



**RIO-2016**  
**BRAZILIAN MEDIA**

Analysis & findings

# SEARCH FOR ARTICLES

- ❖ Cultural legacy, brand of country or city;
- ❖ 2009; 2015, 2016, 2017;
  - ❖ 2016: Before, during, after and december.
- ❖ 309 articles in 345 documents;
- ❖ Newspapers (Folha de S. Paulo; O Estado de S. Paulo; O Globo; Valor Econômico), Magazine: Veja and Piauí; Jornal Nacional (TVNews).

# TOPICS

## ❖ 1. Impact on the image / perception of the city / event

### 1.1. Rio: stereotypes / news

- 1.1.1. Carnival, party, beach
- 1.1.2. Passion
- 1.1.3. Beauty, landscape, etc.
- 1.1.4. Diversity

### ❖ 1.2. Brazil

- 1.2.1. Beauty
- 1.2.2. Gambiarra

## ❖ 2. Economic impact

- 2.1. Tourism
- 2.2. Jobs / Entrepreneurship

- 2.3. Investments

## ❖ 3. Physical impact / environment

### ❖ 3.1. Physical transformation / new spaces

- 3.1.1. Olympic Boulevard
- 3.1.2. Recovery of the center
- 3.1.3. Public space as 'safe' / meeting space

### ❖ 3.2. Environment / sustainability

### ❖ 3.3. Transport

## ❖ 4. Cultural / artistic / creative impact

- 4.1. Cultural programming
- 4.2. Music / dance / graffiti
- 4.3. Artists
- 4.4. HISTORY: identity / patrimony (inheritance)
- 4.5. INNOVACION: creative industries, new trends

## ❖ 5. Social impact

- 5.1. Violence

- 5.2. Access / inclusion / cultural diversity

- 5.3. Favelas

## ❖ 6. Political impact/

- 6.1. International Terrorism
- 6.2. Governance / leadership
- 6.3. Political crisis
- 6.4. External relations

# 2009

## ❖ 62 articles

- 29 – “1” Rio/ Brazil / event image;
- 8 - “2” economic impact;
- 9 – “3” physical impact;
- 2 – “4” cultural impact;
- 10 – “5” social impact;
- 5 – “6” political.

**Balance coverage:** 32 positive, 25 negative and 5 neutral.



# 2009

- 29 – “1” Rio/ Brazil / event image;
- 8 - “2” economic impact;
- 9 – “3” physical impact;

More positive coverage  
Euphoria

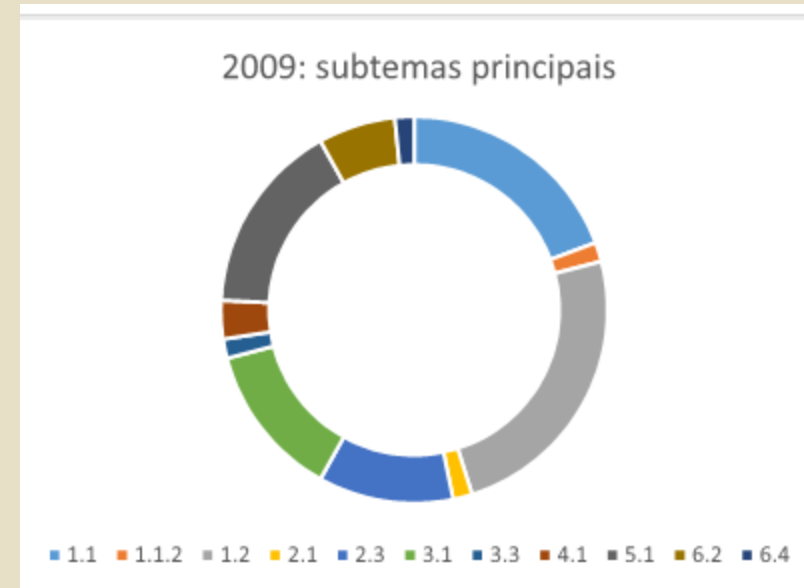


# 2009

❖ 49 of the 62 subjects presented secondary themes:

- image of country and city;
- transformation of public spaces;
- investments in tourism;
- social impacts to the city;
- political benefits for the actors involved;

28 positive, 21 negative



# 2015

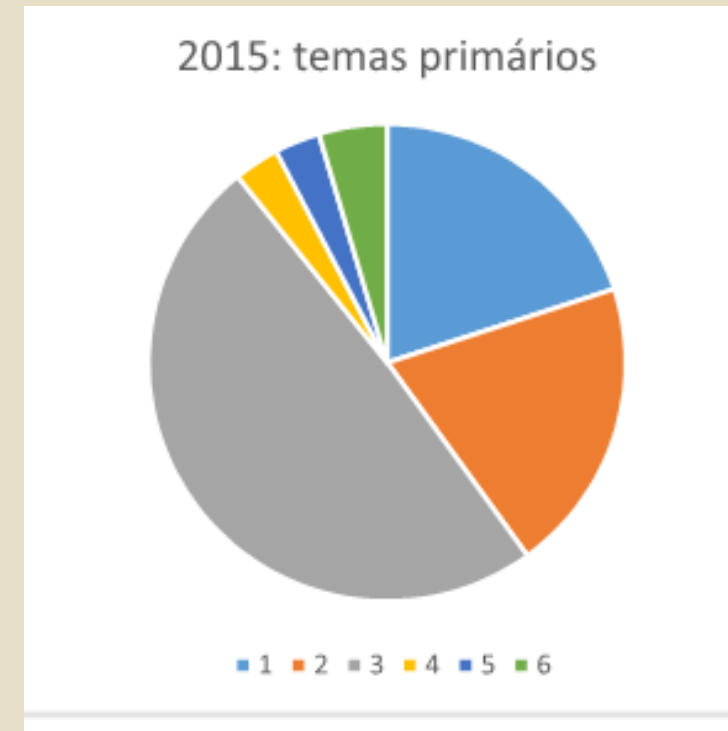
## ❖ 65 articles

Only 13 – “1” Rio/ Brazil / event image;  
Almost half on physical transformation;

**Unfinished buildings**

**Guanabara bay pollution**

**Negative coverage:** 14 positive records in the press against 40 negative and 11 neutral.

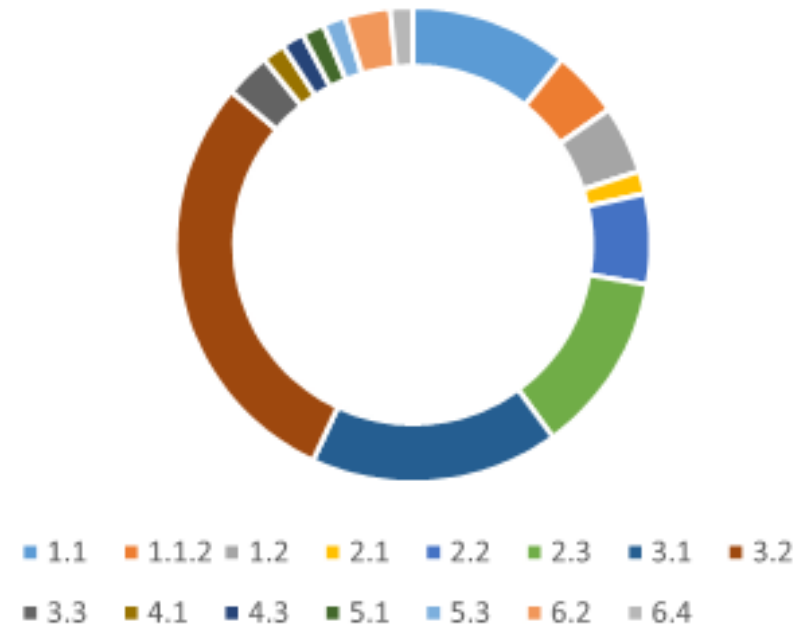


# 2015

## ❖ Secondary themes

- ❖ political impact;
- ❖ **contamination**
- ❖ tourism and investments;
- ❖ Activities: the cultural program appears only twice.

2015: subtemas primários





# 2016

## ❖ 182 articles

❖ Image: 100 “1”;

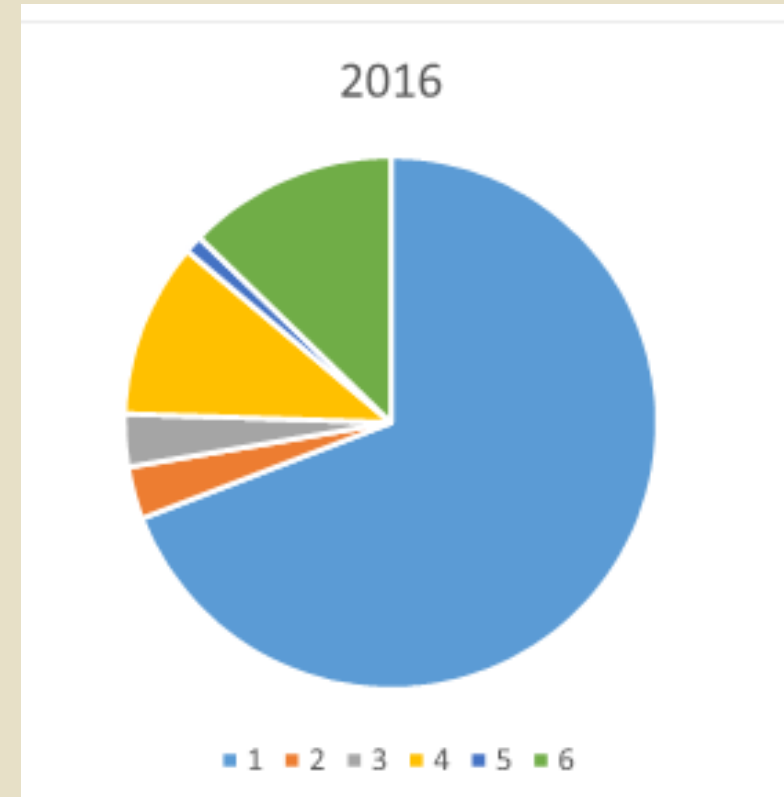
❖ Political impact

❖ Theme “4”

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## Positive Coverage

- After Opening Ceremony
- Lack of coverage after de games

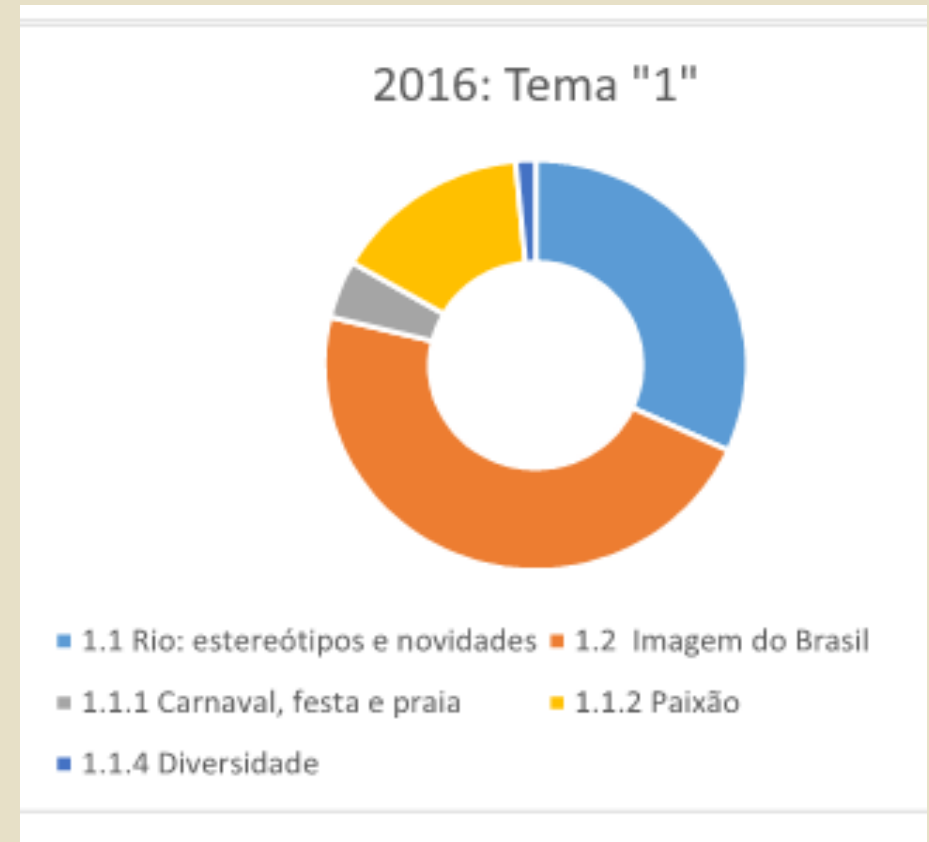


# 2016

## ❖ Theme “1”

- ❖ Image;
- ❖ Pasion.

Ability; elegance; do more for less;  
and **relief**.



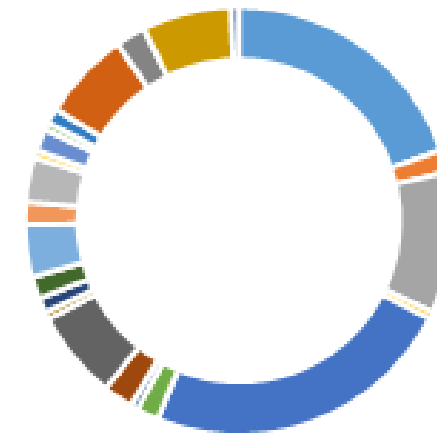
# 2016

❖ 182 articles

Image, Arts;  
Terrorism and Crises

\* More Analysis

2015: subtemas primários



■ 1.1	■ 1.1.1	■ 1.1.2	■ 1.1.4	■ 1.2	■ 2.1	■ 2.2	■ 2.3
■ 3.1	■ 3.1.1	■ 3.2	■ 3.3	■ 4.1	■ 4.2	■ 4.3	■ 4.4
■ 4.5	■ 5.1	■ 5.2	■ 6.1	■ 6.2	■ 6.3	■ 6.4	

B	C	U	E	F	G	H	I	J	K	L	M	N	U	P	U
Article Title	Date of Publication	Paper Type	Paper title	Article Length	Paper Section	Article Type	Theme 1	SubTheme1	T1 Attitude	Theme 2	SubTheme2	T2 Attitude	Activity	Centrality Games	Foco Rio / Brasil
Divergência entre prefeito do Rio e COI causa mal-estar	01/10/2009	1	1.2	2	1	3	6	6.2	2	1	1.1	2	-	1	1
Carlos Lacerda e a Olimpíada	01/10/2009	1	1.2	3	3	3	1	1.1	2	-	-	-	-	2	1
Quem quer medalha?	01/10/2009	1	1.2	2	3	3	1	1.2	3	-	-	-	-	1	1
A caminho do Rio	01/10/2009	1	1.2	1	3	3	1	1.1	1	2	2.1	1	-	1	1
Após a festa, festa	01/10/2009	1	1.2	1	3	2	1	1.1.2	1	-	-	-	-	1	1
Deodoro se divide entre sonho olímpico e realidade de subúrbio	02/10/2009	1	1.2	3	1	2	3	3.1	2	3	3.3	2	2	1	1
Pontos turísticos do Rio serão instalações esportivas para 2016	02/10/2009	1	1.1	2	1	1	3	3.1	1	1	1.1	1	-	1	1
Para críticos de Olimpíada, Rio deveria ter outras prioridades	02/10/2009	1	1.1	3	1	2	1	1.1	2	1	1.2	2	-	1	1
Obama classifica vitória do Rio-2016 como "acontecimento histórico"	02/10/2009	1	1.1	2	12	2	1	1.2	1	-	-	-	-	1	1
Cidade olímpica	03/10/2009	1	1.3	2	3	3	3	3.1	1	3	3.3	1	-	1	1
Projeto olímpico "esquece" parte da cidade do Rio de Janeiro	03/10/2009	1	1.1	3	1	2	3	3.1	2	5	5.3	2	-	1	1
A escolha do Rio como sede da Olimpíada de 2016 é uma boa notícia para o Brasil?	03/10/2009	1	1.1	2	3	3	1	1.2	2	5	5.2	2	-	1	1
Com Jogos, Rio voltará a ser objeto de desejo	03/10/2009	1	1.1	2	9	3	1	1.1	1	3	3.1	1	-	1	1
Para Nuzman, projeto do Brasil vai virar paradigma	04/10/2009	1	1.1	2	12	3	1	1.2	1	1	1.1	1	-	1	1
Com a Olimpíada, Brasil pode superar "vira-latices"	04/10/2009	1	1.1	2	3	3	1	1.2	1	-	-	-	-	1	1
Brasil traz a 1ª Olimpíada para a América do Sul e vê desafio de não repetir Pan-2007	04/10/2009	1	1.1	2	9	2	1	1.2	2	-	-	-	-	1	1
Lula repete slogan de Obama e fala em fim de Projeto da web 'trará Darth Vader ao Rio 2016	04/10/2009	1	1.1	2	12	2	1	1.2	2	3	3.1	2	-	1	1
Jogos-2016 no Rio beneficiarão turismo de toda a AL, diz governo brasileiro	05/10/2009	1	1.3	1	6	1	4	4.1	1	-	-	-	2	2	2
Após Rio-2016, Lula é recebido com fogos de artifício na Presidência	07/10/2009	1	1.1	3	1	2	1	1.2	1	6	6.4	1	-	1	1
O cronometro foi acionado	07/10/2009	2	1.6	3	2	3	1	1.2	3	3	3.1	1	-	1	1
O salto do Rio	07/10/2009	2	1.6	2	9	3	1	1.1	1	3	3.1	1	-	1	1

Sheet1

Plan8



## Conclusion

The coverage in 2009 was the most balanced;

2015 – negative

2016 – positive

Positive or negative?



**OBRIGADA!  
THANK YOU!**

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