

# **Irony as a support for journalistic discourse on livestock raising and climate change**

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## **Introduction**

It is not always that Brazilian media associate climate change to livestock raising, which is considered as one of its causes (Neiva, 2016). When this happens, statements assume a status of environmental vigilance, which manifests itself by means of irony, a figure of speech used in journalism to draw the attention of interlocutors. The aim of this qualitative study is to investigate how journalistic discourse stands in relation to the livestock raising/climate change duo at two distinct points in time for Brazilian agriculture and livestock raising research.

## **Material and Methods**

The approach of French-school Discourse Analysis and Critical Discourse Analysis, developed by van Dijk (2005), provide the necessary tools to investigate and understand the meanings that involve the discursive process and the conditions under which it is produced and received. Two journalistic texts published in Brazil were evaluated: the first from 2009, in a CBN radio station broadcast, by columnist Arnaldo Jabor, criticizing the inertia with which Brazilian meat producers and consumers face the global warming issue; the second was published in 2016 by the O Globo newspaper informing the results of research conducted by Pecus Network, which indicates a new methodology to measure greenhouse gas emissions by livestock. The two statements were selected on purpose from the Google search platform.

## Results and Conclusions

Discourse Analysis allows one to link signs found in statements to their authors' ideological positions. The two discourses that were analyzed reveal the conflict between two groups: those who call attention to the risks of livestock raising and are concerned with environmental causes (endogroup) and those related directly or indirectly with livestock raising practice (exogroup). In both cases, those making statements use irony to attract the attention of readers and listeners, to call for attitudes, to raise opinions and to indicate mistrust. The conclusion is that the use of irony in journalistic discourse is legitimate, but that it entails the risk that interlocutors might not understand its intention. This happens because irony works with implicit contradictions and requires that author and receiver present compatible mental models.

## References

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