



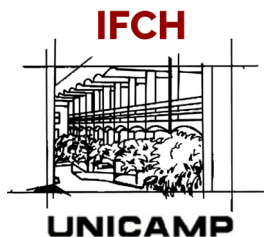
Podcasts as instance of **political legitimation** in a polarized society

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The contexts of a “polarised Society”

- The demonstrations of 2013
- *Impeachment* of President Dilma Rousseff
- Bolsonaro’s government

- Corruption scandals
- Cuts in worker’s rights
- Attacks on minorities rights
- Diminishing economic power of the middle classes



DESBLOQUEIE
ATÉ 35% OFF



INTELIGENCIA
INSIDER

**Podcasting is a point of
“flux onward” in the political debate**

INSIDER



The Technography

- What these platforms currently understand as **politics** in podcasting?
- Analysis of recommendation lists
- Searches through combination of keywords
- Only empty profiles throughout the whole processes



A Summary

949 unique
results

300 only on Spotify
197 only on Deezer
334 only on YouTube



438 "False"
results

241 from outside Brazil
158 do not talk about politics



After first
refinement,
511 titles were
analysed

272 are podcasts about politics
239 are podcasts that eventually bring themes
connected to politics

“Leanings”

	Total	Spotify	Deezer	YT Total	YouTube Main Site	YT Music
Right	55	18	4	38	19	22
Partisan Journalism – Right	14	10	2	6	-	6
Left	107	62	19	42	14	29
Partisan Journalism – Left	21	11	5	12	3	10
Journalism	104	69	53	21	10	14
Financial Market	15	10	4	3	1	2
“Neutral”	39	20	3	20	12	12
Non-declared	156	36	19	110	69	51

Sources/Types of podcasts

80 Produced by broadcasting services

Spotify: 52 in lists; 30 in searches
Deezer: 34 in lists; 10 in searches
YouTube: 4;
YT Music: 9

38 Produced by news services (newspapers, magazines, web portals)

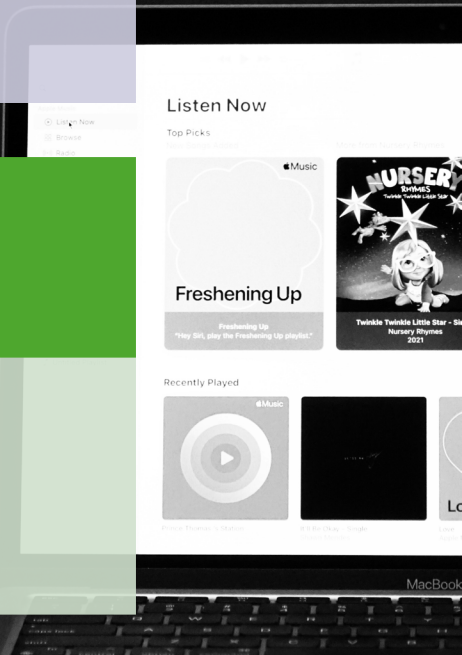
Spotify: 28 in lists; 21 in searches
Deezer: 13 in lists; 0 in searches
YouTube: 7;
YT Music: 17

30 Produced by companies specialized in podcasts

Spotify: 19 in lists; 5 in searches
Deezer: 12 in lists; 0 in searches
YouTube: 5;
YT Music: 5

178 Produced by independent podcasters

Spotify: 16 in lists; 46 in searches
Deezer: 7 in lists; 10 in searches
YouTube: 72;
YT Music: 58





Main formats

(among 362 active in December 2024)

145 interview and 60 roundtable	34 Commentary and Opinion (non- Journalistic)	28 Commentary and Opinion (Journalistic)	28 Newscast	20 Documentary and Features
•24 right-oriented •46 left-oriented •22 Journalism •5 Financial Market •18 "Neutral" •80 non-declared	•12 right-oriented •16 left-oriented •2 Financial Market •1 "Neutral" •3 non-declared	•2 right-oriented •1 left-oriented •24 Journalism •1 Financial Market	•6 right-oriented •3 left-oriented •13 Journalism •3 financial market	•9 left-oriented •6 Journalism •1 "Neutral" •4 Non-declared

Highlights- Technography

Economic criteria prevails over politics in recommendation (at least, for a new user)

Example of bias in recommendation:

Most watched shows in YouTube are right-oriented

Sponsored shows stand out amid undesired results in searches

The greater number of left-oriented podcasts is misleading

Multiple activisms

Right-oriented podcasts congregate varied subjects

Financial market podcasts reproduce right-oriented discourses



adjustment to this letter. These Tariffs may be modified, upward or downward, depending on our relationship with your Country. You will never be disappointed with the United States of America.

Thank you for your attention to this matter!

With best wishes, I am,

Sincerely,

A stylized, handwritten signature of Donald J. Trump in black ink.

DONALD J. TRUMP
PRESIDENT OF THE UNITED STATES OF AMERICA

Analysis of 3 podcasts in 3 different moments

- Ministry Fernando Haddad announcement of fiscal policies to reduce public expenditure and produce equilibrium on income tax charges.
- The inauguration of President Trump's second term
- 50%-tariffs over Brazilian products announced by Trump as coercion to free Bolsonaro from his indictment for an attempt of coup d'état.

Foro de Teresina

Fiscal Policies	Donald Trump Inauguration	50% Tariffs
Journalistic work		
Journalistic validation: Present data and information from reliable sources	Relies on past coverages are credential for giving opinions.	Comprehension of economy limited by their points of view.
Premediation		
/	Trump's agenda is a threat for future generations. USA President will attempt a coup.	Bolsonaro's minions are on their knees for Trump, and they will cause unemployment and tax rises.
Choice of words to devalue "the other side"		
/	Menace, Dark Future, Nazism, Fascist trance, Toxic, A coup in progress, Nightmare	Lies, amateurs, crazy, unstable, arrogance, reckless. "[Bolsonaro is] candidate for Trump's pet-dictator"
Identification of 'the other' or 'the enemy'		
Use a General from the Army, who attempted against democracy, as example of rich people being affected by Income Tax new Policy.	Make connections between Trump's actions and far-right politicians and entrepreneur who support him.	
"Us against them"		
Criticise mid-class people that believe are rich.	*/*	Criticise rich people for their supposed opposition to public interest. Validate the divisional discourse.
Other discursive marks		
Highlight government's positive measures - Tributary Justice - Maintenance of social policies They never analyse the public debt course (not even to refute)	Focus on left-oriented discourse - climate change - big techs power and regulation	Commentators praise Lula's and Brazilian Gov. immediate response. Highlight other merits of government, such as the new Income Tax policy.

Os Pingos nos Is

Fiscal Packages	Donald Trump Inauguration	50% Tariffs
Premediation		
The most creative speculations made by stock market agents are assumed as real		Brazilian economy will collapse due to Tariffs.
Choice of Words to disqualify the “other side”		
“The leftists hate numbers” - Insanity, amateur, not serious, disaster, illusion.	**minimise most controversial posture of allies	Disastrous diplomacy. A tragicomic effort to make BRICS relevant.
Construction of Narratives: Partial facts and misleading interpretation		
- Fiscal Crises in 2023 (don't mention it was due to Bolsonaro's electoral events). - Reduction of work journey will reduce productivity. - Bolsa Família programme leads people to give up work.	- Trump is suffering a political persecution. - Climate change and human rights are “discourses” against progress	- Commentators assume allegations in the letter are true. - The case big techs - Denial of Eduardo Bolsonaro's actions - Brazilian foreign policies and connections – China, globalism and communism – is cause. - Brazil attacks on American Companies. - Lula is the motive of Trump's fury.
Unnegotiable defence of Minimum State		
Criticism of any Brazilian government act towards the most poor population	Light criticism on Trump's protectionist position It's a final campaign act	Mentions to how tariffs mean more taxes for American citizens
Populism: changes on the Income Tax will not benefit the most vulnerable population		

Os Pingos nos Is

Fiscal Packages	Donald Trump Inauguration	50% Tariffs
“Us Against Them”		
Identification with “common, mid-class people” “We, the common people, are the market” and will not benefit from those matters	Political left is always associated with the loss of liberties • Due to minority rights, regulations (big techs and climate)	
Projections and Recognition		
	Compare Trump’s positions with Brazilian affairs • Convergences with Christian-Conservatism views • Bolsonaro and attempted coup.	They see a chance to defend Bolsonaro.
Other Strategies		
•	• All interviewees are pro-Trump	• All interviewees are from Bolsonaro’s political party
When confronted with the unexplainable, commentators return to “preferred themes”: taxes, violence, corruption and family values.		

Market Makers

Fiscal Packages	Donald Trump Inauguration	50% Tariffs
Premediation		
- Situation can be much worse – and they threaten it will be – so government must make the fiscal adjustments the Market wants. - Only a right-oriented candidate for presidency will be able to solve all problems	- Foresee Trump's action devaluing the American Dollar as one among other measures do solve USA growing debts. - They assure Lula will be defeated in 2026.	- Lula's gov. will make a Deamon out of the fiscal - Tarcisio victory for presidency in 2026 will improve our relations with Trump.
Choice of words to devalue the “other side”		
“irresponsibility”	“a drastic worsening” in Fiscal situation - Lula is living “out of time”, “in the past” - Trump is a lion, so we must be quiet.	- Workers' Party working groups don't achieve results. - Government protects street pickpockets.
Construction of Narratives: Partial facts and misleading interpretation		
Partial facts and misleading interpretation Condemnation of income tax new policies without mentioning that the interviewees and presenters are on the other side	- Trump's aggressive mode of negotiation is reasonable and effective. - Biden tried to destroy the Crypto economy.	- Falsely state that Brazilian gov. defends Hamas and recognized the results in Venezuela - Brazil in engaged in a Tariff War since 1970's, and now is “poking” US every possible time, always choosing an opposite position on purpose - Criticize 2023 expenditures without mentioning it was due to Bolsonaro's electoral events.
Unnegotiable defence of Minimum State		
social programs are electoral tools	- Governments that try to regulate technology are anti-progress. The reason: crypto coins will make a unified world free from Nations interferences. - Current fiscal policy in Brazil, focused on social investments and income redistribution, is too risk.	Individual income in Brazil is too high, and unemployment is too low, and that's bad.

Market Makers

Fiscal Packages	Donald Trump Inauguration	50% Tariffs
Clearly identified enemy		
Worker's Party, Lula	Lula's government (unable to deal with Trump; bad communication; reckless economic measures). - Workers' Party is destroying Haddad's credibility.	Workers' Party
Generalised other/enemy		
- Leftists are irresponsible - It poses a peril to read books written by leftist economists	Left (represented by Biden) is irresponsible	"All the bad in the World", such as China and Russia
Limited vision of society		
	2024 was a bad year for those (Brazilian) who couldn't invest abroad – as if every Brazilian has money to invest!	Government doesn't understand that people don't want assistances from the Estate.
Other strategies: Change of Subject		
	They focus on PIX fake news and the matter of new Income Tax Policies	Bolsonaro is not addressed during the show, although being the first demand on the letter.
Self Recognition		
Condemn the new Income Tax policy as if it will be bad for public debt, but actually they are going to pay more taxes over income.	- They are all being "destroyed" by monetary policies that prevent to increase revenues from investments - Positive journey - Interviewee supported progressist politicians but "came to reason" now.	Feel relieved that it seems the end of Lula's era – what is good for their businesses.



Podcasts as reverberation chamber

Instance of circulation in a “forward flow”

Past and future are reconfigured in discourses made up from fragments and revisions

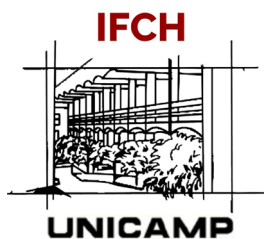
Strengthening of ideas/ideologies by repetition

Strong class bias focusing on fractions of the middle class

Podcasters' credentials based on a **narrative** constructed out of the reality.

Thank You!

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