Original article

Media representations of violence by firearms and cold weapons

Representações da mídia acerca da violência por arma branca e de fogo

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RESUMO | O objetivo do estudo foi identificar o discurso de um veículo de comunicação sobre a violência entre homens por arma branca e de fogo em uma capital da região Centro-Oeste. Trata-se de uma pesquisa qualitativa, de caráter documental, a qual foi realizada mediante as notícias sobre violência entre homens por arma branca e de fogo veiculadas por um jornal com acesso online. Os dados coletados resultaram em 5 categorias temáticas: Dramatização das notícias; policiais, civis e transgressão; estado paralelo; álcool como potencializador; e vingança e rixa como motivação. Esta pesquisa contribui no sentido de provocar discussões que tangenciam os temas mídia, determinantes sociais e violência, de forma a instigar reflexão e debate sobre a percepção da mídia no âmbito da violência entre homens.

PALAVRAS-CHAVE: Violência. Armas. Meios de comunicação. Desigualdades em saúde.

ABSTRACT | This work aimed to identify the discourse of a vehicle of communication about the violence between men by cold weapons and firearms in a capital of the Centro-Oeste region. This study is a documentary research of qualitative approach. This research showed discourse of a online newspaper regarding aggressions by cold weapons and firearms whose victims are men. The data collected resulted in 5 thematic categories: Dramatization of news; police, civil and transgression; parallel state; alcohol as a potentiator; and revenge and brawl as motivation. This research provokes discussions about the media, social determinants and violence, in order to instigate reflection and debate about the influence of the media in the scope of violence between men.

KEYWORDS: Violence. Weapons. Communications media. Healthcare disparities.

Introduction

Violence is an avoidable socio-historical process that, although not peculiar to human nature, emerges in life in society and assumes a specific delineation in each of them. Therefore, although it is not a problem of the health sector itself, it directly affects it, since it affects individual and collective health, shows the inadequacy of the traditional organization of health services and indicates the need for integrated labor relations and the human costs involved (Minayo, 2007).

Thus, in order to understand violence, it is necessary to focus on the multiple dimensions in which it presents itself: physical violence, symbolic violence, cultural violence and structural violence, and the accompanying social suffering. This multidisciplinary approach is useful in analyzing violence as an individual and social fact at the same time and understanding how the same subjects can be concomitant victims and perpetrators of violence (Minayo, 2007).

Physical violence is referred to in the International Classification of Diseases of the World Health Organization by the generic name of external causes. This group represents a prominent space in Brazil and there is a growing trend, especially regarding aggression as a specific cause, even though there are no armed conflicts in the national territory secondary to war, as is observed in other parts of the world (Fórum Brasileiro de Segurança Pública [FBSP], 2018).

Equally, symbolic and cultural violence and structural violence act as determinants of the health of the population and can be easily revealed from the analysis of health inequalities, considering that victims of violence in all its forms suffer damage to health in short, medium and long term (Minayo, 2007).

In Brazil, violence was officially included in the health agenda in 2001 through the National Policy for Reducing Morbidity and Mortality due to Accidents and Violence, due to its epidemic proportions. This document admits the deleterious effects of violence in the country, recognizing it as a phenomenon of social, historical and cultural character (Brasil, 2001); however, the other dimensions of violence, such as racism, institutional violence, structural violence and social suffering, are difficult to include.

Brazil occupies the uncomfortable position of the fifth most violent nation on the planet with a rate of 28.6 homicides per 100,000 inhabitants, according to the World Health Organization. In 2016 alone, there were 62,517 homicides, surpassing, for the first time in the history of the country, the level of 30 thousand homicides per 100 thousand inhabitants (rate equal to 30.3), which represents a rate 30 times higher than that of Europe. This fact reveals a naturalization of this problem and the need to formulate public policies (FBSP, 2018).

On the other hand, Brazil is also among the most unequal nations in the world, occupying the ninth position in the global ranking of income inequality, as well as highlighting racial and gender inequalities (Oxfam Brasil, 2018) and, therefore, it is one of the nations that carries greater institutional and social violence.

In this way, it is possible to recognize violence as a socially determined phenomenon when it is observed that young men, aged between 15 and 29 years old, blacks (sum of black and brown-skinned people), living in the poorest neighborhoods of the periphery and of low schooling represent most susceptible group to the victimization process (Cerqueira & Coelho, 2017).

Given the magnitude of the violence, this phenomenon gained notoriety and became more of a media product. In this sense, it is important to point out that, more than an information vehicle, the media acts in the legitimation of power, while it exerts a great cultural influence (Njaine & Minayo, 2002), since it provides ways of seeing and understanding a certain fact. Therefore, the media and information are placed, in good and evil, as important actors in the production of symbolic and cultural violence.

In this perspective, it is observed that, because news can be devoid of neutrality, they have the power, through their narratives, to produce in individuals an impact on their perceptions about events, as well as to strengthen ideas, stereotypes and prejudices already established in collective thought (Ramos & Novo, 2003).

It is common for health professionals to provide care for the victims of violence in emergency services permeated by the popular imaginary released by the media. This fact approximates the actions of the hegemonic model of care, centered on purely biological issues, without real immersion in the wider context that surrounds this problematic:

of iniquities and absence of state, resulting from multiple forms of violence; a perception that should be inherent in training and, therefore, in the practice of professionals.

Hence, this study aimed to identify the media discourse regarding violence between men by white weapons and firearms in a capital of the Central-West Region.

Method

This is a documentary, retrospective, qualitative study, which was carried out by means of a survey of news about violence by white weapons and firearms among men in Campo Grande – MS.

The study was conducted in the database of a printed newspaper's website published 64 years ago. The choice for the vehicle of communication happened due to the tradition that the newspaper has in MS, besides being the oldest printed vehicle and the one of greater circulation in the state.

The following inclusion criteria were defined: news from a newspaper involving men aged 15 to 59 years, victims of interpersonal violence of a physical nature by means of white weapons and firearm in the urban perimeter of Campo Grande, Mato Grosso do Sul (MS).

The urban perimeter of Campo Grande – MS is divided, for administrative purposes, into seven urban regions, covering 77 neighborhoods: Anhanduizinho, Bandeira, Centro, Imbirussu, Lagoa, Prosa e Segredo.

The excluded news was the ones that did not allow the identification of the urban region of violence, the news that was a repercussion of a case of violence already narrated by the vehicle of communication, as well as the news that women as perpetrators.

For the collection of data, newspaper news was accessed in the database online. After reading the headlines in the "cities" section, the news items that had violence as the central theme were read in full, and then those were selected for the study according to the selection criteria, resulting in 23 news items. The study sample consisted of news items published from May 2017, which was randomly defined, and the news capture was interrupted in November due to theoretical saturation.

After the selection, a form containing the following aspects was used: (1) related to the circumstance of occurrence: age of the victim, urban region of occurrence, type of weapon and type of confrontation; (2) related to the media discourse: title and theme linked to the discourse, description of social, economic and cultural characteristics, as well as confrontations between different groups and existence of blame or judgment of the victim; and (3) other aspects that could lead to discussion.

For the data analysis, the sense nuclei of the news narratives included in the study were extracted. The data of the narratives were treated in light of the Content Analysis technique through the following steps: pre-analysis; exploitation of the material; and treatment of results, inference and interpretation (Bardin, 2011).

Thus, the analysis of the data began with a floating reading of the study material in order to capture the central ideas. Then, in the exploration of the material, the exploration was carried out in concomitance with the definition of the thematic categories, according to the degree of contiguity. Finally, in the treatment of results, inference and interpretation, the condensation and the highlight of the information were carried out, ending in the inferential interpretations (Bardin, 2011).

For coding purposes, selected news snippets were identified by letter and arabic numerals, for example "T1", where "T" corresponds to the excerpt and "1" to the excerpt number.

Regarding the ethical aspects, because they were data in the public domain, it was not necessary to request a research authorization from the Ethics Committee to carry out the study.

Results and discussion

Characterization of occurrences

In this study, the 23 published and selected reports reported the death or injury of 30 men. Of the total number of acts of violence among men, 10 (33.33%) occurred in Anhanduizinho, 6 (20%) in Bandeira, 5 (16.67%) in Lagoa, 5 (16.67%) in Imbirussú, 2 6.67%) in Segredo and 2 (6.67%) in Prosa, no published material occurred in Centro, the urban area.

Anhanduizinho region, where more violence was reported, is characterized by the fact that it is the region with the highest social exclusion, since it has the worst indicators of inequality, poverty, demographic dependency ratio, literacy rate, years of study by the head of the family, indicator of fundamental rights suppressed and participation of young people. On the other hand, the Central region follows the inverse trend towards this reality, being considered the region of least exclusion (Sauer, Campêlo & Capille, 2012).

In this sense, it is confirmed that social segregation, imposed in urban spaces far from the centers of cities makes them deprived of infrastructures capable of promoting a more just and egalitarian society. Thus, dying and killing in these territories constitute a socially accepted interface; fact that gives the impression of existence of another city within the same city, where the established status determines how much to live and to die are possible.

According to Oliveira, Costa, Saviczki, Almeida and Sales (2018), in addition to the fact that there were no reports of violence in the central region, they were concentrated on a larger scale in the more distant spaces of this urban region, assuming a radial tendency with greater number of violent acts carried out by the media in regions of greater social exclusion.

In this way, it becomes clear that there is a causal link between the different forms of violence and these typologies contemplate and are part of the city as a whole, in order to shape citizens to the culture of segregation and the precariousness of life. However, the weight of physical violence still falls more sharply on individuals who are already subjected to other forms of violence, especially structural, institutional and cultural violence.

In the news stories, the relationship between men and violence was connected to other issues. Of the total news, 11 (47.83%) mentioned the interlocution with robbery or theft, 8 (34.78%) were related to revenge or brawl, 5 (21.74%) to drug abuse, whether licit or illicit; 4 (17.39%) to the criminal factions and in 3 (13.04%) cases the drug traffic was evidenced. In some subjects there were overlapping themes (Table 1).

Table 1. Characterization of the themes related to violence between men in the discourse of the media

Theme*	N	%
Robbery/Thievery	11	47,83
Confrontation between police and civilians	9	39,13
Revenge or brawl	8	34,78
Drug abuse	5	21,74
Criminal factions	4	17,39
Narcotrafficking	3	13,04

Note: * More than one related theme.

From the data collected, the discourses were analyzed and located the recording units that contained meaning related to the object of the study. These units were grouped into thematic categories as described in Content Analysis. Thus, 5 categories were identified that converged towards the proposed objective: (1) Dramatization of news; (2) policeman, civilians and transgression; (3) parallel state; (4) alcohol as a potentiator; and (5) revenge and brawl as motivation.

Dramatization of the news

The analysis of the stories allowed to identify that, instead of problematizing the issue of urban violence, immersing in its causes and instigating the reflection of the readers, the media tends to dramatize the news related to violence, as the following speeches illustrate:

"The victim died in front of an optic shop, and when he was still wounded and bloody, he said who had stabbed him" (T13).

"A young man, 22, was murdered by a 17 year-old-teenager while watching a movie with friends in a house. Shot on the right clavicle, he walked to the porch of the property, where he died before he could even be rescued" (T17).

"'Good boy [subtitle of the story]. In the police station, the mother, inconsolable, remembers the child she had just lost early" (T19).

In a study of the representations of the printed media in situations of violence, it was found that, in matters related to violence, the media transcends the communication of facts and thus tends to spectacularise and dramatize the news (Ramos & Novo, 2003).

This reality is not restricted to Brazil: in a study carried out with a Chilean media, the use of hyperbole in the use of journalistic materials was also observed (Obando, 2015). Rocha (2016) warns that this happens because the commitment of the media proves not to be with information and neither with journalism, but with capital and, in this context, what is important to apprehend the attention of those who consume news, this being the real merchandise communication companies.

In many cases, this dramatization promotes the spectacularization of the reported fact and, therefore, society begins to understand violent deaths with certain banality or as if they were inherent results, for example, to those who are in conflict with the law. Thus, it limits the reader's understanding of situations of violence, which sees it in a disconnected way from the factors that originate this aggravation, instead of understanding it as a multifaceted process that has repercussions in all segments of society.

Policemen, civilians and transgression

This study allowed to identify that the confrontations between policemen and civilians are a reality in the context of violence established in the capital. In this context, it is observed among the lines of discourse that, besides physical violence, there is also the structural and institutional component involved, which places them as perpetrators and victims of violence at different times, as explained below:

"Robber was killed in confrontation with the Military Police. A partner of his would have been able to escape. The two of them would have stolen a pickup truck. The pickup truck was abandoned and the two men stormed a house to fool the military, who were greeted with bullets. There was reaction and the man was shot dead" (T4).

"Two Young men, 18 and 20, stole at a diner on Thursday night in Campo Grande. The policeman gave a jail sentence to the assailants, who began firing. During the exchange of shots, one of the bandits was shot in the leg and fell on the ground, while the partner managed to escape" (T3).

"Young, 19, was killed by the Military Police during an Exchange of shots at Jardim Santa Felicidade, after stealing a Land vehicle. He would have a 32 caliber revolver" (T12).

In none of the news were there any victimization of police officers in situations of confrontation. By 2015, of the total police killed, 74.58% died out of service. However, even in the workplace, police mortality is still considered high if contrasted with the reality of other countries (FBSP, 2016).

In the US, in seven years (2005-2012), the most comprehensive reporting system analyzed in one study points to 1,552 police deaths (Barber et al., 2016). On the other hand, in Brazil, only in the year 2015, there were 3,320 deaths due to police interventions. With a lethality rate of 1.6 per 100,000 inhabitants and about 9 people killed per day, Brazilian police are the world's busiest (FBSP, 2016; Souza & Minayo, 2017).

In this study, the transformation of human lives into disposable bodies in the discourse of the media was proven. Between the lines of the subjects it was observed that the homicide becomes justified when the victim has criminal records, as the speeches T2 and T6 illustrate.

"File: dead in post had passages in the police. (...) Man, 38, had been robbery record since 1997, was outlawed and was appointed as leader of a gang" (T2).

"(...) Man was executed with shots on the head and the body was in a vacante lot. According to police, the victim several passages for crimes such as bodily injury and damage to property" (T6).

Obando (2015) found similar reality in a study carried out in Chile on the news treatment directed to individuals in conflict with the law. In this study, the author verified through qualitative analysis that the media emphasizes the past of transgression of norms in the news about violence, besides presenting a homogenizing, stereotyped and condemning discourse in portraying these individuals in a position of danger to society.

In this context, it is emphasized that the insistent coverage in a sensationalist way and without immersion in the real origins of the violence can influence the opinion of the individuals and, associated to a discourse of devaluation of the life, whether in a veiled or declared form, of men of certain segments of society reinforces stigma and contributes to social passivity in the face of feedback from the cycle of violence. Therefore, the media itself acts as a producer of cultural violence in this context.

In other sections, it was possible to verify that the acts perpetrated by the police are not considered as violence by the vehicle of communication. In the news headlines involving civilians, these are accompanied by the word "violence" or appear in a way to synthesize the occurrence, even in cases involving military police, the headlines are accompanied by the word "reaction" or "retaliation" as verified in the following sections:

"Reaction: suspect of assault is killed by police"
[headline] (T5).

"Reaction: man killed by police officer in assault"
[headline] (T15).

"Revide: Military police have killed 21 suspect in clashes"
[headline] (T8).

This reality was also found in the study by Ramos and Novo (2003) to verify that when an individual in conflict with the law is murdered by policeman, the print media tends to treat as a case of self-defense, even when it is, in fact, of homicide. In this process, the media tends to evidence violent police action as a sign of efficiency and, therefore, a positive stance to be taken in the face of situations of people in conflict with the law.

In exploring, in T8, the fact that law enforcement officers made 21 deaths in confrontational situations, the media highlights and reinforces two conceptions: the first emphasizes the power to legitimize capital punishment to the offender without the right of defense and judgment by the judicial system; and the second legitimizes the excessive use of the police force, as long as directed against those who disagree with the idea of citizens well present in the social imaginary.

Thus, it is observed that the discourse of the media attributes violence solely and exclusively to those in conflict with the law. However, it is possible to show that policemen and civilians, in their different social roles, alternate between producers and the product of violence and there is no paradox in this relationship. In this way, it is possible to demonstrate that these individuals who are in conflict with the law are also victims and, thus, demystify the belief that they are naturally violent and the main link of the established violence.

Contradicting this view, Piveta and Carvalhaes (2017), emphasize that this condemnatory and stigmatized discourse is not restricted to individuals in acts of illegality; but they involve a classicistic bias against anyone who resembles, according to the collective conscience, the image of delinquency, that is, the individuals residing in the most peripheral regions of the city and belonging to a disadvantaged socioeconomic stratum. Therefore, there is a differentiation, by social class, in the language used in the broadcasting of news, and even in the reach of those news. Thus, the media themselves participate in the production of structural and symbolic violence, through cultural violence, by reinforcing standards and stigmas.

In addition, it was found that the media reports emphasized the possible use of illicit drugs by victims of violence, as verified in the speeches below:

"A 34-year-old man was stabbed in the stomach. Police said that the man was a drug addicted, but he did not know what could have motivated the crime. The Civil Police investigates the case" (T23).

"Man, 35, was found dead about 7am yesterday. According to the police, the suspicion is that he would be a drug user and that the crime occurred due to the settlement of accounts" (T7).

This exaltation about the use of drugs in journalistic matters was also found in a study carried out by means of the analysis of the news of a newspaper of state circulation on the profile of the men authors of violence. In this study, the authors verified that, when individuals use illicit drugs, this fact is evidenced in a manner stigmatized by the media. In this perspective, they also point out that this tendency to tax individuals as "drug users" is observed, especially, when speaking about men from economically disadvantaged layers (Santos et al., 2014).

It is also true to justify the death of individuals of certain segments of society by the consumption of illicit drugs. However, the use of illicit drugs is not restricted to socially fragile urban spaces, that is, this reality is present in different social spheres. However, in the descriptions of the media, the dead man, in a situation of drug addiction and belonging to urban spaces where social fragility prevails, is blamed for the situations of violence that he suffered and he is not given the possibility of receiving adequate treatment for this problem of complex health.

Parallel state

It was possible to observe that for the media there is a parallel state which, in contrast to the three powers of the rule of law, formulates its own norms, judges and executes. This state represents organized crime or criminal factions, as it is termed by the vehicle of communication. In the descriptions of situations of violence, it is possible to observe a scenario of war between Primeiro Comando da Capital (PCC) and Comando Vermelho (CV), which has been involved in recurrent confrontations, as it is verified in the following passages:

"Young man, 22, was shot and, while receiving care, said that he had been held captive on the spot, to be executed by the PCC faction, since he was accused of belonging to rival CV" (T9).

"Young man, 22, was quartered after allegedly disrespecting the PCC. His body was found in pieces. All the action was filmed and shared in social networks by the criminal organization as a way of demonstrating power and intimidation of its other members" (T14).

"The war between factions made another victim in Campo Grande. An 18-year-old boy, allegedly a member of the CV, was abducted by five PCC-linked felons and taken to be killed. However, even after being shot in the shoulder, chest and neck and stabbed in the belly and back, he managed to escape and ask for help" (T20).

"The war between factions for the control of arms and drug trafficking has advanced from the Paraguayan border into the South Capital. Mato Grosso gained a new violent episode after several cruel attacks and executions. On Thursday night, a 35-year-old man was hit by three shots" (T21).

The organized crime has its own dynamics of operation and dispute for the control of the market of illicit drugs. According to Rios (2013), the violence generated by the actions of different groups linked to organized crime for the control of drug trafficking in Mexico is due to two factors: (1) the emergence of battles by territory; and (2) police enforcement operations. It is inferred, therefore, that in the capital's context, the so-called drug war and competitiveness by territory domination for the commercialization of illicit drugs are linked to the constant situations of violence reported by the media.

It is necessary to emphasize, in this context, that although criminal and interpersonal violence are more visible in the sections analyzed in this thematic category, these are only parts of a more complex and less visible phenomenon; but which imposes unfair conditions and, in the same way, causes damage to the collectivity, which is the institutional violence involved in the problem of organized crime. In this context, the meaning of life takes another direction and lives are lost without being often perceived (FBSP, 2018), except for the media exposure of the grand finale.

Alcohol as a potentiator

The analysis of the collected material allowed to identify the constant interlocution between the occurrence of situations of violence and the use of alcoholic beverages. Environments where these products are marketed also appear in the media discourse as the scene of the occurrence of violence, as can be seen in the following speeches:

"He is hospitalized, 49 years old, stabbed on Monday night. He was attacked by his brother-in-law, 49, during drunkenness" (T24).

"The first report card indicates that the [perpetrator] man was drunk and the boy [victim] would have stuck the bathroom line. Who was with the victim also reports the drunkenness [of the perpetrator]" (T18).

In the documentary analysis of alcohol-related harm to third parties, which used seven newspapers with circulation throughout the United Kingdom and three in Scotland, the authors found that the print media often carries reports linking excessive alcohol consumption with violence, calling it a scourge of society and a risk to social cohesion. In addition, the print media reports that alcohol not only encourages people to commit crimes, but also makes people more vulnerable to becoming victims (Wood et al., 2014).

It should be pointed out, however, that unlike the United Kingdom; where, through the aforementioned study, the media proved to be preponderant in helping formulate public policies to control alcohol consumption, in Brazil, the trend is reversed; since, according to Conceição, Silva, Araújo, Santana e Santos (2012), there is an incentive by the media to the consumption of alcoholic beverages.

In general, advertisements reinforce the use of alcohol through their insistent and attractive exposure, and in this process, they are exempt from the need to portray the reality of health problems. It is a fact that alcohol consumption, even if possible, exposes individuals to situations of risk, among them, violence. In this context, the permissiveness and even encouragement by the media and society to the consumption of alcoholic beverages associated with the omission of the public power, contribute to the occurrence of violence.

Revenge and brawl as motivation

This study found the recurrent use of violence among men motivated by revenge or brawl. Thus, in the context of violence as a consequence of acts provoked by revenge among members of the family nucleus, it is emphasized that, although children, elderly and women are the main victims of intrafamily violence (Machado et al., 2014), this type of violence was also narrated by the media with young men and adults as authors and victims.

The analysis of the stories allowed to identify troubled family contexts, where residential spaces of family members appear as the scene of violence, as the following discourse T22 illustrates.

"Man, 53, was stabbed to death and the suspect is his brother. He would have warned his niece to kill her father. The victim carried at least three stab wounds in the chest area. In addition to threatening his own brother, he would have also claimed that he would kill his nephew, son of the victim" (T22).

Intrafamiliar violence is defined by the externalized power imbalance in family relations, which generates intolerance, abuse or oppression (Minayo, 2007). In a qualitative study on intrafamily violence from the perspective of those who experience it, it was found that this type of violence emerges from familiar contexts that are usually conflicted and marked by physical aggression, besides offenses, rejection, humiliation and lack of affection. This reality, although affecting the physical, mental and social health of individuals, is difficult to be perceived by the victims of this form of violence (Magalhães et al., 2017).

In the news published by the media, it was possible to observe that individuals tend to use physical force to avenge another violent act, revealing a double intra-family violence. In both cases, the unequal power relations between men and women were highlighted, which still makes women victims of gender violence. Thus, in T11 and T16, gender violence is a motivation for violence among men with parental function.

"Boy, 23, is suspected of stabbing his stepfather, 39, with ten stab wounds, to defend his mother from aggression. After fighting with his wife and attempting to assault her, the man [stepfather] went into a fight, trying to wound him with a stab and a hammer. The boy [stepson] managed to disarm him and struck him ten times" (T11).

"Police are looking for a man, aged 43, suspected of the stepchild's death. The crime happened at dawn yesterday after the boy [victim] allegedly attempted to assault his mother by demanding money from her to buy drugs. He was shot in the chest" (T16).

In this context, the study by Borges and Alencar (2006) carried out with male subjects on probation for the crime of voluntary manslaughter goes against this reality when they find that the second main motivation for individuals to commit homicide is the defense of own life or relatives.

In addition, the analysis of the study material made it possible to verify that the feeling of revenge transcends family spaces and is also present outside the home environment. However, it is noted that they are not unknown people, but individuals who at some point met and circumstances led them to feed the desire for revenge, as transcribed below:

"Young man, 20, was shot to death in the afternoon yesterday. Initial information indicates that the crime was allegedly due to a fight on Saturday in a bar" (T1).

"Two men shot dead. The first evidence is that the crime was committed by revenge" (T10).

According to Dirk and Moura (2017), futile motives, in which the authors included brawl and revenge, represent the third largest cause of violence against the person, behind drug trafficking and police intervention. For Dalbosco (2006), personal revenge represents an alternative to people for the resolution of conflicts when the judicial system does not fulfill the socially awaited role, that is, the sensation of impunity causes the desire to do justice itself to emerge.

In addition, spaces are liable to violence, especially where social demands do not meet personal and role needs and limits can not be established in the life process. Social spaces and roles need and should allow the perspective of collective growth and the culture of peace, since environments where these needs are not met preponderate, impact and increase cases of violence.

Final considerations

The results of this study made possible, through the analysis of the content, the understanding about the perception of a newspaper in the range of violence between men. Thus, it was possible to reflect and analyze the Manichaean way in which the printed communication vehicle deals with the issue of violence between men, in order to dictate who deserves to be heard and who is resigned to silence, judgment and blame.

Interpersonal violence of a physical nature, with the potential to produce disabilities and the risk of immediate death, is more visible in media discourses and, in this process, more subtle forms of violence remain veiled, neglected, naturalized, or even legitimated, especially when practiced by persons and institutions that hold power; however, these are no less concrete than physical violence and have the same potential to cause harm and suffering.

In none of the subjects of the study was violence discussed or cited as a problem for the health sector, which shows that the archaic, punitive and reductionist view of violence in its physical component and as an exclusive demand of the judicial sector has not yet been overcome. This fact makes clear the lack of discernment of the dimension of the phenomenon, as well as its impact on the health of individuals, families and communities.

Finally, it is necessary to emphasize the need to restore the ethical aspect that involves media coverage of news about violence, especially because it is responsible for promoting, together with other segments of society, improvement in the living conditions of the community. Thus, communication vehicles need to bring to the public new conceptions about the phenomenon of violence, in order to provoke in the reader a less stereotyped and superficial interpretation of this social problematic.

Authors contributions

Oliveira, S. F. participated in the preparation, data collection, interpretation of the results, design, analysis and interpretation of the results, writing of the scientific article and referral of the scientific article. Assis, A. V. B. participated in the interpretation of the data and critical review of the content of the scientific article. Martino, A. participated in the data interpretation and writing of the scientific article. Costa, L. A. participated in the data interpretation and writing of the scientific article. Almeida, R. G. S. participated in the interpretation of the data and critical review of the content of the scientific article. Sales, A. P. A. participated in the elaboration, interpretation of results, design, analysis and interpretation of the results and writing of the scientific article.

Competing interests

No financial, legal or political competing interests with third parties (government, commercial, private foundation, etc.) were disclosed for any aspect of the submitted work (including but not limited to grants, data monitoring board, study design, manuscript preparation, statistical analysis, etc.).

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