyzed News 1 - (11/05/2021); News 2 - (16/11/2021); News 3 - (22/12/2021); News 4 - (3/01/2022) and News 5 - (8/06/2022), were produced in the period before the electoral campaign and have discursive characteristics of a predominantly political-governmental communication. The analysis shows that the routine production of news published by Assecom/RN usually does not develop public communication when it is not time for a political campaign.

Of the five news analyzed before the election period, 4 have discursive communication elements that serve more government political interests. The government's communication advisors only present a more democratic stance in the discursive formations of the utterances in the four productions carried out during the election campaign. However, in the published news, it was found that they developed a communication focused on citizenship, given the public interest. It is a fact that represents a communication strategy adopted in the discursive practice of Assecom/RN at the time of winning the votes of citizens for state government.

As already discussed in the Discourse Analysis of the News, in July, August, and September 2022, a period that corresponds to the electoral campaign of reelection of Governor Fátima Bezerra, practically no news was published on the government portal, strategically, not to characterize abuse of political power and misuse of government media for electoral purposes. It was only possible to collect four news items (6, 7, 8, and 9) produced in this period but only published on the institutional website after the October 6, 2022 elections. However, when collecting on the government portal the data of the informative content of said news, one finds that the calls of the stories were published during the months of the political campaign, although the notice was dated after October 2.

News 6 - presents in the call of the article on the portal, publication of the day (15/07/2022), and the context of the enunciation references the campaign "Yellow July"; News 7 - the call corresponds to the day (14/09/2022) and the informative content refers to the movement "Green September"; News 8 - the news call was published on the day (16/09/2022) and references in the text about the campaign "September Orange" and news 9 - presents call in September - (27/09/2022) and also refers to the movement "Green September." The news published during the political campaign has similar themes and is characterized by public interest. Thus, all of them are identified as Public Communication.

The news (10, 11, 12, 13, and 14), produced and published after the 2022 elections, once again present discursive elements characteristic of communication with political and governmental predominance. News 10 - posted on (4/10/2022), identifies a more political communication; News 12 - with publication on the same day, there is a political-governmental communication. On this date, only News 11 presents purely public communication. But News 13, published on (5/10/2022) is identified as an institutional communication but with characteristics of more public communication; that is, it reveals a mixed communication but of public predominance. News 14, published on the same date, presents an institutional discourse but is characterized as a merely governmental communication for delivering only the version of the government of Rio Grande do Norte.

#### **4. Discussion and conclusions**

The theme of Communicative Processes in Discursive Formations of the Government Communication Advisory is rich in analysis possibilities. It is considered necessary for the



studies of Public Communication proposed to research the discursive practices and communication strategies applicable in the communication advisories of government agencies, resulting in potential returns to foster research in the observed sector. The fact demonstrates a theoretical potential of considerable relevance, evidenced in the development of the corpus of research, not only through articulating the problem with the data collected but fundamentally by the concepts addressed in the chapters produced, *Public Communication and Discourse Analysis*.

The approach also resorted to interdisciplinary studies to establish an interface of Media Communication with Public Management studies in the context of communicative practices of Government Communication Advisors. This research expanded the dimensions of these different fields of knowledge in the articulations between the multidisciplinary issues discussed, which contributed theoretically and empirically to the media studies and production of meanings concepts developed in the French Discourse Analysis. The conceptual foundations of the instruments of Public Communication (Duarte, 2009) and their functions (Zémor, 1995) were consolidated as important theoretical contributions, which fostered the production of analytical categories to evaluate the role of government communication advisory services in making public communication. Based on the analysis, these approaches developed and contributed to understanding the communication relations between media and government power through the media practices of public organizations.

The statements in the discursive formations of the news published by the Office of Communication of the Government of Rio Grande indicate a predominant focus on Public Communication. The news analyzed produces the effect of a sense of objectivity in the texts of the assessors (enunciators) but usually emphasizes the government or the governor of the State and reproduces the political discourse of it in the discursive construction of the enunciation. In some news are privileged only their speeches in direct speech, without the participation of other interlocutors, especially civil society, to promote a public debate and consequently a more democratic communication.

The research reveals that only at the time of the political campaign were the speeches more democratic, but in the usual routine of news production, it is observed that communication is developed that favors the political, economic, and sociocultural interests of the government, information of institutional communication. In July, August, and September 2022, during the election period, only four news were collected for analysis because the collection work found

limitations not only because Assecom (RN) had suspended the publications of journalistic articles on the portal but for having seen it challenging to locate in the collection, news with retroactive dates that corresponded respectively to those months, precisely because the news content of the advisory, was only published after the elections, on October 6. However, it was found that the discursive formations of the collected news were produced at the time of the campaign, as topics addressed and dates of calls referring to the titles of the matters on the institutional site. In addition, of the four statements analyzed, only one news was identified as an eminently democratic communication.

However, these limitations did not interfere in the development of the analysis since the news content itself proves that the texts were produced during the campaign; because the narratives of the uttered speeches present information about facts that occurred at the time, it is possible to analyze the discursive elements and identify the predominant type of communication developed in the respective period. It is also important to note that the news: "Governor receives leadership award in the category Public Management," published in the Government Portal on 22/12/2022, was analyzed at the same time, but this year, at the time of the clipping, was no longer located in the collection of the site, but the content was written by Assecom/ RN and reproduced in the state press.

In general, the news analyzed before, during, and after the 2022 elections produces an effect of a sense of objectivity in the texts constructed by the professionals of the communication office, as they are written in the third person and meet the journalistic discourse. But they emphasize the governmental discourse in the production of informative content; they prioritize the statements of the governor of the State and generally reproduce his political-institutional discourse in the discursive construction of the enunciation, either as representative of the state executive power, as a public manager, or in strengthening its political representation.

In this context, some news collected presents a biased discourse because they highlight in the discursive space only the government version without developing a public debate through the participation of interlocutors of civil society in the discursive formations to make it possible to promote a participatory dialogue of citizens and consequently to develop a more democratic communication, taking into account not only the political and institutional interests of government power, information mediation of collective interests, while attending to the public interests of social demands.

Given this problem presented and the proposed objectives, it is intended to find answers that point out the feasibility of implementing a public communication policy in government bodies, which promotes democracy and the exercise of citizenship. In this sense, the research points out a communicative practice aimed at meeting the interests of citizens. Still, it emphasizes that the construction of meanings of discursive formations in published news needs to establish a convergence of political interests, the existing dichotomy between State and society, by constructing a public discourse that meets the collective interests. The study emphasizes the importance of applying effective public, democratic, and citizen communication in the communicative processes reproduced by government communication offices so that it is possible to effect a true democratization of public information in the discursive and ideological formation of news published by the institutional media of the government.

In summary, the theoretical-conceptual contribution of the dissertation deepens the multidisciplinary theoretical discussions on communication advisories in media communication and Discourse Analysis, contextualizes the professional praxis of the advisory in making public communication, and emphasizes its essential contribution to democracy. Above all, the discursive media practices used by government communication consultants outline a theoretical-methodological analytical model that allows an understanding of the communicational relations between government, media, and society.

Fundamentally, it is a research that presents a theoretical conceptualization of researchers of communication and Discourse Analysis, which contribute to the approach to the theme. It is also based on empirical observations and comments that support democratic communication in public bodies, especially in federal, State, and municipal government organizations. In addition to contributing theoretically to media studies and the production of meanings, it collects empirical data of considerable relevance for the methodological application of French Discourse Analysis, evidencing its significant contributions.

The approach highlights the role and importance of public communication advisories for strengthening democracy; disseminates the principles of public communication for the democratization of government information; stimulates the reflection of the communication advisory as the mediator between government, media, and society, as well as instigates the deontological critical thinking of the professional praxis of government communication advisors, in the performance of the functions performed in institutional communicative processes, which

establish government mediation with the press and citizens; and still glimpse ways to improve their practices and direct them to an effective transformation of political communication "Public Communication," which meets the interests of the community.

In this context, we seek answers pointing out the feasibility of implementing a public communication policy focused on the common good in converging collective interests, which must guide the institutional media processes mediated by government communication advisors. Hence, the importance of applying Public Communication in governmental organizations is to establish a democratization of public information and exercise citizenship.

The dissertation consolidates itself as an essential contribution to the theoretical and empirical maturation of existing research on this subject, developing a critical reflection of the research area to stimulate the practice of the fundamental principles of Public Communication in government communication processes. Then arises the scientific need to produce empirical knowledge that allows a more specific conception of the approach from an object of study, which contemplates the communicative processes and media practices through the discursive production of government communication advisory services.

In the Brazilian context, discussing the implementation of Public Communication in the executive, legislative, and judicial powers is an urgent debate to maintain the democratic State of rights. From this perspective, the research presents several factors that show the importance of this type of democratic communication as the primary tool for effectiveness, efficiency, and effectiveness of public management, whether at the federal, State, or municipal level. However, the focus was primarily on analyzing government agencies' discourse from the perspective of contemporary Media Communication studies and fundamental concepts of Public Communication.

The present study highlights that public institutions, in general, need to provide a public service of democratic information based on the collective interest of citizens to promote the guarantee of the Law of Access to Information through the establishment of communication strategies, which prioritize the making of Public Communication in the communicative processes mediated by the communication advisories not only of government but also of all public, private and third sector institutions, as the central core of academic and scientific research, developed in the study.

In an attempt to contribute to this proposal of theoretical and empirical character, the theme of the dissertation addressed integrates the main concepts of Public Communication with theoretical foundations of communication and its media interfaces, which comprise government communication. This perspective encourages the exercise of democratic communication in the media practices of public agencies' communication offices, seeks to promote a critical reflection of the professional praxis of government communication offices, and stimulates the implementation of a national policy of democratic communication in all spheres of government.

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