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Media Targeting on the Campaigns for Rational Use of Water, in the Context of the Municipality of Morrinhos, Goiás, Brazil

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Abstract

In Brazil, agriculture uses most of the country's water supply compared to any other industry. According to data from the National Water Agency (2018), 66,1 % of water use correspond to the irrigation field in agriculture. Thus, the present study introduces a guiding question for investigative research: do the campaigns for water preservation conducted by local media in the municipality of Morrinhos, Goiás, Brazil, reflect the reality of the majority of its use? According to Guareschi (2004), it is not possible to know what has been intentionally hidden and hushed. Therefore, it's possible to infer that the media contributes to the alienation of information regarding water preservation in agriculture, given that the population is not aware of the facts. This work has extensive social importance because it seeks to ascertain the factors and contribute to alert the proper target audiences and to help preserve water. This research will produce knowledge about a topic that is not widely discussed, due to a lack of scientific inquiry. The study of the influence of media in the rational use of water is of great relevance to science. In the legal field, water is a human right recognised by the United Nations. Therefore, it is a protected legal, social and economic asset. This work is responsible for identifying the relationship between the media and the rational use of water as well as to verify the targeting preservation campaigns while analysing the influence of the media in its mistaken targeting. Morrinhos is a municipality in the state of Goiás, Brazil, where there is great agricultural activity and subsidies from the research projects are responsible for this work. For this reason, I chose to investigate this topic in the context of Morrinhos. The deductive method of research will be used. Tools such as Google Forms will be used to create questionnaires intended for local media. This way, it will be possible to measure if the newspapers, broadcasters and radio stations create campaigns to educate about the conscious use of water in agriculture and, if not, reaching a conclusion and finding results to start to change that reality.

Keywords: Agriculture, Local Media, Sustainable rural development, Water use