THE NEWS COUNTERVALUES OF THE COLLECTIVE MIDIA NINJA: A CASE STUDY ON NARRATIVES IN MEDIA ACTIVISM[1]

Claudia Rodrigues
Doctor - PPGCOM at PUC Rio - Pontificia Universidade do Rio de Janeiro

Leonel Azevedo de Aguiar
Postgraduate Professor at PUC
Pontifícia Universidade Católica do Rio de Janeiro

1. Document presented at the GP Theory of Journalism at the XVII Meeting of Research Groups in Communication, a component event of the 40th Brazilian Congress of Communication Sciences.

1

Abstract: This article presents the result of the case study on Midia Ninja, a collective of media activists that emerged during the June Days in 2013 and consolidated its work based on the construction of counter-narratives that distance themselves from traditional journalism. With the use of a mixed methodology, which is based on ethnographic inspiration and supported by theories of *Newsmaking* e da *Agenda setting*, we observed and analyzed the productive routines and the content of the group's publications on screen. The confrontation between the corpus collected on digital platforms and the documentation collected from mainstream vehicles pointed to attempts at scheduling, adoption of countervalues-news and the inversion of newsworthiness criteria on the part of Midia Ninja with consequences on the professional ethos.

Keywords: News Values 1. media activism 2. Ethos 3. Midia Ninja **4.**

INTRODUCTION

The wave of protests that spread in Brazil in 2013 brought to light the protagonism of media collectives that disputed their own narratives alongside the mainstream media. The paradigm shift in the form of information transmission made possible by the advent of ICTs (Information and Communication Technologies) led to the broadening of the journalistic field with the emergence of nomenclatures such as citizen journalism and media activism. Connectivity and multimedia convergence with the support of technological devices – boosted the action of new actors and evidenced the break in the monopoly and exclusivity of large corporations in the dissemination of news that caused consequent transformations in the professional ethos.

The level of internet reach is questionable but it is undeniable that they have established themselves as a place of polyphony. The *Reuters Institute Digital News Report* 2015 verified that *Facebook* is the most accessed platform when it comes to searching, reading, sharing and discussing news. Brazil is the country with the highest number of users – eight out of 10 Brazilians are on the social network, which brings together 99 million Brazilians in a total of 2 billion connected people around the world. The PEW Research Center, in the United States, in turn, found that people between 18 and 33 years old use it as a source of political information. These data denote an ongoing structural process that involves fragmentation in the circulation of content, exacerbated by the growing discredit in institutions, including media corporations (TEWKSBURY; RITTENBERG, 2009).

Midia Ninja – an example of media activism (BENTES, 2015) – represents this new paradigm of online information circulation. The collective gained notoriety by adopting the locus of the demonstrators in journalistic coverage via the Twitcasting platform with the help of cell phones and 3G access during the June days, in 2013. on Twitter, provoked agency on social networks. The posting of links to each broadcast on the collective's Facebook page connected a growing audience.

Acronym for Independent Narratives Journalism and Action, the collective is a media part of the organization Fora do Eixo, which adopts the model of collective houses with collective boxes. The genesis of the media activist group comes from FdE's expertise in media communication of cultural events and the pioneering transmissions of POSTV – digital TV via streaming founded in 2012 by members of this collective and partners, with agendas focused on social issues. One of the outstanding productions was a mini documentary about Cracolândia, a region occupied by crack addicts in the capital of São Paulo.

The dominance of technology at the service of digital communication in an environment of growing activism laid the foundations for the emergence of Midia Ninja, which was "catalyzed" by the conferences in 2013. We cannot detach this phenomenon from anti-globalization actions and campaigns: ''*Occupy*" that erupted in Europe, the United States, Africa and Arab countries, with repercussions in Brazil and spread new media practices.

The declared proposal of Midia Ninja is to dispute narratives and give visibility to social actors and themes that have no space in the mainstream media based on the very premise of a regime of invisibility and communicational deficit in the mainstream press. It publishes news on the following platforms: Twitter, Facebook, two electronic pages: (*Oximity* and *Medium*), *Instagram* and *Telegram*. It established itself as an alternative channel and a reference for its followers – there are 1,573,310 – with significant repercussions on social networks.

Due to its uniqueness as a new media phenomenon – media that establish communication strategies supported by the resources offered by ICTs – we carried out a case study on Midia Ninja. The aim was to investigate the productive routines of the collective, its news values and newsworthiness criteria, focusing on the narrative disputes that take place in the professional field. Our prerogative stems from the foundations established by constructionist theories that perceive the relevance of production procedures and routines in the process of framing events.

Divided into three sections, this article addresses, in "Description of the study and analysis", the methodology used to carry out the research and the established corpus. The section "New routines of production and protagonism" focuses on the reflections of technology both in the daily life of the media and in the diversification of its practices, touching impacts on the professional ethos that focus on the broadening of the professional field. And, finally, the section "The news countervalues of the Midia Ninja" reveals the inferences raised from the fieldwork.

STUDY DESCRIPTION AND ANALYSIS

We understood that the community life of Midia Ninja in collective houses interferes, determines and directs their daily work routine. Therefore, we adopted a mixed methodology that includes participant observation, with ethnographic inspiration, content analysis and in-depth interviews to investigate their productive routines with the support of the Theory of newsmaking that supports investigations into how news is constructed and in what paradigms are substantiated (TRAQUINA, 2012). We seek to answer what is news for the collective.

Participant observation was carried out in two collective houses. There were five consecutive days of immersion at ''Casa Fora do Eixo SP", in São Paulo, between July 27th and August 2nd, 2015, and another five days at Casa das Redes, in Brasília, between October 5th and 9th. of the same year. The immersion allowed us to infer how the personal and professional relationships of the group work out and how the production routines, lifestyle and political engagement of the collective are intertwined.

The Chicago School – a multidisciplinary group of researchers based at the University of Chicago that emerged in the 1920s – subverted the logic of ethnography by focusing its interest on urban themes. The researchers turned to their city, their neighborhood. This opening to observe what is apparently familiar created new cuts with influence in Social

Communication, which were embodied in ethnographic research in which the field was the newsrooms and the "natives" were the journalists (TRAVANCAS, 2005).

To carry out the content analysis, we chose the platforms most used by Midia Ninja, *Facebook* and the *Oximity* page. From a collection that brings together 680 documents published on 03/18 and 03/31 and 04/17, 2016 on Facebook, we observe the flow of posts that demonstrate media strategies adopted in order to impose an agenda-setting. The comparative analysis confronted 103 posts from Midia Ninja vis-à-vis articles published in G1, "O Globo" and "Folha de S. Paulo" about five events that make up the selection of the collective's agendas[2].

NEW ROUTINES AND PROTAGONISM

The sedimentation of ICTs resulted in the adoption of new production routines that provoked structural changes in journalistic practices closely linked to technological devices and the environment generated by the internet. Young people and veterans succumb to the logic of media convergence on multimedia platforms in the online versions of mainstream media outlets. The fragmentation of professional identity is observed, which raises reflections on the representation of journalists and journalism.

In the daily life of newsrooms, teams monitor data from: *google analytics* – traffic monitoring system – as well as the social networks in order to define the distribution of articles on different platforms on the internet. During the June days, the Social Media section of the newspaper: "O Globo" started to monitor the coverage transmitted via streaming by protesters and alternative digital media groups (MORETZSOHN, 2014).

The ease of producing and spreading content on the internet favored the propagation of "counterstructures independent of the mainstream media", attests to Cammaerts (2013, p.4), a phenomenon pointed out by Castells (2012). The interactive environment and connection forged on the internet facilitates the mobilization and articulation of campaigns. Gillmor observes that the open nature of digital tools leads to a diversity of uses and points out that the power of "new inventions surprises the inventors themselves" (GILLMOR, 2006, p.26).

The blogger culture – which consolidated free expression and boosted cyberactivism – laid the foundations for the connectivity explosion. In Tunisia, journalists-bloggers Zouhair Yahiaoui, Mohamed Abbou, and Slim Boukdir stood out. In 2010, 67% of the population owned a cell phone and 20% used the internet. The strength of cyberculture in the country, combined with the engagement of unemployed intellectuals, attests to Castells (2012), contributed to the country being a pioneer in the Arab Spring – popular revolts against governments of this bloc. Mobile journalism – from digital devices –, in turn, encompasses the concept of spreading content, which gains importance in the culture of participation (JENKINS et al., 2013).

Thus, in the journalistic field, where new practices promote tensions, nomenclatures such as blogger journalist, digital journalist, citizen journalist, cyberactivist and media activist coexist. It was the development of new modes of production on the Internet, such as P2P networks, software: *open source* and programs for producing blogs, which facilitated the entry of new agents in the

2. Breakdown of events: 1) arrest of protesters – cover of the newspaper "O Globo" and post Ditadura 2.0, by Midia Ninja; 2) street sweepers' strike – ten news stories "O Globo" and 67 of Midia Ninja; 3) Ocupa Estelita –24 articles from the websites: O Globo and G1 and 20 from Midia Ninja; 4) Marijuana – seven subjects from:O Globo, G1 and Folha de S. Paulo and 15 of Midia Ninja; 5) Caetano Veloso wearing *black bloc* – one of "O Globo "one of Midia Ninja.

journalistic production arena. "A reporter is someone who has the news and tries to report it", summarized Oh Yeon Ho, South Korean, founder of: *Oh my news*, collaborative page created in 2000 (GILLMOR, 2006, p. 127).

Stuart Allan and Chris Peters (2015) draw attention to the "imperative of testimony" to which citizen journalism resorts as a key piece to bring out the truth of facts and make events viral. However, points out Allan, the testimony is based on the personal perception of the event, which, in this sense, does not necessarily imply the ability to establish the truth. The authors argue that the act of witnessing, in journalism, is linked to an ethos that involves an interpretative work and refers to an epistemic knowledge about the narrative.

An emblematic moment as a founding record of citizen journalism was the emergence of: *Indymedia* (*Independent Media Center - IMC*), collective that brought dissonant narratives about police violence against activists against the news conveyed by the mainstream press during the meeting of the World Trade Organization (WTO), in Seattle, United States, in 1999. The alter-world campaigns in the American city, in Genova, Italy, in 2001 and in London, England, in 2004, outlined the first steps of network activism (AGUIAR & SCHAUN, 2015) that intensified from 2011 with the Occupy phenomenon disseminated in countries on different continents. The cyberactivists resorted to unusual resources in the mainstream media at that time, such as the publication, on the website, of images of repression of the protests captured in the streets, which gave high visibility to the alternative coverage.

Based on the theme of cyberactivism, Aguiar and Schaun (2015) carried out an extensive bibliographic review on different forms of action that took place on the internet.

The survey conducted by the authors points to a convergence between researchers on activism on the internet as a political space for mobilization. We highlight, below, one of the concepts picked up by the authors:

> Cyberactivism presents itself as a form of activism that uses the internet and its tools, presenting, as the main differential for its users, an alternative in relation to the monopoly of public opinion by the conventional means of communication, causing more freedom, causing greater impact and the possibility of thus generating social mobilization in favor of the same ideal. (AGUIAR & SCHAUN, 2015, p.208)

It is important to highlight that any actions in cyberspace start from the original idea of activism (AGUIAR & SCHAUN, 2015). Authors such as Meikle (2013) excavate digital activism and place its core in alternative media. Peruzzo's definition of this type of communication is in line with concepts listed by Aguiar and Schaun: "protagonism of population segments dissatisfied with the status quo" (PERUZZO, 2009, p.139). More specifically, Peruzzo understands the alternative press within a bias that does not align with the standards of the conventional media, governments and sectors that represent the dominant classes, and offers alternatives in terms of sources of information (ibidem, p.142).

In the practice of media activism, however, the commitment goes beyond the proposal to report the news, whatever its bias. Bentes defines the media activist as a subject who establishes a working relationship that is different from the corporate journalist, since his work presupposes "mobilizing and organizing" (BENTES, 2015, p. 14). As "a body in the crowd", what it conveys has the function of "expressing this crowd" (ibidem, p.14) and, points out Bentes (2015), the information acquires the tone of "chronic, partial and subjective" (ibidem, p.16). Cammaerts

(2013) conceives a structure of opportunity for mediation that encompasses a network structure based on the use of technological resources that resize the mobilization and dissemination of information.

The strategic paradigms of the 15M campaigns – which virtually transmitted assemblies via streaming – sowed seeds that sprouted in the praxis of foreign and Brazilian media activist campaigns and collectives. Innovation arrived through photo agencies such as Audiovisol[3] and Photocampaigns [4], that initiated original aesthetic perspectives far removed from the reality of traditional media work. From new modes of production to new forms of creation and interaction, this entire tangle of possibilities was absorbed in an irreversible process.

The use of digital cameras and cell phones as platforms for immediate editing and publication from anywhere was pioneered in journalism through: *Reuters Mobile Journalism*, released in 2007 (SILVA, 2008). *Reuters* reporters were able to produce their stories in different formats for distribution across the news agency's various platforms. To do so, they used a kit consisting of a Nokia N95 cell phone, a wireless bluetooth keyboard, an external microphone for recording, in addition to editing applications built into the cell phone. With this arsenal, professionals acquired more mobility, portability and ubiquity to carry out real-time transmissions through third-generation cell phones via: *Qik,* an application that allows instant transmission and publication on the agency's website (ibidem, p.9).

Media activists have subverted both the use and purpose of cellphone mobile journalism. They printed, from technological devices, different schedules, like what Indymedia did in the website format. The application of new routines to the tools adopted by journalistic companies reveals a change in ethos, in that it touches on habits and beliefs, and reveals a certain spirit of body capable of aligning personas from different cultures, such as the Spaniards of the outraged people and the Brazilians of the Midia Ninja. Moraes (2013) draws attention to convergences and singularities existing in the amalgam of network activism that are found in the common perspective of creating "new news dynamics" (MORAES, 2013, p. 121). These agents, however, run the risk of reaching only converts, since there is a tendency to adhere to the agenda of the mainstream press to the detriment of the media demands of the campaigns (ibidem, 2013).

THE NEWS-COUNTERVALUES OF MIDIA NINJA

Midia Ninja's selection of news points in two directions. The collective reproduces the news values of the mainstream press when a flow guided by the news content of the mass media is imposed. On the other hand, it subverts news values and newsworthiness criteria widely used by the media.

News values are a component of newsworthiness. Kind of thermometer that indicates the newsworthiness potential of a fact. The criteria for newsworthiness are made up of a series of determining requirements for the event to cease to be raw material and gain the public status of reported information. Several authors have focused on the subject, listing indices that indicate the degree of newsworthiness.

In Wolf's conceptualization, substantive criteria are the importance and interest of the news that are transmuted into notoriety, significance and relevance. In terms of product news values, news ideology dictates that: *bad*

---

3. Available on the website: https://www.youtube.com/user/spanishrevolutionsol. Accessed on June 03, 2016.

4. Available on the website: http://fotomovimiento.org/exhibiciones/walking-gallery/. Accessed on June 03, 2016.

news is good news. As one of the principles of journalism, the "deviation", the "unusual" or "macabre" increase the news value to the detriment of contents seen as routine (WOLF, 1999, p. 206-209). Among the criteria related to the public, it is the belief in knowledge about events and the interest of the reader/listener/spectator that enables the journalist to intuit and guide the news (ibidem, p. 213).

In the light of newsworthiness scholars (*newsworthines*), Traquina (2013) lists, as criteria, amplification – which enhances the fact and, consequently, the degree of interest, personalization – which focuses on details of the event as a human factor and helps to capture the reader –, dramatization – which reinforces the emotional aspect –, and consonance – which inserts the event into a narrative and mobilizes the reader in the context of a story (TRAQUINA, 2013, p.79-89)

Since its first steps in the June days, Midia Ninja has pursued mainstream media coverage on issues of great importance – such as the vote to reduce the age of criminal responsibility or the process of *impeachment* by President Dilma Rousseff. In his coverage, however, he subverts criteria widely used by the media, such as relevance, significance, dramatization and notoriety. If the selection of stories is strongly influenced by mainstream news, it adopts quite different approaches.

As the streaming format was no longer a priority in the collective's communication at the time of the research, the documentation prioritized news referring to five events that were highlighted both on the website and on Facebook: the coverage of the arrest of demonstrators on 10/17/2013, the Note from Midia Ninja that shows Caetano Veloso dressed in black bloc (with great repercussions in the traditional media), in 2016, street sweepers' strike, in Rio de Janeiro, in 2014, reports on the subject of marijuana and the campaign: Ocupa Estelita (MOE), in Recife.

In the coverage of the street sweepers' strike, the relevance focuses on the claims, mobilization and victory of the category, while the newspaper O Globo, for example, addresses the chaos in the city, based on a selection that privileges government sources. The collective's attempt to offer a counterpoint to the narrative presented by the mainstream press in its articles is evident. – *Time to Say: Goodbye, Senzala! (07/03/2014) and A revolt of the garbage collectors: A soul-washing victory and cleaning up our political pathways* (03/08/2014). The news ignored and/or disqualified the authorities, the primary sources of information published in the mainstream press, and portrayed street sweepers – the main characters – with a heroic profile.

The distance between the frames of Midia Ninja and the newspaper ''O Globo" is evident in the coverage of the arrest of a group of demonstrators that took place on 10/17/2013. The Rio de Janeiro newspaper published the headline: *Crime and punishment – Tougher law sends 70 vandals to prison*, with the title: ''*Prisoners in protest are framed for organized crime, which is non-bailable*". A box shows three detainees in photos similar to those used in police files. On Facebook – the only platform for disseminating the material from Midia Ninja until the launch of the site in 2014 –, the collective published, on the same date, a long editorial under the title Ditadura 2.0, where it denounced the state of exception and arbitrariness.

Posts referring to *black blocs* reveal attempts to deconstruct the negative image imposed, in general, by the mainstream media and do not skimp on the use of images that glamorize them. An example is the publication of a photo of singer Caetano

Veloso dressed as: *black bloc* (wearing a shirt with a balaclava), on 09/07/2013, calling on the population to demonstrate on Brazil's Independence Day. The text of the post was: "It is symbolic violence to prohibit the use of masks. On September 7th, everyone must go to the streets masked."

In the reports about the campaign: ''Ocupa Estelita'' (MOE) and related to marijuana, the substantive criteria – interest and importance – were adopted with different parameters. Aguiar points out that news is the result of the way events are selected and edited from a series of negotiations. In this negotiation process that involves the interpretive community of journalists, underlines Aguiar, social representations touch on the production of meaning (AGUIAR, 2009, p.179).

> [...] representations of social reality determined by the press imply discursive practices crossed by power effects and power-knowledge relations. Therefore, whatever the type of journalism, this interpretive community understands that the information production process is configured as a public space of micropolitical struggles, in which various social, political and economic forces dispute the production of meaning about the real. (AGUIAR, 2009, p.179-180)

Despite the immediate evidence in Recife, the MOE – Occupation of the Pier: ''José Estelita'' against the urbanization project: ''Novo Recife'' – only the G1 Pernambuco website dedicated space to the subject – Pier starts to be demolished and group camps in the place (05/22/2014) – two days before the first post by Midia Ninja: *Novo Recife – Resistance on the Pier: José Estelita* (24/05/2014). The collective maintained permanent coverage that was always favorable. On 06/03/2014 it reported "historic meeting": ''*Ocupa Estelita*'' *forces City Hall to suspend the project ''Novo Recife''*. The newspaper: ''O Globo'' only selected the story when the Police repressed the occupation, on 06/18/2014 and linked the fact to the presidential elections: ''*Ocupe Estelita*'' *is ammunition for critics PSB and Eduardo Campos (22/06/2014)*.

Midia Ninja followed the street sweepers' strike and the MOE. These and other campaigns – MST, MTST, LGBT – function as the primary definers – or sources that reinforce its ideology. Tuchman points out that journalism seeks, preferably, the speech of authorized sources and legitimized by the institutions that represent divergent opinions in relation to the presented fact (against and in favor), so that the necessary framework for the credibility of the news is implicit in the context of the supposed legitimacy (TUCHMAN, 1978, p.90). Regarding the production of news and choice of sources by Midia Ninja, however, it must be noted that the collective does not follow the strategic ritual verified by Tuchman (1999).

> Campaigns is a permanent source. [...] the campaigns trigger people before the vehicles they trust. Perhaps in journalism this issue of the source, the relationship with the source, weighs more. Our relationship is organic. [...] It is a list of people interested in talking about it. The source relationship is linked to the issue of impartiality and we do not believe in that. It's not just a font. It is an active subject in the political process. He is making an information flow to facilitate the visibility of what he believes. (VILELA, 2015)[5]

Based on this logic, the Midia Ninja page becomes support for the campaign for the decriminalization of marijuana and the legalization of medical cannabis. In addition to the annual coverage of the Marcha da Marijuana – which ended up being assimilated by the mainstream media, the collective imposes framing on the theme

5. In an interview with the author. On August 27, 2015, in São Paulo.

that reveals commitment to a cause. The opinion is embedded in the texts about the herb as much as in the other agendas/causes embraced by the collective.

Midia Ninja Coverage	
Date	Headline
01/06/2014	Anyone who doesn't like marijuana won't like the future
03/06/2014	Plant in the Mind for a Libertarian Carnival in 2014
05/23/2014	Outdoor marijuana. Learn more about weed regulation
06/02/2014	Didactic marijuana: The step by step of legalization in Brazil
06/10/2014	Drug users are still criminalized. Latin America has not changed.
06/14/2014	Regulation makes Uruguay a laboratory for research on marijuana
07/27/2014	The New York Times publishes an editorial in favor of the legalization of marijuana. Check it out in Portuguese
07/30/2014	Federal Law Banning Marijuana Has Its Roots in Myth and Xenophobia
11/28/2014	What's your drug? The use of marijuana for medicinal purposes was the agenda of a national act
07/29/2015	Medical marijuana becomes law in California town
11/05/2015	Legalization of marijuana in Mexico will affect drug trafficking: non-profit cultivation and consumption
03/28/2016	Photo series captures California nuns growing marijuana in backyards
03/28/2016	Marijuana Is Life: What If It Was Your Daughter?
15/05/2016	Largest Marijuana March brings together 42,000 in São Paulo. Fire in the bomb and peace in the hood was the theme of this edition
15/05/2016	Fire in the bomb!!! ANVISA postpones decision on CBD imports and turns on cannabis alert.

An effort is perceptible in the sense of re-signifying content from the mainstream media. For sharing the current accusation, at the time, that a "media-legal coup" was being orchestrated to remove the then president:Dilma Rousseff[6] of the government, Midia Ninja invested in intensifying the flow of publications on Facebook about acts, in Brazil and abroad, against the process of *impeachment* against Dilma. There were 118 on 03/18/2016 and 179 on 03/31/2016 – dates on which the Frente Brasil Popular [7] carried out acts in defense of democracy – against the removal of Dilma Rousseff. On 04/17/2016 – the day of the vote on the authorization of the impeachment process in the Chamber of Deputies – the number rose to 256 published notes. It is important to highlight that in the month of February the collective published, in all, only five insertions on Facebook.

The idea of flow for Midia Ninja finds support in McCombs' Theory of Agenda, a concept that perceives the ability of the media to guide and frame certain themes that become relevant to the public. While the collective imposed a frenetic pace of publications with posts about acts against the impeachment of President Dilma Rousseff, there was silence regarding pro-impeachment acts and the construction, in a crescendo, of an environment of mobilization and support for the PT government.

The performance of Midia Ninja reveals another professional ethos. By observing the collective's production routines during the weeks of immersion in the collective houses, we realized how much the commitment

6. The newspaper: Folha de S. Paulo published an editorial on 04/02/2014 under the title "Neither Dilma nor Temer" in which he declared: "President Dilma Rousseff has lost the conditions to govern the country. It is with regret that this newspaper reaches this conclusion […] Available on the website:http://www1.folha.uol.com.br/opiniao/2016/04/1756924-nem-dilma-nem-temer.shtml Accessed on July 6, 2017.

7. The ''Frente Brasil Popular'' is an articulation of artists, intellectuals, politicians, parliamentarians, rulers and members of popular, pastoral, indigenous, quilombola, LGBT (Lesbians, Gays, Bisexuals, Transvestites and Transsexuals), black men and women, women and youth campaigns, citizens in the fight against the impeachment of President Dilma Rousseff. Part of the population understood that the process was unconstitutional and a form of casuistry, as it disagreed with the legal argument used against the president, accused of tax pedaling in the previous term.

to political agendas compromises and establishes the production of Midia Ninja narratives. Coverages were abandoned due to militancy demands (collection of signatures at the Congress and launch event of the Plataform: ''Rede de Cultura Viva'', of the Ministry of Culture (MinC), in Brasília, and the organization of the Festival Amanhecer SP, against the reduction of the age of majority criminal, in São Paulo).

There is a nomadism between houses that seeks to cover the deficit of teams and the consequent restriction of the news web. But the inferences obtained in the field – confronted with the recording units of the interviews – showed a lack of commitment to deontological codes and assumptions of journalism such as impartiality and neutrality. The content analysis confirmed the imposition of a mediativist agenda that separates the members of the collective from the news web of the press, diversifying the selection of news. On the other hand, there is an investment in monothematic coverage that follows the fact, which prevents the organization from fulfilling its proposal to combat the invisibility regime that it believes is imposed by the mainstream media.

FINAL CONSIDERATIONS

The internet has absorbed and reformatted communication vehicles, many of which were founded before the advent of the computer. The interactive online interface has changed the sender-receiver relationship. More than that, the citizen was invited to participate in the production with the support of digital devices and supported by the ease of transmitting news. In the course of the investigation of the Collective Midia Ninja, we observed how much the field of journalism is, today, a terrain in dispute with the diversification of ways of narrating and agents that ignore the norms of the profession.

It is by prioritizing themes, printing monothematic flows and assuming partiality that Midia Ninja works towards mobilizing and/or deconstructing narratives. By assuming support for certain causes and using the narrative in opposition to the mainstream media – the collective reinforces identification and affinities. Virality and connectivity – which is expressed in shares and likes – is proof of its agency capacity (D'ANDREA, 2014), facilitated by the pragmatic use of social networks.

We could compare the performance of media activists to the alternative network communication defined by Moraes (2007): it is a media that makes use of discourses and editorial dynamics guided by the attempt to "break conventional media sieves and controls" (MORAES, 2007, np). In this sense, the research pointed out the way in which Midia Ninja adopts quite different news values and newsworthiness criteria, when compared to vehicles such as: O Globo, Folha de S. Paulo and G1.

When trying to reframe press content: *mainstream*, Midia Ninja doesn't shy away from its explicit opinion narrative. The analysis of the collective's production demonstrated mobilization strategies around the causes and campaigns within a mediativist bias that suggests modulations in the professional ethos. If, on the one hand, the collective gives voice to themes and actors that do not find space in the mainstream media – expanding visibility – it restricts its news web in the face of political engagement.

REFERENCES

AGUIAR, Leonel Azevedo de. A validade dos critérios de noticiabilidade no jornalismo digital. *In*: RODRIGUES, Carla (org.). **Jornalismo online**: modos de fazer. Rio de Janeiro: PUC-Rio, 2009.

_____; SCHAUN, Angela. Híbrido Glocal, Ciberativismo e Tecnologia da Informação. Polêmica, Rio de Janeiro, v. 9, n.4, pp. 130-147, out./dez. 2010. Disponível em http://www.e-publicacoes.uerj.br/index.php/polemica/article/view/2829/1956. Acesso em 18 jun 2016.

ALLAN, Stuart; PETERS, Chris. Visual truthsofcitizemreportage: fourresearchproblematics. Infomation, Communication&Society, v. 18, Issue 11.pp 1348-1361. 2015. Disponível em http://www.tandfonline.com/doi/pdf/10.1080 /1369118X.2015.1061576?redirect=1. Acesso em 14 jun 2016.

BENTES, Ivana. *Mídia-Multidão*: estéticas da comunicação e biopolíticas. Rio de Janeiro: Mauad X, 2015.

CAMMAERTS, Barts. Lógicas de protesto e a estrutura de oportunidade de mediação. Matrizes, São Paulo, jul-dez, 2013, ano 7, n.2, pp. 13-36. Disponível em www.revistas.usp.br/ matrizes/article/download/69404/71970. Acesso em 18 jun 2016.

CASTELLS, Manuel. **Network of Outrage and Hope**. Cambridge: Editora Polity, 2012.

D'ANDRÉA, Carlos. Conexões intermidiáticas entre transmissões audiovisuais e redes sociais online: possibilidade de tensionamentos. XXIII Annual da Compós, 2014, Belém (PA). Anais..., 2014. Disponível em http://compos.org.br/encontro2014/anais/Docs/GT01_COMUNICACAO_E_CIBERCULTURA/_artigodandreacompos2014_2130.pdf. Acesso em 22 set 2014.

GILLMOR, Dan. **We the Media** – grass roots journalism by the people, for the people. Sebastopol: O'Reilly, 2006.

JENKINS, Henry; FORD, Sam; GREEN, Joshua. **Spreadable media**: creating value and meaning in a networked culture. New York University, 2013.

MEIKLE, Graham. **Future Active** - media activismandthe internet. Nova York: Routledge, 2003.

MCCOMBS, Maxwell. **A Teoria da Agenda**: a mídia e a opinião pública. Petrópolis: Vozes, 2009.

MORAES, Denis. Meios de comunicação: um poder a serviço de interesses privados? *In*: MORAES, D. et al. **Mídia, poder e contrapoder** – Da concentração monopólica à democratização da informação. São Paulo: Boitempo Editorial, 2013.

_____.. Comunicação alternativa, redes virtuais e ativismo: avanços e dilemas. Revista Eptic, Sergipe, vol. 9, n.2, maio-ago/2007, np.

MORETZSOHN, S. O novo ritmo na redação de O Globo: a prioridade ao jornalismo digital e seus reflexos nas condições de trabalho e produção da notícia. Revista Parágrafo, 2014, v. 2, n.2, pp. 59-79. Disponível em http://revistaseletronicas.fiamfaam.br/index.php/recicofi/article/view/234/280 Acesso em 8 jul 2016

PERUZZO, C.. Aproximações entre a comunicação popular e comunitária e a imprensa alternativa no Brasil na era do ciberespaço. Revista Galáxia, São Paulo, n. 17, pp. 131-146, jun 2009. Acesso em 20 de maio de 2014.

SILVA, Fernando Firmino. Jornalismo reconfigurado: tecnologias móveis e conexões sem fio na reportagem de campo. *In*: Intercom – XXXI Congresso Brasileiro de Estudos Interdisciplinares da Comunicação, Natal, 2008. Anais**...** Disponível http://www.intercom.org.br/papers/nacionais/2008/resumos/R3-0652-1.pdf. Acesso em 30 jan 2016.

TEWKSBURY, D., RITTENBERG, J. Online news creation and consumption. Implications for modern democracies. *In*: CHADWICK, Andrew; HOWARD, Philip (orgs.). **Routledge Hand book of Internet Politics**. Londres, Routledge, 2009.

TRAQUINA, Nelson. **Teorias do Jornalismo**. Por que as notícias são como são. Florianópolis: Editora Insular, 2012, vol.I.

_____. **Teorias do Jornalismo**. A tribo jornalística – uma comunidade interpretativa transnacional. Florianópolis: Editora Insular, 2013, vol. II.

TRAVANCAS, Isabel. Fazendo etnografia no mundo da comunicação. *In*: DUARTE, Jorge; BARROS, Antônio (orgs.) **Métodos de pesquisa em comunicação**. São Paulo: Atlas, 2005.

TUCHMAN, G. **Making News**: A Study in the Construction of Reality. Nova York: The Free Press, 1978.

_____. A objectividade como ritual estratégico: uma análise das noções de objectividade dos jornalistas. *In*: TRAQUINA, Nelson (org.). **Jornalismo**: questões, teorias e "estórias". Lisboa: Vega, 1999.

WOLF, Mauro. **Teoria da Comunicação**. Lisboa: Presença, 1999.