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**CHICO MENDES'S CASE: AN INVESTIGATION INTO
ONLINE NEWSPAPERS**

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ABSTRACT

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UNIVERSIDADE FEDERAL DE SANTA CATARINA
2012

Adviser: Viviane Maria Heberle, Ph.D.

Chico Mendes was a Brazilian rubber tapper and environmentalist who fought against the deforestation in the Amazon region. He was killed in 1988 by landowners who accused him of stopping the progress in the area. After his death, the press, especially the international one started spreading his case, which promoted Chico Mendes' fight to the whole world. Because of the relevance of Chico Mendes's case this work investigates 6 (six) articles published by the online newspapers, *BBC*, *Folha de São Paulo*, and *The New York Times* regarding Chico Mendes's case from the years of 1988 and 2008, to analyze the linguistic and sociocultural meanings surrounding Chico Mendes's case disclosed by the media. The present study acknowledges as main theoretical analytical tools the theories of Critical Discourse Analysis (Fairclough, 1995; 2003; 2006), Systemic Functional Linguistics (Halliday & Matthiensen, 2004), and a sociological perspective based on Sachs, (2007), Bauman, (1999), and Santos, (2000). The results revealed that Chico Mendes is seen as the main leader of the rubber tappers' cause by the media because of his fight against deforestation.

Keywords: Chico Mendes. media. CDA

RESUMO

O CASO CHICO MENDES: UMA INVESTIGAÇÃO EM JORNAIS ONLINE

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2012

Adviser: Viviane Maria Heberle, Ph.D.

Chico Mendes foi um seringueiro e ambientalista brasileiro que lutou contra o desmatamento na região amazônica e que foi morto em 1988 por proprietários de terras que o acusavam de impedir o progresso na região. Após sua morte, a imprensa, especialmente internacional começou a divulgar seu caso, o que promoveu a luta de Chico Mendes no mundo todo. Devido à relevância do caso Chico Mendes, esse trabalho investiga 6 (seis) artigos publicados pelos jornais online, *BBC*, *Folha de São Paulo*, e *The New York Times* dos anos de 1988 e 2008, de modo a desvendar os significados linguísticos e socioculturais em torno caso Chico Mendes divulgado pela mídia. O presente estudo reconhece como principal arcabouço teórico os preceitos da Análise Crítica do Discurso (Fairclough, 1995; 2003; 2006), Linguística Sistêmico-Funcional (Halliday & Matthiensen, 2004), e a perspectiva sociológica com base em Sachs, (2007), Bauman, (1999), e Santos, (2000). Os resultados revelaram que Chico Mendes é visto pela mídia como o principal líder da causa dos seringueiros devido a sua luta contra a destruição da floresta.

Palavras-chave: Chico Mendes. mídia. ACD

ABBREVIATIONS, FIGURES AND TABLES

ABBREVIATIONS

CDA: Critical Discourse Analysis
IBRD: International Bank for Reconstruction and Development
ICMBio: Instituto Chico Mendes de Conservação da Biodiversidade
IMF: International Monetary Fund
Resex: Reserva Extrativista
SFL: Systemic Functional Linguistics
UC: Unidade de Conservação
WTO: World Trade Organization

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CHAPTER 1

Introduction

“Não quero flores no meu enterro, pois sei que irão arrancá-las da floresta. Quero apenas que o meu assassinato sirva para acabar com a impunidade dos jagunços sob a proteção da Polícia Federal do Acre que, de 1975 para cá, já mataram mais de 50 pessoas como eu, líderes seringueiros empenhados em defender a Floresta Amazônica e fazer dela um exemplo de que é possível progredir sem destruir. Adeus, foi um prazer. Vou para Xapuri ao encontro da morte, pois dela ninguém me livra, tenho certeza.”

Chico Mendes (Ventura, 2003, p. 67-68)

1.1 Initial Remarks

News are becoming quickly spread nowadays, especially due to the Internet which has a relevant role in the dissemination of facts, and somehow helps readers and newsmakers to be easily and simultaneously interconnected to the time of the event. Different channels of communication also provide readers with a range of possibilities to access information, mainly due to the emphasis that is given to news today. In this respect, Silva (2011) explains that the increase of production and consumption of news is a direct consequence of human relations. He explains:

By using spoken, written, visual or digital media, from hieroglyph to multimedia, humankind has been developing news reporting in large scale to attend to the expectancy of the growth of the global relationship (ibid:15).

As Caldas-Coulthard (1997) mentions, different kinds of resources and technologies improve the way we communicate with each other and they are responsible for the explosion of media in our day to day life. As she points out, the more readers in general keep being exposed to media information, the more they are capable of making reasonable connections to what is produced and spread into society by the press in terms of message and content; consequently, once readers

are exposed they become aware of institutional discourses, such as those pertaining to education, politics, and the media.

Caldas-Coulthard (1997) also states that “news is a very specific example of language in use” (p.12) because it takes into consideration the way people live and interact in their milieu, and represent their values and beliefs through news reports, which are inherently related to the society and social practices. Likewise, it is through language that it is possible to produce media texts and perpetuate power and control in our society. Thus, as discourse analysts we cannot disregard the linguistic-oriented analysis from the ideological perspective that is embedded in texts, especially those produced by the media, i.e., the “linguistic system is not ‘neutral’ and the content of newspapers is not about facts, but it reflects ideas and beliefs of an institution” (Caldas-Coulthard, 1997, p. 31).

In this respect, Silva (2011) argues that institutions in charge of power in our society use their voices to influence readers by means of the linguistic choices imbricated in their texts, and thereby, he emphasizes the importance of an awakening for a critical consumption of media texts in order to expose consumers to a state of awareness about the importance of discussion on power relations in journalistic medium as Silva (2011) states:

The discussion of power relations between newspaper institutions and their readership aims to depict the social practice of journalism as an instrument for the construct of power imbalance (p.07).

Nowadays comparisons between digital and printed media are in evidence, because inevitably people keep seeking answers to the path that the news makes until the intimacy of their homes. Whereas digital newspapers reach the public differently in terms of speed, interactiveness and simultaneity, printed newspapers have a different format that does not allow readers to search quickly for the headlines that interest them the most, for instance. Likewise, the chances of loss and delay are bigger because of the way they are distributed. Besides, online content offered on websites allows a wide spread of local events into a world context. In other words, news from a remote area can reach different public worldwide.

Furthermore, online newspapers offer several tools of search, accessibility, *real-time* updates, and the great possibility of being

inserted in different cultures worldwide. Still, online newspapers have become a widely used source of information as a result of its power range, which provides fresh news everywhere. As Silva (2011:16) indicates, “the substantial aim of international news is to inform the readership about the present time events around the globe”.

Following this view, the perspective adopted in the present study regarding ideology in the media discourse comes from the idea that all texts are ideologically-oriented since they are a production derived from human beings, as a way of expressing their personal points of views and beliefs; consequently, a linguistic investigation over the journalist’s choices is necessary to establish precisely the kind of information that has been produced by the media and spread into society. Thus, the linguistic analysis in the present work will be carried out theoretically based on Critical Discourse Analysis and Systemic Functional Linguistics, as social semiotic resources, and tools of investigation, as it will be explained in the later sections of this chapter.

In this respect, the analysis in this thesis takes into account an ideological perspective, since according to Van Dijk (2000) “we need to ‘see’ ideologies expressed or lived by social actors, and ‘to work’ in concrete situations, that is, in everyday social practices” (p.06), which applies to the idea proposed by this thesis in proceeding with an analysis of the media texts regarding Chico Mendes’s case.

1.2 Background on Chico Mendes’s case

Chico Mendes was a rubber tapper, an environmentalist and a union leader from Xapuri in the state of Acre in North Brazil who became known firstly outside our country because of his fight against deforestation in the Amazon region as a consequence of livestock farming that has been practiced for several years in the area by the ranchers who own large tracts of land attracted by the low prices and the lack of monitoring of the forest areas. Chico Mendes became recognized by his ecological activism in the Global 500 Award in New York City, which is considered an important award for all the environmentalists that have struggled for nature. He was honored for his attempt to preserve the Amazon, and his claim for better living conditions to the local workers from Xapuri in need of schools and hospitals. In 1975 he became the Secretary of Rural workers’ Union, and in 1977 he was elected town counselor by the political Part MDB. He was also the founder of the Labour Party (Partido dos Trabalhadores) in Acre. After he became known for his fight in defense of the rural workers and in

favor of the Amazon region he started receiving several death threats from farmers in the area concerned with the repercussion his protests caused; consequently it made him one of the main target of ranchers concerned with maintaining their profitable business without worrying about preservation or sustainability (Allegretti, 2002; Ventura, 2003).

After several death threats, Chico Mendes was killed in his hometown in December, 1988; Allegretti (2002) points out that his death was against all the other deaths of rubber tappers and union leaders that happened before him which gave even more notoriety to his cause and the Amazon cause promoting a huge debate among scholars and authorities in Brazil and in other countries. His death promoted a furor especially in the international media that believed his death was seen as neglect by the authorities that did not provide him enough protection. It is known that several rubber tappers and union workers have been killed in the Amazon region because of land disputes. To illustrate that, Allegretti (2002) mentions that eighty rubber tappers were killed in the same year Chico Mendes died. As the rubber tappers were being expelled off their lands, numerous disputes between rubber tappers and ranchers happened in the area. Chico Mendes not only claimed for preservation in the forest area, but also did it peacefully, i.e. rubber tappers guided by Chico Mendes found a way to manifest their opinion through the 'empates', name given to the way the local workers found to stop deforestation by standing in front of the trees to avoid them from being cut down, thus this way local ranchers were unable to continue the deforestation. Many changings were observed in that region after Chico Mendes was killed as a consequence of the exposure of his case into the international press.

With his death, the areas that were vacant in Acre started being regulated by the Brazilian government as suggested by Allegretti (2002) who asserts that the areas in conflict around Xapuri were under the governmental protection, and nowadays are named Reservas Extrativistas (abbreviated Resex) managed by Instituto Chico Mendes de Conservação da Biodiversidade (abbreviated ICMBio), as I will develop more on the next chapter. As a result of his death, Chico Mendes's killers were judged and condemned by the Brazilian Justice, which back at the time was seen as a great achievement in terms of law enforcement in Brazil and especially in that remote area. According to Arima et al., (2005), livestock farming in North Brazil is motivated by the low prices of lands, weather conditions that facilitate the process, and high profitability. As livestock farming is a very common unsupervised practice by Brazilian authorities in that region, landowners

spread their cattle in the region without caring about environmental policies that most of the time are forged. In other words, lack of supervision by Brazilian authorities is pointed out as one of the reasons deforestation still occurs in Brazil, as stated by Arima et al, (2005: 53):

A governmental intervention would be necessary to reconcile livestock farming with preservation (...) the risk of losing the biodiversity is increasing due to years of deforestation (p.53)¹.

1.3 Purpose of the thesis and research questions

This thesis consists of a qualitative research on media discourse in relation to the representation of the Brazilian rubber tapper Chico Mendes in 6 (six) articles by *BBC*, *Folha de São Paulo*, and *The New York Times*, which attempts at coming to an understanding of Chico Mendes's case, in order to understand how he was portrayed by the press. However it is not my intention here to reflect upon Chico Mendes as a politician during the time he was town counselor in Xapuri or when he joined the Labor Party (Partido dos Trabalhadores) in 1980, but solely to contribute to studies concerning the media, environment and language, since I focus on Chico Mendes as a social actor, an ecological activist or perhaps a martyr.

Also, I find it relevant to carry out a linguistic investigation of the online press taking into consideration the relevance of a cross-cultural analysis observed from the perspectives of three different newspapers regarding Chico Mendes' case. The present study takes into account both a sociocultural as well as a linguistic perspective, which will hopefully provide consistent material to demonstrate how language is used to construct Chico Mendes's identity. Thus, the relevance of this research from the perspectives of Critical Discourse Analysis and Systemic Functional Linguistics is to promote an interdisciplinary debate among correlated areas approached here, as well as to contribute to the Graduate Program at this university, once I focus on a broad research field such as the entrenched Brazilian problem of exploitation of the Amazon rainforest, the murders of local workers that go unpunished in the Amazon region and the deficiency of rigorous monitoring of the forest by Brazilian authorities.

¹ This translation and all the ones from Allegretti (2002), Arima (2005), Bauman (1999), Sachs (2007), Santos (2000), Ventura (2003), are mine.

Moreover, as a member of a research group that investigates discourse present in society, namely NUPDiscurso, I find it important to contribute to the group I am part of in order to promote a reflection upon language in our contemporary society as well as to contribute to the range of research being conducted in our group related with social theories and discourse.

Thus, this study pursues answers to the following questions:

(RQ1) What lexicogrammatical choices are used to describe Chico Mendes?

(RQ2) What lexicogrammatical choices are used to describe the other participants in the case, such as Brazilian authorities, Chico Mendes' killers, and rubber tappers)?

(RQ3) Taking into account the lexicogrammatical choices, how are ideological viewpoints constructed by the three newspapers?

(RQ4) What kinds of social and power relations are involved in Chico Mendes' case?

1.4 Method

As I intend to analyze how Chico Mendes is represented by the online newspapers on the grounds of a socio-environmental perspective related to the broad discussion about sustainability, globalization and language and power, I use Critical Discourse Analysis (henceforth CDA) and Systemic Functional Linguistics (henceforth SFL) to guide me throughout this investigation, in order to provide me with an interdisciplinary tool. For this reason, all the data is analyzed through a macro and micro level so that the results may promote a debate and an understanding of Chico Mendes's identity as social actor based on the perspective adopted here, as mentioned previously. In a macro level, I tackle the data through the precepts of globalization in contemporary societies according to the studies of the scholars I mention below. In a micro level I approach the data based on the analysis through the Transitivity system based on SFL, as previously mentioned.

The first part of the investigation consists of analyzing the selected articles in a macro perspective as proposed by Bauman (1999) and Santos (2000). I also look at the data taking into account the socio-environmental perspective to enrich this research provided by Sachs (2007). Then, a social semiotic perspective is taken by using the Transitivity system as developed by Halliday (2004) on the grounds of

the SFL, as mentioned above. The use of SFL in my analysis allows me to locate exactly what is said in relation to Chico Mendes's case and understand the whole picture based on the linguistic evidence, since according to Halliday (2004, p.19) "a characteristic of the approach we are adopting here, that of systemic theory, is that it is comprehensive: it is concerned with language in its entirety (...)".

1.5 The corpus

The data consists of six articles retrieved from the online newspapers *The New York Times* (<http://www.nytimes.com>), *BBC* (<http://www.bbc.co.uk/>), and *Folha de São Paulo* (<http://www.folha.uol.com.br/>). The main reason for choosing online newspapers relies on the easy access to find the articles related to Chico Mendes's case back to the late 80's, as I could not have access to their printed version. Despite the availability of the material on the Internet, there were not enough articles from the same newspaper about Chico Mendes's case, which explains why I have chosen three different newspapers for the analysis. All the articles were collected in 2009, except the one taken from the *BBC* website which was retrieved on May, 2011.

The articles from *BBC* were retrieved from the *BBC* website in May 2011, and were taken from the section called *News* which provides information from all over the world. They are the following: *The life and legacy of Chico Mendes* published on December 22nd, 2008 composed of 767 words, and *Brazil remembers slain activist* published in December 23rd, 2008 composed of 391 words. The articles from *Folha de São Paulo* are the following: *Comissão anistia Chico Mendes com R\$ 337 mil; viúva receberá R\$ 3.000 mensais* published on December 10th, 2008 is composed of 203 words, and *Chico Mendes é "Che Guevara da era ambiental" diz "Guardian"* published on December 22nd, 2008 is composed of 456 words. Lastly, the articles from *The New York Times* are the following: *Brazilian who fought to protect the Amazon is killed* published on December 24th, 1988 is composed of 1010 words, and *Brazil burns the future* published on December 28th, 1988 is composed of 399 words.

1.5.1 The criteria for the selection of the corpus

The reason I chose the above mentioned newspapers is first of all, due to the fact that they were the only ones that had information regarding Chico Mendes's case to proceed with this analysis, i.e. the newspapers aforementioned were the only ones that had published online articles about Chico Mendes's case. I also chose the articles according to the years of greatest relevance to Chico Mendes's case. In other words, I chose the articles published in 1988 as the ones from *The New York Times*, because it was the year Chico Mendes was killed and his death reflected intensively in the international press, whereas the articles published in 2008 were chosen because they represent the resistance and strength of Chico Mendes's case, even though twenty years had passed after his death. Likewise, much has happened in terms of ecological awareness, and strengthening of environmental protection laws, as a consequence of Chico Mendes' fight against disorderly exploitation, at least in Brazil. Also, his case reflects the increasing attention given to local problems nowadays as a consequence of globalization and its outcomes, as pointed out by Bauman (1999).

I also made a personal choice when I decided to talk about Chico Mendes's case, since I came from the Amazon region, more specifically the State of Maranhão. As Chico Mendes is considered a leader in my region, I decided to investigate his case regarding his fight against the destruction of our natural heritage.

Thereby, considering the importance and the peculiarities of each newspaper, I briefly discuss each online newspaper chosen for this analysis in order to reveal detailed characteristics of the corpus.

1.5.1.1 BBC

According to the *BBC* group in their website, the *BBC* brand is considered to be the most popular content website in Europe, and its goal aims at informing, entertaining and educating people worldwide. The article named *The life and legacy of Chico Mendes* published in December, 2008 reminds the audience about the rubber tapper trajectory until his death in 1988, and highlights the lack of social justice, as well as it pays a tribute to his achievements. The second article named *Brazil remembers slain activist* published in the same year discusses the pressure involving Chico Mendes's death in relation to the Brazilian government.

1.5.1.2 Folha de São Paulo

While the international press released a considerable amount of information about Chico Mendes's case, Brazilian newspapers, as far as I consulted their online's archive did not publish any kind of report about Chico Mendes.

For this reason, I chose Folha de São Paulo's articles published in 2008. The first one is named *Comissão anistia Chico Mendes com R\$ 337 mil; viúva receberá R\$3.000 mensais* retrieved by the section *Poder* calls attention for the credits they give to Brazilian Judiciary in the name of Minister Tarso Genro and the monthly payment received by Chico Mendes' widow.

Chico Mendes is mentioned in another article published in the same year named *Chico Mendes é 'Che Guevara da era ambiental', diz "Guardian"* which is based on the information provided by the British newspaper *The Guardian*, as a primary source.

1.5.1.3 The New York Times

The articles were both published in 1988, the year Chico Mendes was killed and when the international furor with his death began. The first one is a three-page article named *Brazilian who fought to protect Amazon is killed* and it was taken from the section *World*. The article was signed by Marlise Simons, the newspaper's correspondent in Brazil at the time Chico Mendes was killed. The second article, named *Brazil Burns the Future*, and published in the section *Opinion*, expresses the newsmaker's voice and it was released four days after Simons' article. Both articles demonstrate deep knowledge of Chico Mendes's case and lack of responsibility of Brazilian authorities.

1.6 Procedures for the analysis

In order to discuss issues related to the sociocultural meanings, I investigate the data relying on studies on a socioenvironmental perspective, globalization, CDA, and SFL. Before the linguistic analysis, I discuss the data relying on a postmodern perspective of globalization which I consider to be the macro level. Then, a brief description of the Context of Situation is made to enlighten readers with the aspects of Field, Tenor and Mode. For the linguistic analysis, more specifically the transitivity analysis based on Hallidayan grammar, each of the six articles was separated into clauses and properly analyzed

through the Transitivity system. The analysis consist of separating each clause into participants, processes and circumstances realized by a nominal group, a verbal group and a prepositional phrase, respectively. After determining each kind of process and its respective participant the data is numerically quantified in percentage which helps to understand how Chico Mendes's case was approached by the media. From that point on, the data and the numbers found are discussed.

1.7 Organization of the thesis

This thesis is structured according to the following schema:

In **Chapter 1** I introduce the main topic of my analysis, defining the methodological procedures, the data and the criteria I used to select them, as well as the purpose of this investigation, and the research questions that will guide me throughout the analysis.

In **Chapter 2**, I provide the information in terms of theoretical framework, which is based on CDA, as theorized by Fairclough (1995, 2003, 2006), studies on environment and sustainability proposed by Sachs (2007), and reflection on globalization in postmodern society taking into account the perspectives of Bauman (1999) and Santos (2000), and finally SFL following basically the Hallidayan (2004) perspective.

In **Chapter 3** I describe and analyze the data from *BBC*, *Folha de São Paulo*, and *The New York Times*, on a macro and micro analysis, and I also discuss the results based on the theories I mention in the Review of Literature section.

Finally, in **Chapter 4** I conclude the thesis and I make some suggestions for further research.

CHAPTER 2

Theoretical Framework

“Yet they use the language. And yet it does its job.”

Geoffrey Nunberg – Stanford University
<http://www.wix.com/tradmedia/lingforense>

2.1 Initial Remarks

In this chapter, first I exploit some background on environmental studies according to Sachs (2007), as a supportive perspective to proceed with the investigation upon Chico Mendes’s case and the international concern about the environmental issues related to the preservation of the Amazon rain forest in Brazil. Likewise, I discuss the concept of globalization according to the sociologist Zygmunt Bauman (1999), and the Brazilian scholar Milton Santos (2000) so as to provide a fruitful dialogue regarding Chico Mendes’s case, as portrayed by the media, taking into account a perspective based on the analysis of the causes and effects engendered by globalization.

I also give emphasis on the main theoretical framework used to guide the analysis throughout my work, on the lights of Critical Discourse Analysis – CDA (Fairclough, 1995, 2003, 2006) and Systemic Functional Linguistics – SFL (Halliday, 2004; Eggins, 2004). Then I present a concise review of some studies conducted at PGI related to the analysis carried out here.

2.2 Understanding the Amazon region

In 2007, the Brazilian Federal Government created the autarchy Instituto Chico Mendes de Conservação da Biodiversidade (abbreviated ICMBio) connected to the Ministry of Environment (Ministério do Meio Ambiente), in order to promote the administration of the Unidades de Conservação (henceforth UCs). In a broad sense, the ICMBio aims at protecting and managing the UCs all over Brazil, since these areas carry an important ecological value. According to the information provided at ICMBio’s website (<http://www.icmbio.gov.br/>), the Amazon region corresponds to the area of 4.196.943 km² or 49,29% of Brazilian

territory and it spreads along nine States: Amazonas, Acre, Amapá, Pará, Roraima, Rondônia, Mato Grosso, Maranhão e Tocantins.

Right after Chico Mendes's death, union leaders, local workers, rubber tappers, activists and the international press exerted pressure on the Brazilian Government to legislate over the lands that were being destroyed (Allegretti, 2002). Thereby, as a result of many claims, the UCs were created through a decree signed in 1990, by the President of Brazil back at that time, José Sarney. In this respect, Becker (2005, p.71) argues that the Amazon region has been monitored by other countries, because of the relation between power and geographical space, which explains the sudden interest of international press over environmental issues in Brazil, as well as the interference and the international lobbying on national issues over the years.

Furthermore, the Amazon has faced problems such as the territory's occupancy and the region has suffered serious conflicting interests from other countries, which entails that the national decisions are taken based on international pressure (Becker, 2005). One of the biggest challenges nowadays is the promotion of economic development in the Amazon region without depleting the resources available in nature. Thus, I may say that the conference that happened in Rio de Janeiro in 1992, known as Eco-92 is the starting point for discussions on tendencies concerning environmental issues especially for Brazil engaged by Brazilian authorities, and also artists and supporters of the environmental cause, as pointed out by Becker (1994).

2.3 Reflections on Globalization

In this section I show two perspectives about the globalization process: one taking into account Milton Santos' view (2000) and Zygmunt Bauman's view (1999).

Santos (2000) fosters the idea that the decadence of the human sciences is based on the prominence that is given only to the economic dimension in society contributing to the competitiveness and social inequalities as we observe today all over the world, as a global tendency. Santos (2000) establishes that the world can be divided into three distinct forms: first the world can be seen as a fable, because it is not real, but fragmented and mediated. People are induced to believe that globalization is irreversible and the benefits are equally distributed. The second type of world is the real one, because it is centered in the economic relations then vicious and perverse. Lastly, the author considers that it is possible to exist a different approach to globalization,

which may possibly change the current models we are inserted in nowadays. According to Santos (2000) “History is controlled by the great owners of *real-time* who are concomitantly the owners of velocity and the authors of the ideological discourse (p.28), which entails that power in our contemporary society is dependent on several factors, such as the domain of information, as well as the control of time and space, and capital monopoly as already mentioned.

Santos (1999) still defines the amassing of wealth and media empowering as the biggest tyranny in our societies, since they are responsible for influencing people’s lives and their characters, shaping their *ethos*, but also because they facilitate the emergence of new totalitarianisms, such as globalization, because it is through the media that the manipulated information reaches people trying to convince them of the discourse in its ideological form, instead of informing or enlightening them. Likewise, Santos (1999) asserts that information nowadays has two distinct sides: on the one hand it tries to instruct people and inform them of what is happening all over the places, but it also tries to convince people of the truth (media truth) and establish the order according to parameters of hegemonic actors on behalf of their personal interests. Still, Santos (1999) warns us that not only the flow of information and the media mechanism of persuasion are important nowadays, but also money and all the relations that involve it among countries. Because of that, money brings competitiveness that leads us to poverty and inequalities.

Similarly, I understand the process of globalization under the idea proposed by the sociologist Zygmunt Bauman (1999) who makes a relevant contribution to the social analysis of globalization focusing especially on the economy, the politics, and the social classes. According to Bauman (1999) the compression of time and space in contemporary societies is an offspring of globalization, which affects the decisions taken by this new version of absentee landlords, who may be geographically distant at the time of the decisions-making, but they are powerful investors due to the mobility they have and the access to several enterprises. Immobility today is not a valid option anymore, because even if we are physically static, the world around us keeps moving, news keep coming, information keeps surrounding us, there is no way we can escape from globalization. To Bauman (1999, p.8) “being local in a globalized world is a sign of social deprivation and degradation”. Yet, the spatial dimension is one of the determiners of power, for instance, mobility in postmodern societies is becoming a determining factor of achieving power and influencing society

politically, financially, culturally, and so forth. Moreover, he states that “whoever is free to runaway of locality is free to escape from the consequences” (p.16), since the most important decisions can be taken everywhere, instead of being centered in one location considering that the decisions belong to those who are in charge of money and information. While the investors are celebrating the profits from globalization, the consequences for many citizens are destruction, social differences, and exclusion. Bauman seems to challenge us by raising questions instead of answering them, and offering the readers the possibility of understanding globalization through critical eyes. According to Bauman (1999) more important than answering questions is making them, otherwise we pay silence with human suffering.

Globalization has received much attention within the academic environment, and in several other spheres of our society, such as governmental agencies, non-governmental agencies, the media, and in everyday-people's life (Fairclough, 2006). This prominence that is given to globalization is what makes the term globalization so popular these days, fostering an enormous discussion around the issue without understanding it as a whole, or even the consequences that come from its sudden appearance and interest nowadays.

An important offspring of globalization is the globalist tendency. The term *globalism* as proposed by Steger (2005, cited in Fairclough, 2006) indicates that globalization conflates a series of misconceptions, such as the integration of markets, inevitability and irreversibility, and the absence of a real actor in charge of the process, just to mention the most relevant claims that relate to this piece of research. The first misconception presents itself commonly in globalist texts, reinforcing the idea of free markets without the state's interference, based on the neo-liberal tendency supported by several agencies in charge of world power, such as the IMF, WTO, the World Bank, and so forth (Fairclough, 2006). The second concept rests upon the idea of inevitability and irreversibility of the process of globalization. In fact, globalism is a strategy that deceives through consolidation inequities promoted by a limited and privileged class or dominant group.

By contrast, an important triumph of contemporary globalization is the advance of technologies, especially to the media departments, which contributes to reach people and disseminate the discourse of globalism, which according to Fairclough (2006, p.35) “construes globalization as a progressive harmonization especially with respect to a new-liberal free market”. It seems a consensus among

different scholars, especially the ones aforementioned, that several features in discourse can show that the globalist tendency works on people's beliefs and values in a powerful way.

For instance, Fairclough (2006) in accordance with Santos (2000) brings light to the discussion regarding the term 'global village'. Traditionally, global villages are publicized by the mass media as a positive consequence of globalization because they show how the process of globalization diminishes the distances between people through mediation emphasizing the idea that the dimensions of time and space are being suppressed, and they are no longer an issue to be concerned about, as previously stated.

However, as discourse analysts we should be aware of the effects of the discourse of globalism on the readership/audience, as it contributes to mask the inequalities around the world. Some consequences of globalization scrutinized here are easily digested in our society because of the spread of the globalist discourse that influences the masses and make people believe through consent without questioning that changes in our society affect us all positively and equally. Furthermore, the advances achieved with the development of cybernetics and information technology in our contemporary societies contribute to the strengthening of the media, once we are physically distant, but no longer distant in time, which accelerate the dissemination of the facts.

In view of reflecting upon Chico Mendes' case I rely on the issue of globalization in our contemporary societies because it allows me to investigate the newspapers' articles through a solid theoretical perspective that incites a fruitful discussion involving the struggle against destruction of Amazon's resources, and some of the precepts of the process of globalization that influences the media in publishing about Chico Mendes's case.

2.4 Media studies and ecodevelopment: contributions to the present study

I found it important to briefly discuss the theories I had studied during the course 'Desenvolvimento e Meio Ambiente' offered by the Department of Sociology and Political Science (Departamento de Sociologia e Ciência Política) at UFSC taught by Professor Paulo Vieira, which has contributed enormously to my investigation, once I analyze the data both linguistically-oriented and sociologically inspired, as a way to give me the support I need to understand the whole process

of exploitation in the region of the Amazon, especially towards Chico Mendes' case. The course provided me with a broad knowledge in relation to the socioenvironmental crisis based on the studies of the socio-economist Ignacy Sachs (2007) which encompasses the environmental perspective based on the precepts of development in the society without destruction of the nature, aligned with the idea of globalization proposed by Santos (2000) and Bauman (1999), previously mentioned.

In terms of media studies and ecodevelopment, I start with a brief overview of the discussions about the environment, and the consequent increasing of awareness of the environmental crisis, globally speaking. The contemporary concerns about the socio environment are responsible for the increasing debate among the scientific community and among the general public in several societies (Vieira, in Sachs, 2007). These socioenvironmental concerns also influence changes in legislation and contribute to the efforts that governments have been making to include environmental issues in their agendas. Initially, the term 'ecodevelopment' was developed by Ignacy Sachs after the Stockholm Conference in 1972. As a result of the fruitful discussion that took place in the Conference, the scholars started improving the idea of 'ecodevelopment' and thus the term 'sustainable development' was firstly coined in 1987 by the Brundtland Commission in the report named 'Our common Future' which was presented during the United Nation Assembly (<http://www.un-documents.net/wced-ocf.htm>). The emphasis of the Brundtland report is on the concept of sustainable development, which implies development concerned with the current needs without compromising future ones, and additionally it aims at promoting a balancing between human beings and nature. Bearing in mind Sachs's pioneering work, it is important to mention that the term ecodevelopment is guided by a set of ethical principles, such as (i) economic efficiency, (ii) social justice, and (iii) ecological prudence (Sachs, 2007, in Vieira, 2007). Furthermore, the ecodevelopment policy aims at balancing the economic growth with environmental concerns. In this sense, Vieira (2007) argues that some actions should be taken into consideration, as the reduction of unnecessary consumption and the wasting of natural resources, since they are considered finite. Thereby, Vieira states that:

Ignacy Sachs recognizes that the Stockholm Conference contributed significantly to the first institutional reforms taken by governments which

are part of the United Nations stimulating the development of specialized departments to face the socioenvironmental crisis (2007: p.18).²

The effects caused by the anthropic action, i.e. caused by human beings upon the environment are widely known in the scientific community. Sachs (2007, p. 44) points to the consequences of poor planning and irresponsibility of authorities at global level, since they fail to notice ways of combating environment degradation, such as:

Badly conceived irrigation projects can cause soil erosion, (...) endemic diseases, degradation of aquatic ecosystems, destruction of species and proliferation of others. Besides, erosion and climate change may be caused by overgrazing and deforestation.

In this sense, the environmental injuries occurred in the past years are caused by: (i) inadvertency, (ii) convenience, or (iii) lack of sociological imagination. The injuries above mentioned depict the neglect of authorities and the deficiency of the public participation in the decision making. Moreover, civilians' participation is an attempt to guarantee changes and improvement in the quality of management environmental planning. As pointed out by Sachs (2007):

A significant number of opinions can only be collected after a long process, in which people are encouraged to consider new alternatives and understand their consequences. The opening of a set of options must accompany the opening of a set of opinions. (p. 50)

Thereby in relation to environmental planning, I consider it important to describe each kind of environmental degradation in order to provide a major understanding of how the process of exploitation takes place in the Amazon region. Firstly, I begin with degradation by (i) inadvertency, which is considered the most common one; the ecological impact is not easily identifiable by the projects' planners. In addition, ecologists who are the main expert in projects involving economic development and environment are not usually previously invited to be a

² This translation and all the ones from Allegretti (2002), Arima (2005), Bauman (1999), Sachs (2007), Santos (2000), Ventura (2003), are mine.

planner in the project; however, when the environmental damages are too severe, the ecologist may be convened in order to repair the damages. Thus, the higher the dimension of the project, the bigger the difficulty of identifying the impact it can cause in an extensive area. For instance, Sachs (2007, p. 44) names a few consequences of degradation caused by inadvertency, such as “construction of dams, deforestation or cultivation of original lands”.

The second type of degradation is caused by (ii) convenience, once the planners are mostly concerned with their tight budgets and the costs involved. According to Sachs (2007, p.45) “bureaucrats pretend that the experts are overstating the environmental risks”. Lastly, the environmental degradation caused by (iii) lack of sociological imagination has its attention focused on people affected by the projects; a good example is the Belo Monte Dam, widely publicized by the media. If Belo Monte Dam is built it will probably expel thousands of families, local workers and indigenous that have been living around Xingu river in North Brazil ever since. According to Sachs (2007) a task force should be focused on a well-structured plan that takes into account the needs of all the actors involved in order to understand how the natural environment and social relations occur.

The understanding of Chico Mendes’s case is dependent on several factors surrounding his case, such as the process of globalization, as already pointed out, the issues of land distribution in Brazil³, and the lack of law strict enforcement in the area. Moreover, by tackling a socio-environmental perspective in this thesis it is possible to unveil the complexity that surrounds Chico Mendes’s case in terms of environmental impact in the area, exploitation of workers and natural resources, neglect and connivance of environmental agencies and other authorities involved.

2.5 Previous studies on media at PPGI

In this subsection I found it relevant to highlight some research in the area of Critical Discourse Analysis conducted at PPGI that provides some valuable insights in the analysis of the media discourse. Following a chronological order, I may firstly begin with the work presented by Piasecka-Till (2002), followed by the study conducted by Rodrigues (2002). I also present the thesis recently defended by Silva

³ As regards land distribution in Brazil, check Felix Rodrigues (2002)’s work that I mention later on, since this issue will not be tackled in my thesis.

(2011). These studies were very helpful to my study, since they are all engaged in pursuing answers to the role of the press in our contemporary society.

In her study, Piasecka-Till (2002) conducted a qualitative investigation of fifty seven articles from the British media in which the term *political correctness* appeared. The British newspapers used to conduct the study were The Times and Sunday Times, where the author decided to investigate the lexical choices used by the press to depict their institutional position in relation to the term *political correctness*.

Piasecka-Till (2002)'s main objectives are the investigation of the lexical choices used to represent the construction of the term aforementioned, as well as the contribution of the press in the perpetuating power relations and ideology in society. She justifies her interest in analyzing this theme motivated by the experience she had as a reader of Brazilian newspapers, in which she noticed the increasing use of the coined term. Thereby, she found it relevant to observe how the term was represented by the British newspaper and how the media can be part of the changes in language and in the social practices.

In Rodrigues (2002), a cross cultural analysis is conducted in order to unravel the lexicogrammatical choices made by *Folha de São Paulo*, and *The Guardian/The Observer*. The investigation carried out by Rodrigues (2002) took into consideration what was published regarding the Brazilian Landless Movement (abbreviated MST) especially concerning the linguistic devices used by the media to emphasize the struggle advocated by the MST. The theory set out to proceed with this analysis was the Hallidayan (1994) perspective and Van Dijk's socio cognitive approach (1998) to the concept of ideology, which provided the author with a discussion on how ideology is embedded within media discourse. The results revealed how the linguistic devices were used in order to misrepresent the events.

Finally, Silva (2011) investigates the headlines and leads of the British online newspapers *The Times* and *BBC* in order to depict how the ideological mechanisms fostered by the enactment of power relations are represented in news concerning international affairs. The twelve articles selected for the analysis encompassed international matters referring to the British context and had the analysis focused on the ideational metafunction based on the precepts of Halliday's Functional Grammar (2004). In addition, attention was given to the social view where the online news stories were analyzed backgrounded on the theories of Foucault (1975), Giddens (1984), Meurer (2004) and Graham (2006).

In the next section I discuss the theoretical and methodological tools used for the macro and micro analysis of the selected data.

2.6 Critical Discourse Analysis and Media Discourse

In order to approach Chico Mendes's case within an interdisciplinary research method, I rely on Critical Discourse Analysis (CDA), which provides an understanding of the mechanisms that reinforce the concepts of ideology and power. In this sense, I draw on Fairclough's framework (1995, 2003, 2006) that drives attention to the media discourse as well as studies regarding the discourse of globalism, since both of them take into account that the discourse is a tool that promotes hegemonic ideologies, developed by the agents of globalization that are in control of the media and large corporations. The gist of Fairclough's thought is based on the idea of globalization as an ongoing reality affecting our lives culturally, politically and socially, regulated mainly through the flow of neo-liberalism that redefines market relations through wealth accumulation and almost no concern with the social welfare.

As Fairclough (2006) suggests "a discourse is a particular way of representing some aspect or area of social life" (p.31), I may assume that discourse is a practice that represents the world, and produces meaning, reinforcing these meanings to society. In this respect, (Steger in Fairclough, 2006: p.40) identifies six claims of the powerful discourse of globalism the most interesting of which I will mention here: (i) globalization is about the liberalization and global integration of markets; (ii) globalization is inevitable and irreversible; (iii) nobody is in charge of globalization; and (iv) globalization benefits everyone; i.e. globalism can be seen in a pervasive and ideological way of construing the process of globalization on the basis that it contributes to maintain the inequities and the lack of preservation of resources around the world.

Once ideology resides in texts and those texts are most of the time produced under the influence of powerful corporations that contribute to the spread of this discourse of globalism to the society, it is language analysts' responsibility of being in charge of unmasking what is behind media production, once it influences peoples' attitudes, beliefs, values and practices. To Fairclough (2006) even though CDA can contribute to the unveiling of discourse in several fields of social life, it has its limitation because

Itself cannot however tell us which texts are significant in terms of the constitutive effects of discourse on social life – that requires institutional and historical forms of analysis. (p.41)

Besides the fact that the process of change and social facts occur with the encouragement of the media, the ideologies interwoven in the globalism discourse are mainly mediated experiences. Fairclough (2006) defines mediation as a way of communicating with others despite the distance. With respect to that, Simpson (1993) suggests that “dominant ideologies are mediated through powerful political and social institutions like the government, the law and the medical profession” (p.5), i.e. ideologies are a system of beliefs and values shared in a society, and manipulated by mass influencing groups.

Global communication conducted nowadays is partly mediated and unmediated, as a characteristic of its hybridity. Some agree that the immediacy of mediation is a relevant triumph in terms of showing people’s lives and their problems and routines; however, changing people into mere spectators of others’ suffering and vulnerability as claimed by Chouliaraki (cited in Fairclough, 2006) promotes an increasing spread of false sense of people’s perception of the facts.⁴

The relevance of the media is to transmit the information as accurately and faithfully to the facts as possible, even if the truthfulness of the facts cannot be reached, since it is made by several fragments of reality coming from different sources. The news story according to Karam (2005) will never be as complex as reality itself, but it comes close as a result of a variety of sources and interpretations, which provide readers with different versions of the same fact.

In this respect, the process of news production is mediated by newsmakers that are capable of disclosing different types of news in an understandable format, so readers can easily assimilate the information from countless places and understand what is socially produced; similarly, the consequences of this urgency in our contemporary society leads people to many possibilities of knowledge and information, which reflect directly into the media production, as pointed out by Karam (2005).

In accordance to what has been said, it is important to say that the flow of information follows a pace that derives from a local fact,

⁴ The issue of other’s suffering will not be tackled in this study because of time and space constraints.

which is not known outside its boundaries, to a fact that becomes close to its audience, which contributes significantly to the globalization and acknowledgment of specific news in a different determined context.

In order to guide this investigation, I will provide a concise version of the framework provided by Fairclough (2003, p.193) to pursue answers to the analysis I will carry out here in both macro and micro level.

1. What are the predominant process types (material, mental, verbal, relational, existential)?
2. How are the social actors represented?

2.7 Systemic Functional Linguistics (SFL)

As mentioned previously, another important tool for text analysis is the one provided by Systemic Functional Linguistics (SFL), in view of Halliday's approach (2004). In this section, I describe language with respect to its context of situation based on the concept of register. In addition, I explain the systems of Transitivity, which guides the analysis throughout my work.

2.7.1 Language in context

It seems to be a consensus among scholars that language is used by people in order to negotiate meaning, i.e. to produce meaning in interactional contexts with each other. Bearing in mind that language is socially and culturally influenced, it is assumed that context is the key element that provides the additional informational about language. Even though we use language constantly in different situations, as part of our social lives, we are not used to reading language in order to identify ideology, but on the contrary, we see language in a naturalized manner embedded in values and beliefs (Eggins, 2004).

Linguists have paid close attention to language use in its context, since they understand that context contributes to the understanding of meaning. Eggins (2004) points out that “context may function as the retrieval source to clear up indeterminacies of meaning” (p.86).

For this reason register theory as proposed in SFL provides relevant information to perceive what is going on in terms of situation in language use. In order to pursue this aspect of the language, I briefly

present the three variables of the context of situation known as register variables: (i) field, (ii) tenor and (iii) mode.

The variable of Field has to do with the activity the interactants are involved with. Tenor concerns the social relations among people, and it may involve power, contact and affect in the interpersonal relations, as suggested by Eggins (2004). An example of equality in power is a friend/friend relationship, whereas a boss/ employee can be considered unequal. Contact shows how frequent or infrequent the interaction occurs among people, for instance. Contact between a husband and his wife is more frequent than contact between a bank manager and a client. Affect reflects the emotional character of an involvement, such as that between a bus driver and passengers, which represents low involvement, whereas affect between a couple in love demonstrates high emotional involvement.

Mode has to do with the role of language at the time of interaction, as the differences between spoken and written language, where spoken language is based on an immediate response and a face-to-face interaction, and written language requires the ability of using formal language in a non-spontaneous manner, which sometimes implies an effort for those who are not fully familiar with grammatical rules and structures. Still, these differences between linguistic patterns show how mode affects both spoken and written language.

To sum up, each dimension correlates with one type of meaning; hence, field is related to the ideational meaning; tenor to the interpersonal meaning and mode is associated with the textual meaning. For the purposes of this thesis, I give emphasis to the ideational meaning realized by the system of Transitivity. The table below illustrates it better:

Table.1: Context of situation, semantics and lexicogrammar

CONTEXT OF SITUATION	SEMANTICS	LEXICOGRAMMAR
Feature of the context	Language function	Rank: clause
semiotic structures of situation	functional component of semantics	lexicogrammatical choices
Field of discourse	Ideational meanings	Transitivity structures
(what is going on) The ongoing social activity	ideational content	clause as representation
Tenor of discourse	Interpersonal meanings	Mood structures
(who is taking part) The role relationships involved	personal interaction	clause as exchange
Mode of discourse	Textual meanings	Theme structures

(role assigned to language) symbolical or rhetorical channel	textual structure	clause as message
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Source: (from Halliday and Hasan, 1989; Halliday, 1973; 1978; Ventola, 1988 adapted from Heberle, 1997, p.13)

2.7.2 Transitivity

The Transitivity system is part of the experiential metafunction and it is a grammatical resource for representing the construction of what is going on, through the interaction among processes, participants and the circumstances involved. Thus, when we look at the grammar realized by the experiential meaning we look at the clause as representation. It is possible to construe the experience of reality turning what is going on into words through the process types (Martin, Matthiessen & Painter, 1997). There are innumerable possibilities of choosing to represent reality; however, the choices of the Transitivity system are realized by the dimension of Field, as previously mentioned, and it has to do with all kinds of events expressed by process types: (i) material, (ii) mental, (iii), behavioural, (iv) verbal, (v) relational and (vi) existential. When analyzing through the transitivity structure, it is important to focus on the aspects concerning the process type realized by a verbal group, the participants involved realized in a nominal group and the circumstances where the meaning is being realized in the clause (Eggins, 2004). Now, I shall proceed with the different types of processes, as well as the participants and circumstances mapped into the grammar.

a) Material process

It is about the ‘doings and happenings’, once it represents the tangible actions construed in the experience. It involves the Actor (who is doing the deed), the Goal (who is receiving the deed), the Range⁵ (the extent of the process) and the Beneficiary (who receives the benefits from the process).

Table.2

Both the World Bank and the Inter American Development Bank	have lent	large sums
Actor	Material	Goal

⁵ No examples of Range were found in the data

to Brazil	to build	a road to Rondonia and Acre (...).
Beneficiary	Material	Goal

Table.3

I	had met	Chico	some two years earlier,
Actor	Material	Goal	Circumstance

b) Mental Process

In mental clauses the participant is the Senser, who has human consciousness, since it is the one endowed with feelings and thoughts. Additionally, Halliday (2004) indicates that a conscious being usually refers to a person but it can also indicate human collectives such as the following examples (the whole house, the world, etc.). Still, according to Halliday (in Eggins, 2004), the mental processes verbs can be of three kinds: cognition (to think, to understand, etc.), affection (to hate, to like, etc.) and perception (to see, to hear, etc.). The Phenomenon is identified by what is felt, or perceived by the participant.

Table.4

I	will never forget	the death of Chico Mendes.
Senser	Mental	Phenomenon

c) Behavioural Process

A typically human type of clause, partly material, partly mental. One of the participants is the Behaver. Another kind of participant is the Behaviour which is similar to the Range from the Material process, because it restates the process itself and there is the Phenomenon, which is not related to the restatement of the process but it brings new information.

Table.5

He	would have accepted	peace.
Behaver	Behavioural	Phenomenon

d) Verbal Process

The Verbal process has three kinds of participants: the Sayer (usually the one capable of signaling, although it does not have to be conscious), the Receiver (the one the process is directed to), and the Verbiage (that can be expressed by a verbal conduct, as a statement or a question, for instance).

Table.6

He	told	me	that	his parents,
			Verbiage	
Sayer	Verbal	Receiver		Goal

like hundreds of others,	had been brought	from the dry, impoverished north-east of Brazil to Acre
Verbiage		

e) Relational

As Martin, Matthiessen & Painter (1997) state “relational clauses construe being and do this in two different modes –attribution and identification” (p.106). In the attributive type, clauses are constituted by Carrier + Attributive, whereas in the Identifying type the participants are the Token and Value⁶. Consequently, we may say that relational clauses can characterize and identify (Halliday, *ibid*).

Table.7

Chico	was	already a legend,	at least in the Amazon basin.
Carrier	Relational: attributive	attribute	Circumstance

Table.8

Max	owns	the property
Token	Relational: identifying	Value

⁶ There are no examples of Relational/identifying in the data which is why the example was taken from Martin, Matthiessen & Painter (1997).

f) Existential

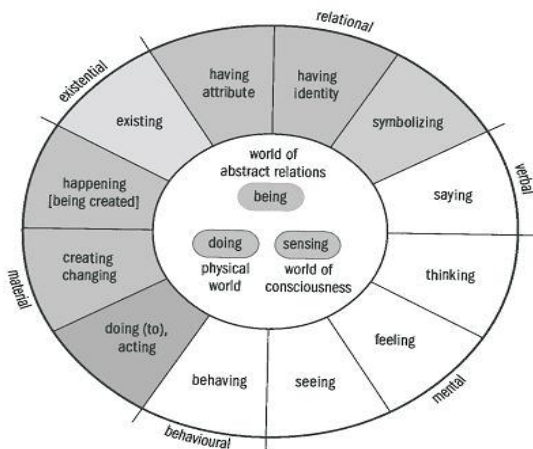
The Existential process indicates the experience, because it shows that there is/was something or even that something happens.

Table.9

"Even though	there is	an extractive reserve named for Chico (...)
Verbiage		
	Existential	Existent

In order to sum up the processes described so far, the figure below (c.f. Figure.1) systematizes all the processes involved in the Transitivity system, which are the realization of context in clauses. Once chosen to express reality through language, the participants involved in the configuration of the process types signaling experience through the structure of the ideational meaning.

Figure1. Types of Processes in English



Source: (Halliday, 2004, p.172)

To sum up, this chapter presented the theoretical assumptions used in the analysis carried out here in relation to Chico Mendes's case disclosed by the media. First, I discussed the environmental perspectives based on the theory of Sachs (2007) pointing out how the anthropic action impacts on the nature. Then, I presented the theory of Critical

Discourse – CDA (1995; 2003; 2006), and Systemic Functional Linguistics – SFL (2004), that will both provide enough evidence for the linguistic analysis conducted here. Each of these theories conflated together will provide a clear understanding of what I intend to achieve in terms of linguistic analysis and discussion of the data, as regards the issue of globalization in our contemporary societies. In the next chapter I present my analysis, first with a contextualization of the data within my own understanding of the globalization process taking into account the precepts of Bauman (1999) and Santos (2000), and second the lexicogrammatical analysis of the data.

2.8 Concluding remarks on the Theoretical Framework

I presented here the theoretical framework that guides my whole study based on Fairclough (1995, 2003, 2006), Halliday (2004), the socio environmental studies of Sachs (2007), and the perspective of globalization based on Bauman (1999) and Santos (2000).

For the next chapter I will present the description and the discussion of the data backgrounded by the assumptions aforementioned.

CHAPTER 3

Description and Discussion of the data

**Em louvor a Chico Mendes/ Sua luta, sua fé/
Homem simples seringueiro/um valente
brasileiro.**

**(Simone, Louvor a Chico Mendes, Brazilian
popular song, 1989).**

**“O tom que ganharem os organismos
internacionais ao longo do tempo definirá o
que pode ser e o que podemos fazer com aquilo
que chamamos de globalização” (Caetano
Veloso In: Seitenfus, Ricardo (2005). Manual
das Organizações Internacionais).**

3.1 Initial Remarks

This chapter focuses on the macro and micro levels of data analysis respectively. The first section focuses on the interconnectedness between language and globalization encompassing the debate surrounding the environmental issues in Brazil, regarding Chico Mendes' case. More specifically, I start with a brief overview about the process of globalization, its precepts and consequences. I explain how language and globalization are related to several changes that occur in our society, and consequently in our social lives. I reflect upon the consequences of globalization concentrating on the globalism strategy in vogue today mostly spread by the media, large corporations and governments. Secondly, I reflect upon the data on a micro level regarding the Transitivity system encompassing the discussion regarding the relation between processes and participants in the articles.

3.2 Contextualizing issues of Globalization in Chico Mendes' case

Bauman (1999) distinguishes positive and negative consequences of globalization; however, these consequences of globalization do not reach people equally, which leads directly to the idea of exclusion of all the actors that are not capable of achieving power and control of information. As suggested by Bauman (1999) the true decision-makers, the investors, have the right to get rid of what is considered irrelevant and invalid. In a broader sense, the investors are

everywhere, not only in big companies and corporations, but also in the government and in control of media. It is because of the empowered investors and their mobility that “the distances no longer matter, while the idea of a geographic border is becoming increasingly difficult to sustain in the real world” (Bauman, 1999, p. 19).

Because of this fluidity on international business, political events all over the world, the increasing access to the global information, and the suppression of time/space Chico Mendes’ case has become known throughout the world initially, and later on in Brazil, as a result of the detachment of local information in relation to global information. Problems that can be considered of extreme relevance to Brazil, such as land issues in the Amazon region, killings of rural workers, neglect of Brazilian authorities, and lack of environmental policies have become part of a collective concern involving several participants from all over the world. A news report does not belong to only one country anymore, especially if the news story is disclosed on the Internet, which happened to Chico Mendes’s case.

The relation between time and space indicates that the ones in charge of the situation can control the notions of time and space. Time and space are being reduced. Airplanes and trains provide transportation allied to velocity; however it is the transportation of information that achieved notoriety in the past few years (Bauman, 1999). When we think about the binomial time/space it reveals that the reduction of distances and borders make the concept of In and Out senseless, since we are inserted in this new attempt to homogenize cultures giving no space to the inappropriate concept of In and Out.

If we think about what has been published by the media regarding Chico Mendes, it seems that the press, especially the international has complete understanding of the facts that happened back in the 80’s in the Amazon region, and extreme control of such a specific Brazilian issue that concerns our internal affairs. Evidence of their knowledge of a Brazilian issue can be observed in the article *Brazil Burns the Future* from *The New York Times* when they cite Brazil’s struggle for “*the world’s sympathy on matters of debt and democracy*”. The article also seems to exert pressure on Brazilian authorities to take control of the situation over the matters of protection of the forest as mentioned in “*The World Bank now places environmental conditions on its lending*”, which can be assumed that if Brazil is not inserted in this condition we may no longer have financial support at ease.

Assuming that the media, especially the international press had produced a considerable amount of articles regarding the Brazilian

environmental leader Chico Mendes, *vide* their websites, it is possible to suggest that not only international authorities are interfering into Brazilian affairs, e.g. land distribution, environmental policies in the Amazon region, governmental policies in Brazil, and the procedures adopted by the Brazilian Justice, but above all, the international press is exerting pressure on the decision-making in our country, since the current scenario is characterized by the advances of financial and cultural globalization, and its consequences held by international organizations and transnational corporations based on the neoliberal ideology (Bauman, 1999, Santos, 2000, Fairclough, 2006).

The globalist discourse may be found everywhere, from political speech, in an interview on TV, to articles from the Internet, which is apparently the case of Chico Mendes, and what has been disclosed by the media so far.

Regarding the globalist discourse in relation to Chico Mendes's case it is very important to bear in mind that the media's point of view may be influential in different ways, not only in construing a positive image of Chico Mendes, considering his murderers guilty, exerting pressure on Brazilian authorities to create new laws and guarantee the enforcement, but also in hiding other allies of the cattle rancher's cause. It became evident in the media discourse analyzed here that other forces are involved in Chico Mendes's case, since the significance of his cause goes beyond a mere disagreement between evil and good, but this fight is against any kind of irregular exploitation of the area that provides thousands of money to loggers, ranchers, landowners that are benefited by the money derived from land destruction.

Keeping the idea of how influential the media is Fairclough (1995) states that "the media are shaped by the wider society, but they also play a vital role in the diffusion of such social and cultural changes, and this should be one focus in the analysis of media discourse" (p.51). Because of that, I believe that the relevance of studying Chico Mendes's case under the motivation of the process of globalization relies on the fact that the news reports reflect the changes that have been occurring in our society, since the media plays an important role in spreading these changes, and contributes to determine patterns to be followed.

In relation to Chico Mendes's case it seems that most of what has been produced by the media reflects in a macro level the possibility of international organizations influencing issues of national concern, so to speak, international interests influencing on Brazilian affairs, as a consequence of the market tendency in homogenizing problems and

solutions all over the world without taking into account the specificities of the region, in this case, the Amazon region.

As regards Chico Mendes's case some other forces of international organizations are mentioned in the articles suggesting their concern regarding the hundreds of acres of land that have been destroyed all over the Amazon, as stated by the *BBC* article *Brazil remembers slain activist*, where there is a numerical reference of 70% of the forest' deforestation in 10 years. The article has alerted not only to the destruction of the forest itself, but also to the murders of several workers that similarly to Chico Mendes were killed. The article mentions 1,100 people, which emphasizes the alarming number of rural workers, priests, and activists killed in Brazil. Some of these activists are from the Pastoral Land Commission (Comissão Pastoral da Terra) that works all over Brazil with the support of international missionaries who constantly have their lives threatened because of their fight against exploitation of the area and rural workers. As an example, another well-known case is the killing of Dorothy Stang in 2005 in Para, in the Amazon region. During the time this thesis is being written, 17 rural workers were killed in North Brazil, at least 8 of them because of their fight against deforestation, according to the information provided in the website of Pastoral Land Commission (<http://www.cptnacional.org.br/>).

The relevance of Chico Mendes's case to the world economy, for instance, relies on the fact that Chico Mendes was the spokesman of the destruction of the resources found in the forest in the remote area of the Amazon rain forest. If well used, the resources could provide the sustenance of several families, and raw material for the areas of medicine, technology, and so forth. Globalization in relation to Chico Mendes' case, to some extent, illustrates the way Brazilian authorities deal with such a specific deep-rooted problem in Brazil. Any wrong impression Brazil diffuses on the media, especially in the international press, it has collateral damages in our internal economy, since our country follows the rules established by the world market, which may affect our international business with other countries, especially the way we negotiate investments from foreign companies in our own country.

Despite the difficulty of conceptualizing such a contradictory term as globalization, Held et al (1999, cited in Fairclough, 2006) provides us with a clear definition that includes the aspects that seem relevant to the discussion I conduct here. According to Held et al, (1999, as cited in Fairclough, 2006):

Globalization is a process (or a set of processes) which embodies a transformation in the spatial organization of social relations and transactions (...) generating transcontinental or interregional flows and networks of activity, interaction, and the exercise of power (p.03).

The flows mentioned in the definition of globalization consists of flows of goods and money, but also flows of people, such as migrants, tourists, or still members of governmental agencies. Moreover, it also consists of the flow of images and representation of actors and events through several cultures and countries with the aid of technology and information (Fairclough, 2006). The flow of information in relation to Chico Mendes's case attempts to show the inability of Brazilian authorities in conducting internal affairs, and the connivance of the government with the destruction of the region. It also shows some bad consequences because of the exploitation in the Amazon region, as pointed out in the article *Brazil Burns the Future* from *The New York Times*. The neglect of Brazilian authorities is shown by several manners: first, the destruction of the forest is denoted negatively by the term '*environmental holocaust*'; secondly, some pre-conditions are placed to Brazil if the country wants to guarantee its investments, '*Others who would help Brazil are also right to insist on respect for the common planetary heritage*'. Moreover, Brazilian government is discredited more in the article, as in '*Nor is there much confidence in the Sarney regime's capacity to vigorously prosecute the killing of Francisco Mendes Filho or adequately protect others who follow in his path*'. And the police was also shown incapable of protecting Chico Mendes, as in "*Two state policemen were in his home on Thursday night*" and "*He was shot last Thursday even as police guards sat in his kitchen*".

Still, under the precepts of globalization, it is possible to demonstrate that there are other important participants involved in the fight against deforestation, such as the rural workers led by Chico Mendes, who came from the northeast region expecting to find better conditions of living for their families (Allegratti, 2002; Fausto, 2003). However, a relevant characteristic of globalization, as already pointed out in the chapter of the Theoretical Framework shows that not everyone is allowed to be inserted in the selected group of those who have easy access, control of information, and a privileged position in society. To be inserted in this ongoing flow of goods, money and information is necessary to be part of the decision-making in the world, otherwise

according to Bauman (1999) the social actors are considered 'vagabonds' or those marginalized. Bauman (1999) argues that the mobility from local to global nowadays is practiced by two distinct groups of participants: the tourists, the ones in charge of control and power, so to speak, without a sense of stagnation, which means that they can go everywhere, and have access to several ways of investment and privileged information, and the 'vagabonds', the ones inert to imprisonment without accessing all the facilities in the hands of the tourists. This metaphor depicts clearly how difficult it is to be inserted in the middle of the force center where the decisions are taken.

In spite of the lack of resources and support from Brazilian authorities, Chico Mendes and the rural workers under his leadership had the chance of being part of the decision making in the local community, and to have access to some privileged groups, such as the United Nation Organization, at the time Chico Mendes won the prize called 500 Award for environmentalists who protested all over the world, and became recognized and respected for his work. Although accused of slowing down the progress in the region back in the 80's, Chico Mendes 'concern was with the trees being cut down to clear the area to construct the roads in the region. Under his leadership, he could stop the financing from the World Bank and the IBRD (International Bank for Reconstruction and Development) in the construction of new roads for the Amazon area that consequently destroyed part of the forest (Allegretti, 2002). The participation of Chico Mendes and other rubber tappers in the fight against logging and wasting of natural resources kept him in charge of the economic and developmental aspects of the region. Not only was he an agent who came from an under privileged class who had the chance of controlling the flow of economics in the region, but mainly he fought against forces above him.

It can be implied from the information disclosed by the media regarding Chico Mendes's case that the destruction of the forest is felt in other countries, as a consequence of the reduction of the distances over the globe, related to the concepts of cultural homogenization, and deterritorialization that are becoming increasingly felt in the 'global village' we live, since according to Fairclough (2006, p. 24):

Deterritorialization has ambivalent effects on self-identity, on the one hand freeing self-identity from the limiting constraints of particular places, but on the other hand undermining the security and certainties of being tied to a particular place

The very concept of ‘global village’ implies in its essence homogenization and standardized culture, which is publicized as a characteristic that involves people into a large network. In relation to the rubber tappers, any attempt of expelling them may cause a conflict and an irreversible impact, since the local community is involved with several other actors, such as rural workers, local merchants, and families already inserted in the Amazon region and culture. The attempt of homogenization of that region in the name of the globalization may cause many damages to the people, to the region, but especially to the natural resources. In this way, Santos (2000) points out that this attempt to homogenize is as a matter of fact an illusion, since “the world becomes less united, making the dream of a truly universal citizenship more distant” (p. 19). Global villages are associated with this false idea of real-time as a collective practice of humankind; however, real-time, velocity, and the control of communication belong to the owners of ideological discourse, and obviously, power.

This homogenization was never completely achievable since what we have witnessed is a combination of different types of globalization and the increase of exclusions, as the ones we may observe in the Amazon region. There are several rural workers trying to survive with natural resources collected through the nature without damaging the region; however the minority of landowners are not only in control of the trees in the region, but they are also ahead of the economics and wealth in the area. The illusion of globalization gives this false pretense making people believe that homogenization will benefit everyone. Everyone will be living under the same privileges and circumstances. However, this attempt of being inserted is as a matter of fact, the true cause of economic, social, political, and moral crisis we are facing nowadays (Santos, 2000).

For instance, the article *The life and legacy of Chico Mendes* from *BBC* reveals that some people are excluded from the wealth of certain countries, as it is demonstrated by the journalist Sue Branford, who had the chance of meeting Chico Mendes during her visit to Xapuri. The journalist explained that as soon as the demand for rubber decreased at the time of the Second World War, the rubber tappers could not afford going back to their homes in the northeast region, as a consequence of their poverty and lack of financial resources. “Most stayed in Acre, scratching out a living in the forest”, the journalist points out. Sue Branford also states that “Chico himself had been collecting rubber since he was 11 years old” indicating the existence of child labor in the region. Moreover, the article showed that Chico Mendes was

illiterate up to the age of 20. Also, in this respect, the article *The life and legacy of Chico Mendes* from *BBC* showed how the rubber tappers had “faced with eviction and loss of livelihood”, and how Chico Mendes was the one searching for this social justice, demonstrating the reality of Brazil through our incapability of solving our own social problems.

Our constant needs for consuming makes us even more eager for goods and services but also for commodities, such as cultural commodities, as news story. We constantly adopt new leaders, new heroes, and new villains. We reflect upon the presidential campaigns of several countries, we monitor the foreign policy; we are constantly invited to be part of the decisions, without really deciding. However we do not seem to realize that what we have been witnessing has to do with such a complex ideological system, namely the *globalist discourse*. According to Fairclough (2006) “globalism can be seen as ideological in the sense that it has provided legitimacy and cover for the consolidation and extension of asymmetries of power and wealth” (p. 41).

As a consequence of the asymmetries, insecurities are growing faster nowadays which elevate the cruel competitiveness, as well as different ways of inequalities, such as interpersonal, class, regional, and international (Santos, 2000). In this respect, inevitability and irreversibility of the process of globalization are ideological presuppositions that seem impossible to get rid of, since dominant groups take advantage of the globalist strategy to spread their ideological conceptions as a strong chain of power and control. Another misconception about the globalist tendency is the absence of an actor in charge of the *doings and goings on* in the process of globalization. Several nominalizations, as pointed out previously, indicate that important decisions affecting the economy, and issues about environment in the whole world are taken for granted, without a specific agent responsible for the decisions, as in the articles about Chico Mendes’s case, e.g. ‘(...) *the heavily forested western Amazon, where 170,000 fires were counted last year*’ from *Brazil Burns The Future* in *The New York Times* where there seems to have no one guilty for the destruction. Similarly, in the article *Brazilian Who Fought to Protect the Amazon is Killed*, also from *The New York Times*, it is shown that rural workers are being killed, but apparently there is no one responsible for the murders, as in ‘*Soon after the Government confirmed its status as a reserve in June, four rubber tappers were killed*’.

It is also newsworthy to mention that the details the newspapers provide about Chico Mendes confirm the growing fluidity of news contemporaneously. A news story reaches people differently all over the

world; countries and governments take sides of other countries' problems because of this sense of global village and its false idea of reaching others equally, and of people living under the same patterns, as an enormous community sharing the same characteristics (Santos, 2000). A sudden interest on Chico Mendes's case may be explained by the tyranny of money that governs all relations in the globe in order to maintain the stability of the system and the control over the underprivileged, in order to control the forces that dominate and regulate the market. In order to succeed and achieve wealth from any region of the world, for instance the Amazon region, it is important to control and interfere into the agents' life, and explore their economies, their way of living, and their social activities in general (Santos, 2000), in other words, in order to achieve their personal interests in any region of the world, international organizations may decide to be part of the decisions-making, in the investments or they may even participate somehow in the economical transactions through agreement and consent with the local government. As pointed out by Santos (2000) it is a way for the "ideological system to justify the hegemonic actions" (p.38).

The mass media has an important role in the consolidation of new paradigms, practices, and values in our society, which promotes an increasing change in relation to spatial organization, in terms of detachment of geographic presence which has been replaced by *mediation*. Mediation consists of an attempt to overtake the distance, and communicate with others through a medium, a channel of communication, since most of the experiences nowadays can be unmediated (through direct interaction) or mediated (Fairclough, 2006). In the analysis carried out here we observe that Chico Mendes's case is mostly represented by the media, as an example of a mediated event. Thereby, I may say that there is a big difference between the experiences and events mediated by the media, and the process of globalization itself. Globalization affects several aspects of our lives, from media production to economics, and contributes to perpetuate discourses such as the globalism, but a mediated experience is only one side of that experience, it is only one way of representing that specific event; it is not the reality itself.

According to Fairclough (2006) "the capacity to influence or control processes of mediation is an important aspect of power in contemporary societies" (p.31). As regards Chico Mendes's case it is possible to suggest that not only the media had vital role in disseminating his case worldwide, but it has also contributed to the

growth of awareness in relation to land protection, law enforcement, and the creation of the reserves in Brazil.

3.3 Context of situation

This section is based on the grounds that in order to provide a better understanding of a text it is necessary to take into account the extra textual elements that are responsible for maintaining the intelligibility of a text as a whole. It is through context that it is possible to obtain additional information that goes beyond the boundaries of a text. As Halliday (2004, p.4) claims “contexts for analysis of discourse are numerous and varied – educational, social, literary, political, legal, clinical, and so on”. Likewise, according to Eggins (2004) it is through context that we can clarify the indeterminacies of meaning in a text.

The term Context of Situation was firstly coined by the anthropologist Malinowski who observed that some words were impossible to translate and make sense of in English without understanding their context. In this respect, Malinowski emphasizes the importance for a scholar to understand the cultural devices in which language is inserted in:

The study of any language spoken by a people who live under conditions different from our own and possess a different culture, must be carried out in conjunction with the study of their culture and their environment.

(Malinowski: 1946, p.306 cited in Eggins, 2004, p. 88)

Thus, for this reason, I describe the three variables in the theory of register realized in the analysis of the Context of Situation (Halliday, 2004; Eggins, 2004), in order to lead readers to a better understanding of how political and economic spheres influence the media production and meanings conveyed by the press.

As I have already pointed out, the Field concerns what is going on, the Tenor concerns the relationship between the participants and the Mode concerns the channel of communication. At this point I will make a brief description about the articles in general, since I will elaborate a little bit more on them later on in the Transitivity Analysis. Hence, regarding the Field, it can be said that the data in this thesis is centered on the repercussion of Chico Mendes’ case, especially on his fight

against landowners who explored the Amazon region that caused his death. As regards the Field, it can also be said that Chico Mendes's case has received a lot of attention by the international press, especially after his murder, despite the small number of media publications in Brazil in relation to his case. In the newspapers I selected for the analysis carried out here it seems to be a consensus that Chico Mendes was an activist who struggled against deforestation and was cowardly killed in his hometown in Acre, showing lack of protection and neglect from Brazilian authorities, since he was depicted in the articles several times as the person responsible for protesting in favor of improvement of the Amazon region without destroying the natural resources, as the examples in the Transitivity analysis will show later on. In spite of the attempt of the Brazilian newspaper *Folha de São Paulo* to avoid unveiling the neglect of Brazilian authorities in protecting Chico Mendes, both *BBC* and *The New York Times* succeed in disclosing the participants involved in Chico Mendes' case, as well as the improvements in the region because of Chico Mendes' death.

The dimension of Tenor indicates that the articles of the corpus are written in relatively formal journalistic style centered on the figure of the journalist as the main expertize in Chico Mendes' life and case especially if we consider the international newspapers *BBC* and *The New York Times*. Both of them seemed to have an expressive expertize on what happened to Chico Mendes, the lack of environmental protection in Brazil, providing details about Brazilian rural workers in the same condition as Chico Mendes, blaming the authorities for his death, and suggesting a sort of connivance with what is happening in the Amazon region. By contrast, *Folha de São Paulo*'s articles are grounded entirely on a news story from the British newspaper *The Guardian* that seems to be the main source of information regarding Chico Mendes's case suggesting that the Brazilian newspaper neglected the facts of what happens to rubber tappers in North Brazil. It also seems that Brazilian authorities do not take any responsibility for the destruction in the forest region or for the deaths of other rural workers.

We assume that not only our own history is being told by others, but our decisions do not belong to us anymore, since Chico Mendes's case just received much importance right after the international press decided to disclose what happened to rubber tappers back at that time, which reminds us a globalization tendency (Bauman, 1999; Santos, 2000). Although readers may be physically distant in the articles from *BBC* and *The New York Times* they seem to be emotionally closer to Chico Mendes' case, because of the effort from both

newspapers to give information of what happened back at the time, and also because Chico Mendes is depicted as someone who cared enough to give his own life in favor of nature. Allegretti (2002) argues that some international newspapers knew sufficient information about his case, which was noted by the amount of detailed information on rubber tappers' fight, by specifying the correct names of the authorities, such as the chief of police, Mauro Sposito, by exposing the origins of the rubber tappers and their families, who were originally from the northeast region of Brazil trying to escape from the drought, and looking for a place to work and live, as well as by demonstrating the proper affiliations of Chico Mendes during his political career.

In the dimension of Mode it is possible to say that the channel of communication is the Internet, since all the articles were retrieved by the newspapers' websites providing the access of this information to several types of audience all over the world and giving a global tone to a local event that happened in Brazil. Not only the readers will have a mediated understanding of the reality itself, but they will also have to rely entirely on the information that is disclosed by the media, which may mislead readers to a confusing understanding of the facts, since we live in this wrongly perceived world (Santos, 2000).

The language in the selected newspapers is in a written-to-be-read format and it is presently easily available on the Internet. The news format does not seem to be completely monologic, since the readers can in some way exchange information with other readers, through the comment section below the article or still share the articles with other readers through their own social networks, which may help strengthen Chico Mendes's cause. However, the possibility of sharing and commenting the articles is not available regarding the articles from 1988, from *The New York Times*, which may help consolidate power and control through the media texts, as stated by Fairclough (1995): "media communication events are sorts of monologues, which is also of course germane to questions about the power of mass media: audiences cannot directly contribute to the communication" (p.40).

The next subsections will bring linguistic evidence in the light of the Transitivity analysis in order to provide a broader understanding of Chico Mendes' case as disclosed by the press.

3.4 Representation of Chico Mendes' case in the press

The purpose of this section is to investigate how the linguistic realizations are constructed in relation to Chico Mendes's case. Initially,

I mention some numerical features found in the articles, which contributes to set up the importance that is given to Chico Mendes especially to his actions as an environmental leader. The number of words of each article is not sufficient to determine the quality of an article, but it is a way to indicate how much information regarding Chico Mendes' case has been provided by the media, as well as to incite discourse analysts to be aware of the lack of details publicized about Chico Mendes' case, especially in *Folha de São Paulo*, whereas the amount of information provided by both *BBC* and *The New York Times* is by far more accurate than in the Brazilian newspaper. The irony here consists in the fact that our story is told in details by the international press.

As has been pointed out, Chico Mendes' fight concerns not only local workers in the State of Acre, but it is a social-political issue of extreme importance to be clarified in our country, and that concerns an international alert to any attempt at devastating such a huge forest, as the Amazon. Despite Chico Mendes' case having been disclosed by the Brazilian media almost twenty years after his death, as shown in the articles of *Folha de São Paulo* from 2008 analyzed here, suggesting that such an important character of our history has been neglected, and consequently an important discussion about sustainability and environment seems to be left aside in Brazil, his claims and achievements seemed to influence our environmental policies nowadays, as evidenced by UC and the approval of Resex⁷. The data reveals that the outcomes of Chico Mendes' fight can be felt even nowadays, and that his fight is recognized by Brazilian authorities, as we can see in:

'Brazilian President Luiz Inacio Lula da Silva has led tributes to the Amazon rubber-tapper Chico Mendes on the 20th anniversary of his murder'. (*BBC – Brazil remembers slain activist, 2008*)

'His legacy was the creation of a network of reserves where people can make a living from the forest'. (*BBC – Brazil remembers slain activist, 2008*)

'The rubber-tappers' leader had spent years encouraging poor communities to protect the rubber trees (...)' (*BBC – Brazil remembers slain activist, 2008*)

'After Mr. Mendes's murder, the government began to set up extractive reserves, which now number 20 (...)'. (*BBC – Brazil remembers slain activist, 2008*)

⁷ UC stands for Unidade de Conservação and Resex stands for Reserva Extrativista. Both of them had been already explained in the Chapter of the Review of Literature.

‘Mendes era um homem à frente do seu tempo. Sua anistia é a afirmação do processo democrático no Brasil, disse o ministro da Justiça, Tarso Genro, que prestigiou o ato.’ (*Folha de São Paulo – Comissão anistia Chico Mendes com R\$ 337 mil; viúva receberá R\$ 3.000 mensais, 2008*)

The table below shows the names of the articles with the respective newspapers followed by the number of words.

Table 10 - Numerical Features of the corpus

ARTICLE	NEWSPAPER	WORDS
Brazil remembers slain activist.	BBC	391
The life and legacy of Chico Mendes.		767
Chico Mendes é “Che Guevara da era ambiental,” diz “Guardian”.	Folha de São Paulo	456
Comissão anistia Chico Mendes com R\$ 337 mil; viúva receberá R\$ 3.000 mensais.		203
Brazilian who fought to protect Amazon is killed	The New York Times	1010
Brazil Burns the future		399

Ventura (2003) points out Chico Mendes’ attempt in saving his life from landowners who were threatening him:

On October 28th, 1998, Chico Mendes sent a letter to the superintendent of the Federal Police in Acre, to the secretary of security, to the state governor, and to the Xapuri’s judge giving accurate hints about farmers’ reunion to plan his death. No answer or no action was taken. (p.67)

Ventura (2003) stated that because of Chico Mendes’ death, the Brazilian authorities were rushing to preserve the Amazon and strengthen the protective measures of the Amazon region, as an attempt to compensate his murder, since nothing was done whilst he was alive. As can be seen in the following examples, Chico Mendes had his death announced for several times in Xapuri, and even though the authorities were aware of it, his death could not be avoided.

‘(...) he was told by the police last month that local landowners had “contracted three gunmen” to kill him.’ (*The New York Times – Brazilian who fought to protect the Amazon is killed, 1988*)

‘After the officers told Mr. Mendes that the brothers had sworn to have him killed, union members sent telegrams notifying the national chief of police, the Minister of Justice and President José Sarney.’ (*The New York Times – Brazilian who fought to protect the Amazon is killed, 1988*)

‘A few weeks ago he was warned that local landowners had hired gunmen to kill him’. (*The New York Times – Brazil burns the future, 1988*)

‘When I met him, Chico was already receiving death threats from cattle ranchers.’ (*BBC – The life and legacy of Chico Mendes, 2008*)

Another relevant issue that I bring to this discussion is the reference to other killings in the Amazon region mentioned in the articles from *BBC* and *The New York Times*. As previously pointed out, most of the killings in the forest area are related to people who combat deforestation.

‘Since the murder of Chico Mendes, more than 1,100 people, including rural workers, priests and judges have been killed in land disputes, according to the Pastoral Land Commission.’ (*BBC – Brazil remembers slain activist, 2008*)

‘Very few of the murders have been solved or the perpetrators punished.’ (*BBC – Brazil remembers slain activist, 2008*)

‘Soon after the government confirmed its status as a reserve in June, four rubber tappers were killed.’ (*The New York Times – Brazilian who fought to protect the Amazon is killed, 1988*)

‘This year these have included the deaths of 14 Tukano Indians who were shot in their canoes by the gunmen of a local landowners’. (*The New York Times – Brazilian who fought to protect the Amazon is killed, 1988*)

‘Mr. Mendes said recently that six people belonging to his movement had been killed in recent months.’ (*The New York Times – Brazilian who fought to protect the Amazon is killed, 1988*)

‘A material cita um estudo da Comissão Pastoral da Terra, a ser publicado no próximo ano, que sugere que pelo menos 260 pessoas vivem sob risco de assassinato por causa da luta contra um conjunto de fazendeiros, boiadeiros e madeireiras.’ (*Folha de São Paulo – Comissão anistia Chico Mendes com R\$ 337 mil; viúva receberá R\$ 3.000 mensais, 2008*)

One of the consequences of globalization is the presence of international organizations in several regions of the world influencing internal affairs (Santos, 2000). For example, the World Bank, which is an institution that provides loans to developing countries like Brazil is cited in some articles reinforcing the idea that Brazil has suffered the pressure because of the lack of protection in the Amazon region, especially regarding the controlling of the forest area:

‘The World Bank now places environmental conditions on its lending. Others who would help Brazil are also right to insist on respect for the common planetary heritage.’ (*The New York Times – Brazil burns the future, 1988*)

‘Both the World Bank and the Inter American Development Bank have lent large sums to Brazil to build a road to Rondônia and Acre that opened up the virgin forests of the western Amazon.’ (*The New York Times – Brazil burns the future, 1988*)

‘Others tappers moved [migrated from the northeast region] when the United States financed the Amazon Rubber Program to increase emergency production during World War II’ (*The New York Times – Brazil burns the future, 1988*)

‘Earlier this month, the Brazilian government announced a plan to reduce deforestation rates in the Amazon region by 70% over the next 10 years.’ (*BBC – Brazil remembers slain activist, 2008*)

‘His death comes at a time of increasing alarm over Brazil’s development policy in the Amazon’ (*The New York Times – Brazilian who fought to protect the Amazon is killed, 1988*)

Chico Mendes was not a rubber tapper in the traditional sense. He organized the rubber tappers and motivated them to pursue their rights, and work in favor of their survival without destroying the forest. He fought peacefully against loggers and ranchers and also the chance of interacting with several environmentalist groups all over the world. Moreover, he had his work internationally recognized while he was still alive. The figure of a national hero is depicted by the newspapers is shown below:

‘In the small town of Xapuri, Mr. Mendes first convinced the tappers to form a group to protect themselves against rubber barons who abused their workers and tried to prevent independent tappers from selling their products’ (*The New York Times – Brazilian who fought to protect the Amazon is killed, 1988*)

‘The leader Francisco Mendes Filho, 44 years old had fought against the eviction of rubber tappers from their forest lands and the destruction of the jungle’ (*The New York Times – Brazilian who fought to protect the Amazon is killed, 1988*)

‘(...) he was often sought out by environmental groups at home and abroad.’ (*The New York Times – Brazilian who fought to protect the Amazon is killed, 1988*)

‘The 30,000 tappers Mr. Mendes helped organize were, like himself, descended from migrants who were drawn by the great rubber boom that peaked before World War I’ (*The New York Times – Brazil burns the future, 1988*)

‘Mr. Mendes will be mourned not just by Brazilians. In a real sense, he was defending the very air the world breathes’ (*The New York Times – Brazil burns the future, 1988*)

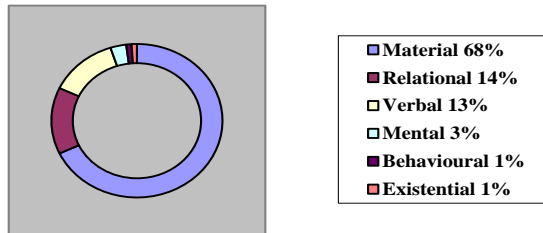
‘E me dou conta de que conheci o mártir dos nossos tempos, o Gandhi, ou talvez Che Guevara, de nossa era ambiental’. (*Folha de São Paulo – Comissão anistia Chico Mendes com R\$ 337 mil; viúva receberá R\$ 3.000 mensais, 2008*)

3.5 Transitivity: Analysis of Process Types and Participants

The transitivity system shows how speakers/users represent their experiences through language. According to Simpson (1993, p. 88) transitivity “shows how speakers encode in language their mental picture of reality and how they account for their experience of the world around them”. In a more abstract way, the configuration of our reality realized in the clause by the means of the transitivity system can be perceived through: Actor + Process + Location/Goal, turning our daily experiences into meaning, and then into wording (Halliday, 2004; Eggins, 2004). In this respect, I discuss below the main processes types found in the articles (Material, Relational, and Verbal) since the occurrences of Mental processes (3% of occurrences) Behavioural processes (1% of occurrence), and Existential processes (1% of occurrence) will not express relevance in the construction of Chico Mendes’ case through the media.

The figure below better illustrates the occurrences of the processes in the articles.

Figure 2. Occurrences of process types



3.5.1 Material processes in Chico Mendes' case

The data reveals a predominance of Material processes (68% of occurrences), which aligns with Rodrigues (2002)'s view that since the news story is action-based, the “participants are involved in doing and/or acting, and the facts and events happen” (p.52). In other words, Material clauses simply represent the processes of doing. The examples below illustrate some occurrences from the data:

Table.11

Folha de São Paulo -2008

Chico Mendes	foi assassinado	na porta de sua casa
Goal	Material	Circumstance

Table.12

Folha de São Paulo -2008

A justiça	condenou	a 19 anos de prisão	os fazendeiros Darly Alves da Silva e Darcy Alves da Silva
Actor	Material	Circumstance	Beneficiary

Table.13

The New York Times - 1988

Local landowners	had hired	gunmen	to kill	him
Actor	Material	Goal	Material	Goal

Material processes also revealed some generalizations known as *nominalizations*, which according to Fairclough (2003) consist of a grammatical metaphor that excludes the agent and removes the responsibility of social actors. In the article from *The New York Times* there is a subsection named *Killings go unpunished*, which entails a nominalized representation, as a way of obfuscating the guilty for the murders in the Amazon. Another clear example of nominalization comes from *BBC* (c.f. Table.13). In both examples the representation of the events (killings and destruction) are depicted as things that just happen or come about, instead of things that exist as a consequence of someone's action. The answer to the question 'who was responsible for those actions' is missing, which seems an efficient strategy to avoid exposing the murderers.

Table.14

BBC - 2008

Yet	The relentless destruction of virgin Amazon forest	has continued
	Actor	Material

It is also noteworthy to mention that the Material processes taken from the article *Chico Mendes é "Che Guevara da era ambiental"*, diz "*Guardian*" are mostly related to what the British newspaper *The Guardian* published about Chico Mendes indicating the British newspaper is the probable major source of information about Chico Mendes' fight in Brazil. The examples that corroborate with this idea are the following ones:

Table.15

Folha de São Paulo -2008

A matéria do correspondente do jornal	inclui	dados do governo brasileiro...
Actor	Material	Goal

Table.16

Folha de São Paulo -2008

O jornal	marca	os 20 anos da morte do seringueiro, sindicalista e ativista ambiental brasileiro...
Actor	Material	Goal

The examples aforementioned reveal that the newspapers were mostly concerned with the actions and with the participants doing the action, which suggests that “news producers favour the kind of active news stories which involve people effectively doing or acting and/or events taking place” (Rodrigues, 2002, p.57). Most of the occurrences of Material processes in the newspapers analyzed here represent Chico Mendes as the leader of the rubber tappers and as the person responsible for fighting against deforestation. Consequently, Brazilian authorities are depicted by their neglect in providing enough protection to local workers that struggle against the logging of trees or still, for noticing with a certain delay that the forest needs protection, as demonstrated below in *Brazil Burns the future* (c.f. Table 16).

Table.17

The New York Times - 1988

Brazilian governments	commonly	shrug off
Actor	Circumstance	Material
criticism of the cowboy strand	in their society.	
Goal	Circumstance	

By contrast, in the article “*Chico Mendes é Che Guevara da era ambiental*” diz “*Guardian*” from *Folha de São Paulo*, not even once Brazilian authorities are mentioned as agents of the processes. However, the article *Comissão anistia Chico Mendes com R\$ 337 mil: viúva receberá R\$ 3.000 mensais*, the government is represented in a more positive manner if compared to the international newspapers. It seems that the media texts from *Folha de São Paulo* aim at construing an image of Brazilian authorities as participants that contribute affectively to the changes that have been occurring in Brazil regarding the environment, and not only the ones responsible for Chico Mendes’ death or even for not working hard in any kind of protectionism to the workers

of the Amazon region, which can be illustrated in the following examples:

Table.18

Folha de São Paulo -2008

A anistia de Chico Mendes	faz	do Brasil um país mais importante, atento à questão dos direitos humanos
Actor	Material	Circumstance

Table.19

Folha de São Paulo -2008

A comissão de anistia do Ministério da Justiça	aprovou
Actor	Material

hoje	o pedido de anistia política do ex-líder seringueiro Chico Mendes.
Circumstance	Goal

3.5.2 Relational Processes in Chico Mendes' case

The Relational processes (14% of occurrences) contribute specifically to construct the participants, their characteristics, giving specific details of the region and the relationship among all the participants involved. The participant roles are also relevant to the analysis carried out here because it contextualizes the whole story in Acre, by giving details about Chico Mendes, the rubber tappers, and by criticizing Brazilian politics and showing the consequences for the lack of protection to the workers and families that protest against the destruction of the forest. Relational processes construe the being by means of attribution and identification (Halliday); however no occurrences of identification were found in the data. The subsequent examples show how Chico Mendes's case is construed:

Table.20

Folha de São Paulo -2008

Mendes	era	um homem à frente do seu tempo
Carrier	Relational: attributive	Attribute

Table.21

The New York Times -2008

Rubber tappers and their families	Became	the only group in Brazil
Carrier	Relational: attributive	Attribute

Table.22

BBC - 2008

The country	Has	“many Chico Mendes”
Carrier	Relational: attributive	Attribute

Table.23

The New York Times -2008

Cattle ranches	Are	thus inherently
Carrier	Relational: attributive	Circumstance
Uneconomic		without generous subsidies.
Attribute		Circumstance

Whereas in the Material Processes more attention is paid to the Brazilian Government, the killers and Chico Mendes himself, in the Relational processes there is a predominance of approaching how other participants are involved in Chico Mendes’s case showing their involvement with the forest and the fight against the practice of logging in the Amazon region. The participants in the Relational processes, especially Chico Mendes are construed in order to refer to them as ‘being’, since as argued by Halliday (2004, p.210) “relational clauses serve to characterize and to identify”. In this respect, it is also possible to construe the ‘being’ not only by participants, like social actors, but by facts and acts as stated by Halliday (2004) in which he argues that the participants “are not construed as a phenomenon of consciousness; rather, they are construed as one element in a relationship of being” (p.213).

3.5.3 Verbal process in Chico Mendes’ case

The third most predominant process in the data is the Verbal process (13% of occurrences) which according to Rodrigues (2002, p.53) is “an indication that the voices of the participants are heard, or at

least reported". In the present study, a certain credibility is given to the news story, because of the quotes of what was said by the participants involved in Chico Mendes' case, especially the ones involving authorities and journalists that had the chance of meeting Chico Mendes personally, i.e. the voices reported in the articles reproduce the facts related to Chico Mendes' case giving the chance for some participants to express their personal beliefs and ideas regarding the murder of Chico Mendes. Similarly, these quotes give a sense of reality to what happened to Chico Mendes, and to the rubber tappers' fight providing to the readers a reliable source of information and ensuring that the news story would achieve its goal in terms of informing the readers through the impact of the media production. According to Fairclough (1995) when the journalist's source grants any kind of information it means that:

They are entitled to their experiences but not their opinions. The result is a predominantly establishment view of the world, manifested textually in, for instance, ways in which the reporting of speech is treated (p.49).

In respect to the sources, it is important to note that the construction of a news story is a collective process, since there are several professionals involved in the production of the news (Fairclough, 1995). Journalists and newsmakers work as a medium between the real fact and their position that is construed through the news story (Karam, 2005). Furthermore, before appearing in the newspaper, an article, for instance, has several changes, as stated by Fairclough (1995, p. 48) "at each stage in the construction of the story, earlier versions are transformed and recontextualized in ways which correspond to the concerns, priorities and goals of the current stage." In other words, a news story is a result of several voices gathered to convince the readership/audience that the news text is trustworthy.

The following examples illustrate the lexicogrammatical choices in the data concerning the voices that are given to journalists, politicians and others to construe Chico Mendes' image and to strengthen Chico Mendes' case and his fight.

Table.24

Folha de São Paulo -2008

Alfredo Sirkis, membro do Partido Verde e amigo de Chico Mendes,	afirma
Sayer	Verbal

que ainda não sabe	se a morte do ambientalista	foi	em vão
Verbiage			

Table.25

Folha de São Paulo -2008

“Ele	falava	sobre assuntos a frente de seu tempo”
Verbiage		

afirmou	[Marina] Silva	ao jornal.
Verbal	Sayer	Receiver

Table.26

The New York Times -1988

“In the last 10 years,	They	managed to save
Verbiage		

thousands of hectares	with their movement”	said
Verbiage		Verbal

Alfredo Sirkis, leader of the newly formed Brazilian Green Party.
Sayer

Table.27

The New York Times -1988

The Brazilian government	announced	a plan to reduce deforestation
Sayer	Verbal	Verbiage

Verbal processes are reported directly or indirectly by the Sayer. In this respect, Rodrigues (2002) argues that “by doing so news producers also support their news stories with the actual words of those involved in the event, a strategy which gives the text an aura of fidelity to the main source of information be it directly or indirectly” (p.64).

The table below illustrates summarizes the processes and participants found in the articles.

Table.28- Examples of occurrences of process types.

Process	Examples
Material	[Mr. Mendes] mobilized, to stop [the advance of loggers], protect, [Brazilian government] shrug off, defend, [Francisco Mendes Filho] had fought, [local landowners] had contracted, [a viúva do ambientalista] receberá, [o ministro da Justiça, Tarso Genro] que prestigiou.
Relational	[two state policemen] were, [Mr.Mendes] had also become identified, [he] became known, [the forest] was destroyed, [Ele] foi, [Sua anistia] é, [a material] é acompanhada.
Verbal	[he] said, [he] was told, said [Alfredo Sirkis, leader of the newly formed Brazilian Green Party], [two large landowners] claim, [Mr. Mendes] said, [a material] cita, [as pessoas] falam, diz [a coluna].

3.6 Participants in Chico Mendes' case

In this subsection I discuss how the following participants involved in Chico Mendes' case: Chico Mendes himself, the Brazilian authorities (the police, politicians, and the justice system), rubber tappers, landowners, loggers, and the killers of Chico Mendes were chosen to be linguistically represented (Fairclough, 2003; Van Leeuwen, 2008).

As regards Chico Mendes, it is possible to state that he was explicitly portrayed in the articles as someone who devoted his life in favor of the Amazon forest. He is usually called by his name and he is characterized by his social function in the society (rubber tapper). He is also identified by his personal characteristics (leader, martyr). Still, Chico Mendes is a social actor realized as Subject (Actor or Affected) but he was also referred to as Goal and Circumstance. The examples below make it clear:

‘**He** was shot dead outside his home’ [**Affected**]

‘**Mr. Mendes, a trade unionist**, defended the traditional rights of freelance rubber tappers (...)’. [**Actor**]

‘Brazil should give more recognition to people like **Mendes** (...)’.
[**Goal**]

‘**After Mr. Mendes’s murder**, the government began to set up extractive reserves (...)’. [**Circumstance**]

‘O jornal marca **os 20 anos da morte do seringueiro, sindicalista e ativista ambiental brasileiro (...)**’ [Goal]

‘A matéria principal, assinada por Tom Phillips, correspondente do jornal no Rio de Janeiro, destaca **o legado de Chico Mendes (...)**’ [Goal].

In addition, to help in the construction of Chico Mendes’s identity, Material and Relational processes contributed to depict Chico Mendes as a hero. Some examples below illustrate it better:

‘The rubber-tappers’ leader **had spent (Material)** years encouraging poor communities to protect the rubber trees (...)’ (*BBC – Brazil remembers slain activist, 2008*)

‘Politically astute, he **had realized that he could form (Material)** a potentially powerful alliance with environmental activists throughout the world.’ (*BBC – Brazil remembers slain activist, 2008*)

‘In a real sense, he **was defending (Material)** the very air the world breathes.’ (*The New York Times – Brazil burns the future, 1988*)

‘Mr. Mendes **had also become identified (Relational)** with the struggle to stop the destruction of Brazil’s forests (...)’ (*The New York Times – Brazilian who fought to protect the Amazon is killed, 1988*)

‘He **was passionate (Relational)** in his political beliefs, driven by a burning sense of social justice.’ (*BBC – The life and legacy of Chico Mendes, 2008*)

‘Chico **had (Relational)** a profound love of the tropical forest.’ (*BBC – The life and legacy of Chico Mendes, 2008*)

The data revealed that The Brazilian newspaper *Folha de São Paulo* brings as main participants in the clause the Brazilian authorities and other participants involved. The title of the article per se seems to emphasize that the main issue in focus is the article from *The Guardian*, showing *Folha de São Paulo* in accordance with what had been published about the Brazilian leader. Even though most of the references to the Brazilian environmentalist recognize him as a defender most of the voices of the participants are related to the politicians’ beliefs, such as Alfredo Sirkis and Marina Silva’s statements. Both of them were close friends to Chico Mendes and also politicians, and have somehow contributed to depict Chico Mendes and his fight in preserving the

forest, as well as promoting their personal values of concern with our natural resources.

Moreover, in the article *Comissão anistia Chico Mendes com R\$ 337 mil; viúva receberá R\$ 3.000 mensais*, the main focus is far from being Chico Mendes but how the Brazilian Judiciary System handled years of neglect with his death. His amnesty and the trial of his killers not only show the efficiency of the Brazilian Judiciary System in condemning his killers in a historical trial, but also emphasize that Brazil recognizes its heroes. As a result of his recognition, the amount of money Ilzamar Mendes, Chico Mendes's widow would receive is also highlighted in the title, as a way to pay a tribute to the leader and concede recognition to his fight in spite of years of silence from Brazilian authorities. The main processes related to the Brazilian authorities in the articles from Folha de São Paulo (approved [the amnesty] and condemned [the killers]) promotes the Brazilian press positively.

We might also note how the Brazilian authorities were disclosed by the media in both personal and generic way, as in:

‘From 1890 to 1911, **Brazil** and its rubber barons dominated production of “black gold” driving prices so high (...)’ (*The New York Times – Brazil burns the future, 1988*)

‘**Brazil** was abruptly undone by the planters’ shortsighted greed.’ (*The New York Times – Brazil burns the future, 1988*)

‘The **country** has many Chico Mendes’ (*BBC – Brazil remembers slain activist, 2008*)

‘Earlier this month, **the Brazilian government** announced a plan to reduce deforestation rates (...)’ (*BBC – Brazil remembers slain activist, 2008*)

Some Brazilian authorities were specifically represented, giving proper information regarding their origins, names, or political affiliations. Some examples below illustrate that:

‘**The government in the state of Acre** where he lived, assigned then him permanent police protection.’ (*The New York Times – Brazilian who fought to protect the Amazon is killed, 1988*)

‘**A state legislator in the Amazon town on Belém** who long defended landless peasants said in a speech on Dec. 6 that he had received death threats (...)’ (*The New York Times – Brazilian who fought to protect the Amazon is killed, 1988*)

‘Em entrevista ao jornal, **Alfredo Sirkis, membro do Partido Verde e amigo de Chico Mendes**, afirma ainda não saber se a morte do ambientalista foi em vão’. (*Folha de São Paulo – Chico Mendes é “Che Guevara da era ambiental”, diz “Guardian”, 2008*)

‘**O governador do Acre, Binho Marques (PT)**, também comemorou a decisão.’ (*Folha de São Paulo – Comissão anistia Chico Mendes com R\$ 337 mil; viúva receberá R\$ 3.000 mensais, 2008*)

The landowners (ranchers and loggers) are usually represented as the ones responsible for the destruction of the forest, and they are generalized, i.e. not named, except for Chico Mendes’s killers:

‘A matéria cita um estudo da Comissão Pastoral da Terra, (...) que sugere que pelo menos 260 pessoas vivem sob o risco de assassinato por causa da luta contra **um conjunto de fazendeiros, boiadeiros e madeireiras que operam na região amazônica**.’ (*Folha de São Paulo – Chico Mendes é “Che Guevara da era ambiental”, diz “Guardian”, 2008*)

‘At times, they [rubber tappers] and their wives and children would sit in front of bulldozers to stop **landowners** from illegally knocking down trees.’ (*The New York Times – Brazilian who fought to protect the Amazon is killed, 1988*)

‘His death comes at a time of increasing alarm over Brazil’s development policy in the Amazon, which has set off a scramble for land **by speculators and ranchers**, who destroy vast stretches of rain forest every year.’ (*The New York Times – Brazilian who fought to protect the Amazon is killed, 1988*)

‘In the 1970’s, **cattle ranchers** had begun to move in from southern Brazil and were slashing and burning the forest.’ (*BBC – The life and legacy of Chico Mendes, 2008*)

‘Em dezembro de 1990, a Justiça condenou a 19 anos de prisão **os fazendeiros Darly Alves da Silva e Darcy Alves da Silva** pela morte do ambientalista’ (*Folha de São Paulo – Comissão anistia Chico Mendes com R\$ 337 mil; viúva receberá R\$ 3.000 mensais, 2008*)

In the Amazon region the rubber extraction achieved notoriety around 1890 when the global demand for the product derived from rubber increased, attracting workers who were trying to escape from the drought in the northeast region (Fausto, 2003). Chico Mendes himself was a rubber tapper. He was the son and the grandson of rubber tappers (Ventura, 2003; Allegretti, 2002), but since his work in the local

community started to be recognized he became the leader of other rubber tappers. In the data, the rubber tappers are referred to generically as a group. The examples below illustrate it better:

‘**Most** [rural workers] had stayed in Acre, scratching out a living in the forest.’
(*BBC – The life and legacy of Chico Mendes, 2008*)

‘Gathering in large groups, **they** [rubber tappers] had confronted the teams of men sent in to fell the forest and persuaded them to lay down their chain-saws.’
(*BBC – The life and legacy of Chico Mendes, 2008*)

‘Conservationists who have studied the **rubber tappers** have often praised them as skillful managers who harvest the forest without seriously damaging it.’
(*The New York Times – Brazilian who fought to protect the Amazon is killed, 1988*)

The table below (c.f. Table. 29) summarizes the participants and their related processes:

Table.29 - Transitivity system: process and participants

Participants	Process
Chico Mendes	had campaigned, had been collecting [rubber], had only learned to read and write, had [a profound love], was [an active trade unionist] wrote [a letter], had survived [five attempts on his life], defended, helped organize, foi assassinado, was shot dead,
Brazilian authorities	[shrug off], aprovou, prestigiou, condenou, comemorou [a decisão], began to set up [extractive reserves], announced [a plan]
Landowners, ranchers, loggers, and killers.	expelled [the inhabitants], had hired [gunmen], wanted to clear [the forest]
Rubber tappers, rural workers and other who defended the forest.	would stop [landowners], managed to save, was killed, had been killed, carve [incisions into rubber trees], collect [edible plants, fruits, and nuts]

3.7 Concluding remarks on the analysis of the corpus

The former Transitivity analysis carried out here gives a general idea about the lexicogrammatical choices regarding Chico Mendes’

case. Through the Transitivity analysis and the discussion of the data in relation to globalization it seems clear that Chico Mendes was treated by the international press as a leader who fought against deforestation, not against progress, as accused in Brazil by loggers and landowners (Allegretti, 2002). In the Brazilian press, Chico Mendes seemed to be ignored for many years, since there are few articles disclosed by the media related to his case, and when finally exposed by the media, he did not receive as much attention as he deserved, because it seems that the Brazilian press did not have enough information and details about his case, and still, the Brazilian Government was acknowledged by the Brazilian newspaper *Folha de São Paulo* as shown in the analysis in the beginning of this chapter, at the same time Chico Mendes was praised by fighting in favor of the Amazon rainforest.

The linguistic analysis carried out here is relevant to the understanding of the case, due to the fact it was possible to state the contrast between the international press, namely BBC and *The New York Times*, and the Brazilian newspaper *Folha de São Paulo*, since on the one hand the international press attempted to show Brazilian weakness in terms of environmental policies and police action. On the other hand, *Folha de São Paulo* provided information about Chico Mendes using the voices of authorities and international journalists that had the chance of meeting Chico Mendes personally and were pretty much aware of the struggle in the Amazon region between loggers and rural workers. The relevance of an accurate linguistic analysis is essential in several aspects, as Fairclough (1995, p. 58) states: “the analysis is sensitive to absences as well as presences in texts – to representations, categories of participant, constructions of participant identity or participant relations which are not found in a text”.

To conclude, another relevant reason for undertaking a linguistic analysis through the Transitivity system relies on the fact that understanding the linguistic mechanisms contributes to void any kind of manipulation through media production, since according to Fairclough (1995) “understanding how relations are constructed in the media between audiences and those who dominate the economy, politics, and culture, is an important part of a general understanding of relations of power and domination in contemporary societies” (p.126).

CHAPTER 4

Conclusion

4.1 Final Remarks

This piece of research aimed at analyzing Chico Mendes' case in relation to the news story disclosed by three online newspapers: *BBC*, *Folha de São Paulo* and *The New York Times*. I decided to choose online newspapers because of the easy access to find news reports about Chico Mendes and his case back to the 80's. Regarding the reason I chose *Folha de São Paulo* amongst other newspapers in Brazil is that I did not find any other online newspaper that had published about Chico Mendes case. Some publications about Chico Mendes were disclosed by *Revista Veja*, however it was not my focus here.

The relevance of studying Chico Mendes's case through a critical discourse analytical perspective relies on the fact that there is no other study at PPGI or even in Brazil, as far as I know that conflates the study of linguistic evidence with a sociological approach into Chico Mendes's case.

The closer investigation I found out about the rubber tapper is the one provided by the anthropologist Allegretti (2002) concerning rubber tappers' movement, since the real beginning of their establishment in the North Region up to 2002, as already introduced in previous chapters. Also, having the chance of understanding Chico Mendes' case through a linguistic perspective gives us a general idea of the whole scenario of struggle and death in North Brazil due to deforestation and lack of protection in the Amazon region demonstrating the effect of the destruction of the area over the world economies, which can be realized through the concern of other nations in relation to Chico Mendes's case, as portrayed by the media.

Regarding the research questions, as we have seen, the consolidation of Chico Mendes as a martyr reflects in the majority of Material process as stated previously which demonstrates that news producers chose to depict Chico Mendes as someone who gave his life in favor of a bigger cause, since he had suffered five attempts against his life before being killed.

Even though there seems to be a disagreement among the newspapers in relation to who exactly are the ones responsible for his death, we may observe that in relation to the Brazilian newspaper *Folha*

de São Paulo almost no attention was given to the killers or the authorities.

Also, the choice of the Material processes in *Folha de São Paulo* may indicate that the government is acting upon environmental issues in Brazil, and that politicians shown in the articles are aware of what is happening in the Amazon, and they are also in favour of the rubber tappers' case. Most of the information provided by the Brazilian paper was taken from the excerpt from the British newspaper *The Guardian*, as stated by the own title of the article '*Chico Mendes é "Che Guevara da era ambiental" diz "Guardian"*'. By contrast, the international press showed not only neglect from Brazilian authorities to Chico Mendes, but also that there seems to be a failure in terms of protection of our rainforest.

It seems to me that Chico Mendes's case is far from an ending, since there are several Chico Mendes being killed nowadays in the same conditions as the real Chico was. It is not possible to specify the reasons why Chico Mendes gained so much notoriety, but there is no doubt that changes occurred because of the exposure that the media gave to his fight, and especially playing an important role in unveiling the disputes that have been occurring for a long time in North Brazil.

While Chico Mendes as a main participant is depicted as a hero in Material, Relational and Verbal processes, the other participants are disclosed differently. The rubber tappers and other rural workers are shown as supporting and defending Chico Mendes's cause. The killers are shown as the ones responsible for his death, however Brazilian authorities are also portrayed as guilty because of their neglect with rural workers and lack of law enforcement in the region.

Through the analysis of linguistic choices, the present study also reveals that newsmakers could promote the repercussion of Chico Mendes's case and several changes in terms of law enforcement in Brazil, creating a sense of alertness in Brazilian authorities and citizens. Furthermore, Chico Mendes's case is related to a broader discussion regarding globalization, and its consequences on the social sphere including the mediation of the facts by the media. As the media is in charge of several changes in our society shaping and enacting power and control through their production, it is important to note that the linguistic choices made by newsmakers contribute to promote the repercussion of an attitude that may somehow influence on people's life. Certainly, sufficient attention was not given to Chico Mendes and his cause while he was alive. However, I understand that his death has contributed to promote an alertness in the authorities, in the Brazilian press, and in

Brazilian citizens, which makes me come to a conclusion that Chico Mendes fought for his cause, and achieved several goals in favor of the Amazon region. It seems to me that Brazil has widely changed throughout the years in terms of law enforcement, and awareness of the importance of discussing about the environment avoiding the environmental holocaust that the forest has suffered along the years. However, changes, especially in terms of environmental policies, should be respected by authorities, and included in their agendas as high priority even if out of an election period. Politicians seem to be aware that the discussion concerning the issue of environment is becoming a popular and efficient way of acquiring votes since the promises of protecting the nature are becoming an important requirement to be voted in our country.

4.3 Suggestions for further research

Since our personal beliefs influence the way we conduct our lives, including our academic choices, I believe that conducting a study related to Chico Mendes's case would help to influence others in terms of understanding what is going on in the Amazon region. The more people are involved with the cause, the better the improvements in Brazil. As I am originally from São Luís in the State of Maranhão, one of the states belonging to the Amazon region (in Portuguese, Amazônia Legal) I found it important to investigate how Chico Mendes was portrayed by the media, since he fought against the destruction of the area and the improvement of the region without destroying our natural heritage. Even nowadays his fight influences the life of close friends and family that are still struggling against deforestation in my own State. I also consider of extreme relevance the study of globalization in our society, since globalization promotes the increasing of competition production of new totalitarianisms, and consequently the probable impoverishment of the masses, influencing the way we behave and conduct our lives.

Because of that, I hope that other studies, especially in the area of Critical Discourse Analysis can continue the development of issues concerning globalization and media language. An interesting way of continuing with the studies of Chico Mendes's case would be through the analysis of Theme/Rheme, which can provide a fruitful discussion regarding Chico Mendes's case. Since the Thematic system concerns with the development texts, it could be valuable to the understanding of the organization of the experiential content in the media texts, by the

study of the Thematic position and the relation of marked and unmarked Theme in media texts.

I hope that the research carried out here may motivate other studies in the area of Critical Discourse analysis and Systemic Functional Linguistics in relation to the issues presented here, since the discussion of sustainability and preservation of the nature are in need of being revisited and extended towards overcoming the environmental crisis.

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APPENDIX I – Articles retrieved from *BBC*

Brazil remembers slain activist

Brazilian President Luiz Inacio Lula da Silva has led tributes to the Amazon rubber-tapper Chico Mendes on the 20th anniversary of his murder.

Mr Mendes is seen as a pioneer of the environmental movement who mobilised local forest communities to stop the advance of loggers and ranchers.

He was shot dead outside his home in the state of Acre on 22 December 1988.

His legacy was the creation of a network of reserves where people can make a living from the forest.

Mr Lula said that Brazil should give more recognition to people like Mendes, the Associated Press reports.

The country has "many Chico Mendes", who "need to be saved," the president said in a radio address.

The rubber-tappers' leader had spent years encouraging poor communities to protect the rubber trees that gave them their livelihood against large landowners who wanted to clear the forest for cattle ranching.

Pressures

After Mr Mendes's murder, the government began to set up extractive reserves, which now number 20 and where a limited number of local families can make a living from activities like rubber-tapping and nut-gathering.

But the union set up by Mr Mendes is now fighting action by federal environment officials against former rubber-tappers who have cleared areas of forest for cattle pasture in the reserve named after him.

The union argues that the low price of natural rubber makes it impossible to earn a decent living from the forest - a reminder, says the BBC's Tim Hirsch in Sao Paulo, that 20 years on from the murder of Chico Mendes, pressures on the Amazon are as great as ever.

Earlier this month, the Brazilian government announced a plan to reduce deforestation rates in the Amazon region by 70% over the next 10 years.

This year, the rate of Amazon deforestation increased for the first time in four years.

The situation of environmental campaigners also remains difficult. Since the murder of Chico Mendes, more than 1,100 people, including rural workers, priests and judges have been killed in land disputes, according to the Pastoral Land Commission.

Very few of the murders have been solved or the perpetrators punished.

After a long and complicated trial, a local rancher and his son were jailed for 19 years in 1990 for Chico Mendes's but were freed after serving a third of their sentences.

The life and legacy of Chico Mendes

Twenty years ago Amazon environmentalist Chico Mendes was shot dead in front of his home in the remote Brazilian state of Acre. He had campaigned for years to stop the slashing and burning of the rainforest.

Brazil specialist Sue Branford, who met him, reflects on his life and legacy:

I will never forget the death of Chico Mendes. A friend in Brazil phoned early in the morning to tell me that he had been shot dead outside his home.

I felt not surprise but anger and sadness that the Amazon forest, already in 1988 under serious threat from loggers and farmers, had lost such a powerful ally.

I had met Chico some two years earlier, on a visit to his home town of Xapuri in the state of Acre in the west of the Amazon basin.

Sitting on a bench in the town's square, he told me that his parents, like hundreds of others, had been brought from the dry, impoverished north-east of Brazil to Acre so they could collect rubber for the Allies during the World War II.

Social justice

When the war ended, demand for natural rubber plummeted but few of the families could afford the journey back home of some 2,000 miles (3,200 km).

Most had stayed in Acre, scratching out a living in the forest. Chico himself had been collecting rubber since he was 11 years old and he had only learned to read and write when he was 20.

When I met him Chico was already a legend, at least in the Amazon basin.

In the 1970s, cattle ranchers had begun to move in from southern Brazil and were slashing and burning the forest.

Faced with eviction and loss of livelihood, the rubber-tappers had organised themselves.

Gathering in large groups, they had confronted the teams of men sent in to fell the forest and had persuaded them to lay down their chain-saws.

As mad about football as other Brazilians, the rubber-tappers had dubbed this tactic the "empate", the equaliser.

By the time I met Chico, they had already used empates to prevent hundreds of acres of land from being cut down.

I had expected someone tough and militant but Chico was surprisingly modest and unpretentious. Yet it was also clear that he was passionate in his political beliefs, driven by a burning sense of social justice.

Indeed, he was an active trade unionist and had helped set up the Amazon branch of the Partido dos Trabalhadores (PT), the left-wing political party created in the early 1980s by Luiz Inacio Lula da Silva (now the country's president) and other urban trade unionists.

Chico had a profound love of the tropical forest. As we walked at a fast pace through the trees to visit a community of rubber-tappers, he was constantly pointing out with delight parrots and other birds, though generally all I managed to see was a flash of colour.

Powerful alliance

Politically astute, he had realised that he could form a potentially powerful alliance with environmental activists throughout the world.

“My dream is to see this entire forest conserved because we know it can guarantee the future of all the people who live in it”

Chico Mendes

When I met him, Chico was already receiving death threats from cattle ranchers.

Whenever we were in a bar, he sat with his back to the wall so he could keep a constant eye on people coming in.

He complained of stomach ulcers and said that his wife wanted him to pull out of the struggle because of his responsibility to her and their two small children.

Yet this was one sacrifice that Chico could not make. He carried on with his work and the threats increased.

Chico realised that he was going to be killed. Shortly before his assassination, he wrote a letter in which he said:

"My dream is to see this entire forest conserved because we know it can guarantee the future of all the people who live in it...If a messenger from heaven came down and guaranteed that my death would help to strengthen the struggle, it could even be worth it. But experience teaches us the opposite... I want to live."

But it was not to be. In the event, Chico's murder caused a furore at home and abroad.

Partly as a result, 20 reserves were eventually created for rubber-tappers and other local communities.

Yet the relentless destruction of virgin Amazon forest has continued.

One cannot help but share Chico's belief that perhaps he would have achieved more alive than dead.

APPENDIX II – Articles retrieved from *Folha de São Paulo*

Chico Mendes é "Che Guevara da era ambiental", diz "Guardian"

Duas matérias relacionadas aos 20 anos da morte do líder sindical Chico Mendes publicadas no jornal britânico The Guardian nesta segunda-feira dizem que centenas de ativistas ambientais correm o risco de serem assassinados no Brasil e que Mendes é o "Gandhi, ou talvez o Che Guevara da nossa era ambiental".

Em meia página, o jornal marca os 20 anos da morte do seringueiro, sindicalista e ativista ambiental brasileiro, assassinado em 22 de dezembro de 1988 a mando de um fazendeiro no Acre.

A matéria principal, assinada por Tom Phillips, correspondente do jornal no Rio de Janeiro, destaca o legado de Chico Mendes e o risco de assassinato que diversos ambientalistas e ativistas de direitos humanos ainda sofrem no Brasil.

A matéria cita um estudo da Comissão Pastoral da Terra, a ser publicado no próximo ano, que sugere que pelo menos 260 pessoas vivem sob risco de assassinato por causa da luta contra um conjunto de fazendeiros, boiadeiros e madeireiras que operam na região amazônica.

Segundo o jornal, entre os ameaçados estaria um padre francês que vive na cidade de Xinguara, o sindicalista Maria José Dias da Costa e o bispo austríaco Dom Erwin Krautler.

A matéria é acompanhada por um artigo assinado por Charles Clover um dos mais renomados jornalistas especializados em meio ambiente do Reino Unido e que conheceu Mendes pessoalmente.

Intitulada "Chico Mendes Mártir dos nossos tempos", o artigo cita o sucesso das reservas extrativistas e daquelas administradas por comunidades indígenas estabelecidas por Mendes em proteger partes da Amazônia.

"Agora as pessoas falam na adoção de cotas de carbono para proteger áreas similares ao redor do mundo", diz a coluna. "E me dou conta de que conheci o mártir dos nossos tempos - o Gandhi, ou talvez Che Guevarra, de nossa era ambiental".

Legado

A matéria do correspondente do jornal inclui dados do governo brasileiro sobre o desmatamento na Amazônia, que aumentou 64% em 2008 em relação ao ano anterior, e do Ibama sobre o desmatamento de 3 mil hectares dentro da reserva extrativista que leva o nome de Chico Mendes.

O jornal cita os dados para afirmar que o "legado prático" de Mendes ainda divide a opinião de ambientalistas. Em entrevista ao jornal, Alfredo Sirkis, membro do Partido Verde e amigo de Chico Mendes, afirma que ainda não sabe se a morte do ambientalista foi em vão.

"Não posso dizer que alguma coisa melhorou, mas nos últimos 20 anos, houve uma continuação da devastação da região", disse ele ao The Guardian.

Já a ex-ministra do Meio Ambiente, Marina Silva, que também já foi seringueira, Chico Mendes deixou um "grande legado". "Ele falava sobre assuntos a frente de seu tempo", afirmou Silva ao jornal.

Comissão anistia Chico Mendes com R\$ 337 mil; viúva receberá R\$ 3.000 mensais.

Por unanimidade, a Comissão de Anistia do Ministério da Justiça aprovou hoje o pedido de anistia política do ex-líder seringueiro Chico

Mendes, assassinado em 1988. A viúva do ambientalista, Ilzamar Mendes, receberá uma indenização retroativa de R\$ 337 mil, além de R\$ 3.000 mensais.

A reunião da Comissão de Anistia foi realizada em Rio Branco (AC). "Mendes era um homem à frente do seu tempo. Sua anistia é a afirmação do processo democrático no Brasil", disse o ministro da Justiça, Tarso Genro, que prestigiou o ato. "Foi um sujeito civilizatório que combateu a desigualdade, a violência e a impunidade".

Chico Mendes foi assassinado na porta de sua casa, em dezembro de 1988, por lutar pela preservação da Amazônia. Ele nasceu em Xapuri (AC), em 1944.

Em dezembro de 1990, a Justiça condenou a 19 anos de prisão os fazendeiros Darly Alves da Silva e Darcy Alves da Silva pela morte do ambientalista.

O governador do Acre, Binho Marques (PT), também comemorou a decisão. "Hoje não é um dia qualquer. A anistia de Chico Mendes faz do Brasil um país mais importante, atento à questão dos direitos humanos", afirmou o governador.

APPENDIX III – Articles retrieved from *The New York Times*

Brazil Burns the Future

Brazilian governments commonly shrug off criticism of the cowboy strand in their society. That strand is evident in the environmental holocaust sweeping the Amazon rain forest and the cold-blooded murder of a trade unionist who dared to challenge slash-and-burn land developers.

If Brazil wants the world's sympathy on matters of debt and democracy, it cannot ignore the international outrage at assaults on the environment and those who defend it. The World Bank now places environmental conditions on its lending. Others who would help Brazil are also right to insist on respect for the common planetary heritage.

Little has come so far from President Jose Sarney's public pledge to halt the calamitous burning by cattle ranchers of the heavily forested western Amazon, where 170,000 fires were counted last year. Rondonia, endowed with one of the world's richest ecosystems, is now 17 percent deforested.

Nor is there much confidence in the Sarney regime's capacity to vigorously prosecute the killing of Francisco Mendes Filho, or

adequately protect others who follow in his path. Mr. Mendes, a trade unionist, defended the traditional rights of freelance rubber tappers who have literally fought to save their forests from bulldozers. A few weeks ago he was warned that local landowners had hired gunmen to kill him; he was shot last Thursday even as police guards sat in his kitchen.

The 30,000 tappers Mr. Mendes helped organize were, like himself, descended from migrants who were drawn by the great rubber boom that peaked before World War I. From 1890 to 1911, Brazil and its rubber barons dominated production of "black gold," driving prices so high that the jungle city of Manaus became a byword for extravagance. But those same high prices led the British to sneak rubber tree seedlings to Ceylon and Malaya, breaking Brazil's monopoly. Brazil was abruptly undone by the planters' shortsighted greed.

History repeats. In a calamitous cycle, burning rain forests adds to the greenhouse effect, disrupts the process that transforms carbon dioxide into oxygen, kills a profusion of species and devastates the homes of Amerindians. Stripped of a nurturing canopy, jungle soils are soon infertile. Cattle ranches are thus inherently uneconomic without generous subsidies. These subsidies were recently suspended - but not voided - by President Sarney.

Mr. Mendes will be mourned not just by Brazilians. In a real sense, he was defending the very air the world breathes.

Brazilian Who Fought to Protect Amazon Is Killed

A Brazilian union leader who received repeated death threats during a campaign to protect the Amazon rain forest was shot and killed Thursday at his home in northwestern Brazil.

The leader, Francisco Mendes Filho, 44 years old, had fought against the eviction of rubber tappers from their forest lands and the destruction of the jungle.

In an interview two weeks ago, he said he was told by the police last month that local landowners had "contracted three gunmen" to kill him. The government in the state of Acre, where he lived, then assigned him permanent police protection.

Two state policemen were in his home on Thursday night as Mr. Mendes walked toward the bathroom behind his house and a gunman shot him point-blank.

Although essentially a union leader, Mr. Mendes had also become identified with the struggle to stop the destruction of Brazil's forests, and he was often sought out by environmental groups at home and abroad.

He became known throughout Brazil because of his determined fight to preserve the traditional rights of freelance rubber tappers who live off the forest collecting latex and nuts and have a direct stake in protecting it.

As the movement grew under Mr. Mendes, rubber tappers and their families became the only group in Brazil that physically prevented deforestation. At times, they and their wives and children would sit in front of the bulldozers to stop landowners from illegally knocking down trees.

"In the last 10 years, they managed to save thousands of hectares with their movement," said Alfredo Sirkis, leader of the newly formed Brazilian Green Party.

Mr. Mendes's movement succeeded in obtaining reserves for rubber tappers in the Amazon.

Two large landowners, the brothers Darli and Alvarino Alves, claim as their land a part of one such reserve, known as Cachoeira. Soon after the Government confirmed its status as a reserve in June, four rubber tappers were killed.

Mr. Mendes's union, after finding out that the two landowners were wanted for murder in the state of Parana, brought a copy of the arrest warrant to Acre and gave it to the area's federal police chief, Mauro Sposito.

Mr. Mendes said he had learned from other police officers that Mr. Sposito had warned the brothers to flee and waited two weeks before ordering their arrest. After the officers told Mr. Mendes that the brothers had sworn to have him killed, union members sent telegrams notifying the national chief of police, the Minister of Justice and President Jose Sarney. The brothers are still in hiding.

Last year, Mr. Mendes received the Global 500 Award for environmental protection from the United Nations Environmental Program.

His death comes at a time of increasing alarm over Brazil's development policy in the Amazon, which has set off a scramble for land by speculators and ranchers, who destroy vast stretches of rain forest every year. Killings Go Unpunished

The drive into the Amazon has also rekindled land conflicts that are often settled by killings that go unpunished. This year these have included the deaths of 14 Tukano Indians who were shot in their canoes by the gunmen of a local landowner.

A state legislator in the Amazon town of Belem who long defended landless peasants said in a speech on Dec. 6 that he had received death threats, and he was killed the same night in his garage. Mr. Mendes said recently that six people belonging to his movement had been killed in recent months.

His fight to save the Amazon's rubber tappers from economic ruin took Mr. Mendes to Washington last year at the invitation of environmental groups.

Both the World Bank and the Inter American Development Bank have lent large sums to Brazil to build a road to Rondonia and Acre that opened up the virgin forests of the western Amazon. But Brazil has not lived up to all the requirements of the loan agreements to safeguard the rights of Indians and other forest peoples. Land speculators and ranchers have often violently expelled the inhabitants.

Conservationists who have studied the rubber tappers have often praised them as skillful managers who harvest the forest without seriously damaging it. They carve incisions into rubber trees to let the sap, the latex, leak out.

They often collect edible plants, fruits and nuts, and their way of life has served to bolster arguments that it is worth setting aside reserves for the tappers because they can make a profit from the forest while preserving it. "A rubber tree can live up to 100 years if you tap it right, affectionately," Mr. Mendes said. Born in the Forest

Born in the forest near the border with Bolivia, Mr. Mendes was one of the descendants of the thousands who migrated here during the rubber boom. Other tappers moved here when the United States financed the Amazon Rubber Program to increase emergency production during World War II.

In the small town of Xapuri, Mr. Mendes first convinced the tappers to form a group to protect themselves against rubber barons who abused their workers and tried to prevent independent tappers from selling their products.

Unions all over Acre grew into a movement of some 30,000 people as tappers found themselves evicted and saw huge areas of the jungle cleared for cattle and agriculture. At the same time, they saw that land was often exhausted and abandoned after five years while the forest was destroyed.

"We became ecologists without even knowing that word," Mr. Mendes said in an interview on Dec. 9.

Although the union Mr. Mendes headed in Xapuri had only 3,000 members, he became the most prominent leader of the rubber tappers in

the western Amazon and the de facto spokesman for 165,000 families that make a living as tappers in Brazil.

In the interview, Mr. Mendes recalled that he had survived five attempts on his life.

"It's not that I would not die for the cause," he said, "but I intend to live a long time because a busy funeral will not make much difference."

APPENDIX IV – Transitivity Analysis

Brazil remembers slain activist

Brazilian President Luiz Inacio Lula da Silva	has led
Actor	Material

tributes	to the Amazon rubber-tapper Chico Mendes
Goal	Circumstance

on the 20th anniversary	of his murder.
Circumstance	

Mr Mendes	is seen	as a pioneer of the environmental movement
Carrier/Actor	Relational: attributive	attribute

who	mobilized	local forest communities
	Material	Goal

to stop the advance of	loggers	and	ranchers.
Material	Goal		

He	was shot dead	outside his home
Actor	Material	Circumstance

in the state of Acre	on 22 December 1988.
Circumstance	

His legacy	was	the creation of a network of reserves
Carrier	Relational:	attribute

	attributive	
--	-------------	--

where	people	can make a living
attribute		
	Actor	Material

from the forest.	Mr Lula	said
attribute	Sayer	Verbal
Circumstance		

that	Brazil	should give
Verbiage		
	Actor	Material

more recognition	to people like Mendes,	the Associated Press reports.
Verbiage		
Goal	Circumstance	

The country	has	"many Chico Mendes",
Carrier	Relational: attributive	attribute

who	"need to be saved,"
attribute	

the president	said	in a radio address.
Sayer	Verbal	Circumstance
Rheme		

The rubber-tappers' leader	had spent	years
Actor	Material	Circumstance

encouraging	poor communities	to protect
Material	Goal	Material

the rubber trees	that	gave
Goal/Actor		Material

them	their livelihood	against
Beneficiary	Goal	

large landowners	who	wanted to clear
Actor		Material
the forest	for cattle ranching.	
Goal	Circumstance	

Pressures

After	Mr Mendes's murder,	the government
Circumstance		Actor

began to set up	extractive reserves,	which
Material	Goal/Actor	

now	number	20
	Material	Goal

and	where	a limited number of local families
		Actor

can make a living	from activities	like rubber-tapping
Material	Circumstance	

and	nut-gathering.	
Circumstance		

But	the union	set up
	Carrier	

by Mr Mendes	is	now
Carrier	Relational: attributive	Circumstance

fighting	action	by federal environment officials
attribute	Circumstance	

against	former rubber-tappers	who
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	Actor	
--	-------	--

have cleared	areas of forest	for cattle pasture
Material	Goal	Circumstance

in the reserve	named	after him.
Circumstance		

The union	argues	that
Sayer	Verbal	Verbiage

the low price of natural rubber	makes
Verbiage	

it	impossible	to earn
Verbiage		

a decent living	from the forest	a reminder,
Verbiage		

says	the BBC's Tim Hirsch	in Sao Paulo,
Verbal	Sayer	Circumstance

that	20 years on	from the murder of Chico Mendes,
Verbiage		

pressures on the Amazon	are	as great as ever.
Verbiage		

Earlier this month,	the Brazilian government	announced
Circumstance	Sayer	Verbal

a plan	to reduce	deforestation rates
Verbiage		

in the Amazon region	by 70% over	the next 10 years.
Circumstance		

This year,	the rate of Amazon deforestation
Circumstance	Actor

increased	for the first time	in four years.
Material	Circumstance	
Rheme		

The situation of environmental campaigners	also
Actor	

remains	difficult.	Since
Material	Goal	Circumstance

the murder of Chico Mendes,	more than 1,100 people,	including
Circumstance		
	Actor	

rural workers, priests	and	judges
Actor		

have been killed	in land disputes,	according to the Pastoral Land Commission.
Material	Circumstance	

Very few	of the murders	have been solved
Actor		Material

or	the perpetrators	punished.
	Actor	Material

After	a long and complicated trial,
Circumstance	

a local rancher and his son	were jailed	for 19 years
Actor	Material	Circumstance

in 1990	for Chico Mendes's	but
Circumstance		

were freed	after	serving
Material	Circumstance	

a third of their sentences.
Circumstance

The life and legacy of Chico Mendes

Twenty years ago	Amazon environmentalist Chico Mendes
Circumstance	Goal

was shot dead	in front of his home
Material	Circumstance

in the remote Brazilian state of Acre.
Circumstance

He	had campaigned	for years
Actor	Material	Circumstance

to stop	the slashing and burning of the rainforest.
Material	Goal

Brazil specialist Sue Branford,	who	met	him,
Senser			

reflects	on his life and legacy:
Mental	Phenomenon

I	will never forget	the death of Chico Mendes.
Senser	Mental	Phenomenon

A friend in Brazil	phoned	early in the morning
Sayer	Verbal	Circumstance

to tell	me	that
Verbal	Receiver	Verbiage

he	had been shot dead	outside his home.
Verbiage		
Goal	Material	Circumstance

I	felt	not surprise but anger and sadness
Senser	Mental	Phenomenon

that	the Amazon forest,	already in 1988
	Actor	Circumstance

under serious threat from loggers and farmers,	had lost
Circumstance	Material

such a powerful ally.
Goal

I	had met	Chico	some two years earlier,
Actor	Material	Goal	Circumstance

on a visit to his home town of Xapuri	in the state of Acre in the west of the Amazon basin.
Circumstance	Circumstance

Sitting on a bench	in the town's square,
Circumstance	

he	told	me	that	his parents,
			Verbiage	
Sayer	Verbal	Receiver		Goal

like hundreds of others,	had been brought	from the dry, impoverished north-east of Brazil to Acre
Verbiage		
	Material	Circumstance

so	they	could collect	rubber
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	Actor	Material	Goal
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for the allies	during the World War II.		
Circumstance	Circumstance		

Social justice

When the war ended,	demand for natural rubber	plummeted
Circumstance	Actor	Material

but	few of the families	could afford
	Actor	Material

the journey back home of some 2,000 miles (3,200 km)
Goal

Most	had stayed	in Acre,
Actor	Material	Circumstance

scratching out	a living	in the forest.
Circumstance		
Material	Goal	Circumstance

Chico himself	had been collecting	rubber
Actor	Material	Goal

since	he	was	11 years old
Circumstance			

and	he	had only learned to read and write	when he was 20.
	Actor	Material	Circumstance

When	I	met	him
Circumstance			
	Actor	Material	Goal

Chico	was	already a legend,	at least in the Amazon basin.
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Carrier	Relational: attributive	attribute	Circumstance
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In the 1970s,	cattle ranchers	had begun to move in
Circumstance	Actor	Material

from southern Brazil	and	were slashing and burning	the forest.
Circumstance		Material	Goal

Faced with eviction and loss of livelihood,	the rubber-tappers
Circumstance	Actor

had organised	themselves.
Material	Goal

Gathering in large groups,	they	had confronted
Circumstance	Actor	Material

the teams of men	sent in	to fell the forest
Goal		

and	had persuaded	them
	Material	Goal/Actor

to lay down	their chain-saws.
Material	Goal

As mad about football as other Brazilians,	the rubber-tappers	had dubbed
Circumstance	Sayer	Verbal

this tactic the "empate",	the equaliser.
Verbiage	

By the time I met Chico,	they	had already used
Circumstance	Actor	Material

empates	to prevent
Goal/Actor	Material

hundreds of acres of land	from being cut down.
Goal	Circumstance
Rheme	

I	had expected	someone tough and militant
Actor	Material	Goal

but	Chico	was
	Carrier	Relational: attributive

surprisingly	modest and unpretentious.
	attribute

Yet	it	was	also	clear
	Carrier	Relational: attributive		attribute

that	he	was passionate	in his political beliefs,	driven by
	Carrier	Relational: attributive	attribute	

a burning sense of social justice.
attribute

Indeed,	he	was
	Carrier/Actor	Relational: attributive

an active trade unionist	and
attribute	

had helped set up	the Amazon branch of the Partido dos Trabalhadores (PT), the left-wing political party
Material	Goal/Actor

created	in the early 1980s	by Luiz Inacio Lula da Silva
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Material	Circumstance
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(now the country's president)	and	other urban trade unionists.
Circumstance		

Chico	had	a profound love	of the tropical forest
Carrier	Relational: attributive	attribute	

As	we	walked	at a fast pace	through the trees
	Actor	Material	Circumstance	

to visit	a community of rubber-tappers,	he
Material	Goal	Carrier

was	constantly	pointing out
Relational: attributive		attribute

with delight parrots and other birds,
Circumstance

though generally	all	I
		Actor

managed to see was	a flash of colour.
Material	Goal

Powerful alliance

Politically astute,	he	had realised
Circumstance	Actor	Material

that	he	could form
	Actor	Material

a potentially	powerful alliance
Goal	

with environmental activists	throughout the world.
Circumstance	

When	I	met	him,
	Actor	Material	Goal

Chico	was	already	receiving
Carrier	Relational:attributive		Relational:attributive

death threats	from cattle ranchers.
Attribute	Circumstance

Whenever	we	were
	Carrier	Relational:attributive

in a bar,	he	sat
Circumstance	Actor	Material

with his back to the wall	so	he
Circumstance		Actor

could keep	a constant eye on people coming in.
Material	Goal

He	complained	of stomach ulcers
Actor	Material	Goal

and	said	that
	Verbal	Verbiage

his wife	wanted	him
Verbiage		

to pull out	of the struggle	because of
Verbiage		

his responsibility	to her	and	their two small children.
Verbiage			

Yet	this	was
	Carrier	Relational: attributive

one sacrifice	that	Chico	could not make.
Attribute			

He	carried on	with his work
Actor	Material	Goal

and	the threats	increased.
	Actor	Goal

Chico	realized	that
Actor	Material	

he	was going to be killed.
Goal	

Shortly	before	his assassination,
Circumstance		

he	wrote	a letter
Actor	Material	Goal

in which	he	said:
	Sayer	Verbal

"My dream	is	to see
Verbiage		

this entire forest	conserved	because
Verbiage		

we	know	it
Verbiage		

can guarantee	the future	of all the people
Verbiage		

who	live	in it...
Verbiage		

if	a messenger	from heaven
Verbiage		

came down	and	guaranteed
Verbiage		

that	my death	would help to strengthen
Verbiage		

the struggle,	it	could	even	be worth	it.
Verbiage					

But	experience	teaches	us
Verbiage			

the opposite...	I	want to live."
Verbiage		

But	it	was not to be.
	Senser	Mental

In the event,	Chico's murder	caused
Circumstance	Actor	Material

a furore	at home and abroad.
Goal	Circumstance

Partly	as a result,	20 reserves
Circumstance		Carrier/Goal

were	eventually	created
Relational: attributive	Circumstance	Relational: attributive
Material		

for rubber-tappers	and	other local communities.
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attribute
Beneficiary

Yet	the relentless destruction of virgin Amazon forest	has continued.
	Actor	Material

One	cannot help	but	
Actor	Material		
share	Chico's belief	that	perhaps
Material	Goal		

.he	would have achieved	more alive than dead.
Goal		

Chico Mendes é "Che Guevara da era ambiental", diz "Guardian"

Duas matérias	relacionadas	aos 20 anos da morte do líder sindical Chico Mendes
Sayer		

publicadas	no jornal britânico The Guardian	nesta segunda-feira
Sayer		Circumstance

dizem que	centenas de ativistas ambientais	correm o risco
Verbal	Verbiage	
	Actor	Material

de serem assassinados	no Brasil
Goal	Circumstance

e que Mendes	é	o "Gandhi, ou talvez o Che Guevara da nossa era ambiental".
Carrier	Relational: attributive	attribute

Em meia página,	o jornal	marca
Circumstance	Actor	Material

os 20 anos da morte do seringueiro, sindicalista e ativista ambiental brasileiro,
Goal

assassinado	em 22 de dezembro de 1988
Goal	

a mando de um fazendeiro	no Acre.
Goal	

A matéria principal,	assinada	por Tom Phillips,
Actor		

correspondente do jornal no Rio de Janeiro,
Actor

destaca	o legado de Chico Mendes
Material	Goal

e o risco de assassinato	que diversos ambientalistas e ativistas de direitos humanos
Goal	
	Senser

ainda	sofrem	no Brasil.
Goal		
	Mental	Phenomenon

A matéria	cita	um estudo da Comissão Pastoral da Terra,
Sayer	Verbal	Verbiage

a ser publicado	no próximo ano,	que sugere
Verbiage		Verbal

que pelo menos 260 pessoas	vivem	sob risco de assassinato
Verbiage		

Actor	Material	Circumstance
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por causa da luta contra um conjunto de fazendeiros, boiadeiros e madeireiras
Circumstance / Actor

que operam	na região amazônica.
Material	Circumstance

Segundo o jornal,	entre os ameaçados	estaria
Circumstance	Circumstance	Existential

um padre francês	que vive	na cidade de Xinguara,
Existent		
Actor	Material	Circumstance

o sindicalista Maria José Dias da Costa e o bispo austríaco Dom Erwin Krautler.
Existent

A matéria	é acompanhada	por um artigo
Carrier	Relational: attributive	attribute

assinado	por Charles Clover	um dos mais renomados jornalistas especializados em meio ambiente do Reino Unido
Attribute		
	Actor	

e que conheceu	Mendes	pessoalmente.
Material	Goal	Circumstance

Intitulada "Chico Mendes Mártir dos nossos tempos",
Circumstance

o artigo	cita
Sayer	Verbal

o sucesso das reservas extrativistas e daquelas administradas por comunidades indígenas
Verbiage

estabelecidas	por Mendes	em proteger	a Amazônia.
Verbiage			
Material	Actor	Material	Goal

"Agora	as pessoas	falam
Verbiage		
	Sayer	Verbal

na adoção de cotas de carbono	para proteger
Verbiage	
Verbiage	

áreas similares ao redor do mundo",
Verbiage
Verbiage

diz	a coluna.
Verbal	Sayer

"E me dou conta de que conheci	o mártir	dos nossos tempos,
Verbiage		
Material	Goal	Circumstance

o Gandhi, ou talvez Che Guevarra,	de nossa era ambiental”.
Verbiage	
Circumstance	

Legado

A matéria do correspondente do jornal	inclui	dados do governo brasileiro
Actor	Material	Goal

sobre o desmatamento na Amazônia,	que aumentou 64%	em 2008 em relação ao ano anterior,
Circumstance		
Actor	Material	Circumstance

e do Ibama	sobre o desmatamento de 3 mil hectares dentro da reserva extrativista	
Goal	Circumstance	
	Carrier	

que leva	o nome de Chico Mendes.	
Circumstance		
Relational: attributive	Attribute	

O jornal	cita os dados para afirmar	que o "legado prático" de Mendes
Sayer	Verbal	Verbiage/ Actor

ainda	divide	a opinião de ambientalistas.
Verbiage		
	Material	Goal

Em entrevista ao jornal,	Alfredo Sirkis, membro do Partido Verde e amigo de Chico Mendes,	
Circumstance	Sayer/Senser	

afirma	que ainda não sabe	se a morte do ambientalista
Verbal	Verbiage	
	Mental	Phenomenon

foi	em vão.	
Verbiage		

Phenomenon

(Eu)	"não posso dizer	que alguma coisa melhorou	mas	nos últimos 20 anos,
Verbiage				
Sayer	Verbal	Phenomenon	Circumstance	

houve	uma continuação da devastação da região",
Existential	Existent

disse	ele	ao The Guardian.
Verbal	Sayer	Phenomenon

Já para a ex-ministra do Meio Ambiente,	Marina Silva,
Circumstance	

que também já foi seringueira,	Chico Mendes
Circumstance	Actor

deixou	um "grande legado".	"Ele
Material	Goal	Verbiage
		Sayer

falava	sobre assuntos	a frente de seu tempo",
Verbiage		
Verbal	Verbiage	

afirmou	Silva	ao jornal.
Verbal	Sayer	Circumstance

Comissão anistia Chico Mendes com R\$ 337 mil; viúva receberá R\$ 3.000 mensais.

Por unanimidade	A comissão de anistia do Ministério da Justiça	aprovou
Circumstance	Actor	Material

hoje	o pedido de anistia política do ex-líder seringueiro
------	--

	Chico Mendes, assassinado em 1988
Circunstance	Goal

A viúva do ambientalista, Ilzamar Mendes	Receberá
Actor	Material

uma indenização retroativa de R\$ 337 mil, além de R\$ 3.000 mensais.
Goal

A reunião da Comissão de Anistia	foi realizada	em Rio Branco (AC)
Actor	Material	Circunstance

"Mendes	era	um homem à frente do seu tempo.
Verbiage		
Carrier	Relational: attributive	Attribute

Sua anistia	é	a afirmação do processo democrático no Brasil",
Verbiage		
Carrier	Relational: attributive	attribute

disse	o ministro da Justiça, Tarso Genro,	que prestigiou	o ato.
Verbal	Sayer/Actor	Material	Goal

(Ele)	“foi	um sujeito civilizatório
Verbiage		
Carrier/ Actor	Relational: attributive	attribute

que combateu	a desigualdade, a violência e a impunidade”
Verbiage	
Material	Goal

Chico Mendes	foi assassinado
Goal/ Actor	Material

na porta de sua casa,	em dezembro de 1988,
Circumstance	Circumstance

por lutar	pela preservação da Amazônia.
Circumstance	
Material	Circumstance

Ele	nasceu	em Xapuri (AC),	em 1944.
Actor	Material	Circumstance	Circumstance

Em dezembro de 1990,	a Justiça	condenou
Circumstance	Actor	Material

a 19 anos de prisão	os fazendeiros Darly Alves da Silva e Darcy Alves da Silva
Goal	Beneficiary

pela morte do ambientalista.
Circumstance

O governador do Acre, Binho Marques (PT),	também
Behaver	

comemorou	a decisão.
Behavioural	Phenomenon

"Hoje	não é	um dia qualquer.
Verbiage		
Carrier	Relational: attributive	attribute

A anistia de	faz	do Brasil um país mais importante, atento
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Chico Mendes		à questão dos direitos humanos",
Verbiage		
Actor	Material	Goal

afirmou		o governador.
Verbal		Sayer

Brazil Burns the Future

Brazilian governments	commonly	shrug off
Actor	Circumstance	Material

criticism of the cowboy strand		in their society.
Goal		Circumstance

That strand	is	evident
Carrier	Relational: attributive	Attribute

in the environmental holocaust	sweeping	the Amazon rain forest	and
Circumstance			
Actor	Material	Goal	

the coldblooded murder of a trade unionist	who	dared to challenge	slash-and-burn land developers.
Circumstance			
Actor		Material	Goal

If	Brazil	wants	the world's sympathy	on matters of debt and democracy
Circumstance				
	Senser	Mental	Phenomenon	Circumstance

it	cannot ignore	the international outrage	at assaults on the environment
Behavior	Behavioral	Phenomenon	Circumstance

and	those	who	defend	it.
Phenomenon				
	Actor		Material	Goal

The World Bank	now	places
Actor		Material

environmental conditions	on its lending.
Goal	Circumstance

Others	who	would help	Brazil
Actor			
Actor		Material	Goal

are	also right to	insist
Material		

on respect	for the common planetary heritage.
Circumstance	

Little	has come	so far from President Jose Sarney's public pledge
Actor		
Actor	Material	Circumstance

to halt	the calamitous burning	by cattle ranchers	of the heavily
Material	Goal		

forested	western Amazon,	where
Goal		Circumstance

170,000 fires	were counted	last year.
Circumstance		

Goal	Material	Circumstance
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Rondônia,	endowed with one of the world's richest ecosystems,	
Carrier	Circumstance	

is	now 17 percent deforested.	
Relational: attributive	Attribute	

Nor is there	much confidence	in	the Sarney regime's capacity
Existencial	Existent	Circumstance	
		Actor	

to vigorously	prosecute	the killing of Francisco Mendes Filho,	or
Circumstance	Material	Goal	

adequately	protect
	Material

others	who	follow	in his path.
Goal			
Actor		Material	Circumstance

Mr. Mendes,	a trade unionist	defended
Actor		Material

the traditional rights of	freelance rubber tappers	who	have literally fought to save
Goal			
	Actor		Material

their forests	from bulldozers.	A few weeks ago
Goal		Circumstance
Goal	Circumstance	

he	was warned	that	local landowners
Receiver	Verbal	Verbiage	
			Actor

had hired	gunmen	to kill	him;
Verbiage			
Material	Goal	Material	Goal

He	was shot	last Thursday
Actor	Material	Circumstance

even as	police guards	sat	in his kitchen.
Circumstance			
	Actor	Material	Circumstance

The 30,000 tappers	Mr. Mendes	helped organize
Goal	Actor	Material

were,	like himself,	descended from
Relational: attributive	Circumstance	Attribute

migrants	who	were drawn	by the great rubber boom
Goal		Material	Actor

that	peaked	before World War I.
	Material	Circumstance

From 1890 to 1911,	Brazil	and	its rubber barons
Circumstance	Actor		

dominated	production of "black gold"
Material	Goal

driving	prices	so high
Material	Goal	Circumstance

that	the jungle city of Manaus	became
	Carrier	Relational: attributive

a byword	for extravagance.
Attribute	Circumstance

But	those same high prices	led	the British	to sneak
	Actor	Material	Beneficiary	Material

rubber tree seedlings	to Ceylon and Malaya,	breaking	Brazil's monopoly.
Goal	Circumstance	Material	Goal

Brazil	was	abruptly
Carrier	Relational:attributive	Circumstance

undone	by the planters' shortsighted greed.
Attribute	Circumstance

History	repeats.	In a calamitous cycle,	burning rain forests	adds
Actor	Material	Circumstance	Actor	Material

to the greenhouse effect,	disrupts	the process
Circumstance	Material	Goal

that	transforms	carbon dioxide into oxygen,	kills
Goal			
	Material	Goal	Material

a profusion of species	and	devastates
Goal		Material

the homes of Amerindians.	Stripped of a nurturing canopy,	jungle soils
Goal	Circumstance	Carrier

are	soon infertile.
Relational: attributive	Attribute

Cattle ranches	are	thus inherently
Carrier	Relational: Attributive	Circumstance

uneconomic	without generous subsidies.
Attribute	Circumstance

These subsidies	were recently suspended
Goal	Material

but	not voided	by President Sarney.
	Material	Actor

Mr. Mendes	will be mourned	not just by Brazilians.
Phenomenon	Mental	Senser

In a real sense,	he	was defending	the very air the world breathes.
Circumstance	Actor	Material	Goal

Brazilian Who Fought to Protect Amazon Is Killed

A Brazilian union leader	who	received	repeated death threats
Actor		Material	Goal

during a campaign	to protect	the Amazon rain forest
Circumstance		
Circumstance	Material	Goal

was shot and killed	Thursday at his home	in northwestern Brazil.
Material	Circumstance	

The leader,	Francisco Mendes Filho,	44 years old	had fought
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Actor			Material
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against the eviction of rubber tappers from their forest lands and the destruction of the jungle.

Circumstance

In an interview	two weeks ago,	he	said
Circumstance	Circumstance	Sayer	Verbal

he	was told	by the police
Verbiage		
Receiver	Verbal	Sayer

last month	that	local landowners	had "contracted
Verbiage			
Circumstance		Actor	Material

three gunmen"	to kill	him.
Goal/Actor	Material	Goal

The government in the state of Acre,	where	he
Actor		Actor

lived,	assigned	then
Material	Material	

him	permanent police protection.
Beneficiary	Goal

Two state policemen	were	in his home
Carrier	Relational: attributive	Circumstance

on Thursday night	as Mr. Mendes	walked
Circumstance		
	Actor	Material

toward the bathroom	behind his house	and	a gunman
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Circumstance		
Circumstance		Actor
shot	him	point-blank.
Material	Goal	Circumstance

Although essentially a union leader,	Mr. Mendes	had also become identified
	Carrier	Relational: attributive

with the struggle to stop the destruction of Brazil's forests,
Attribute

and	he	was often sought out
	Goal	Material

by environmental groups	at home and abroad.
Actor	Circumstance

He	became known	throughout Brazil
Carrier	Relational: attributive	Circumstance

because of his determined fight	to preserve
Circumstance	
	Material

the traditional rights of freelance rubber tappers
Circumstance
Goal

who	live off	the forest collecting latex and nuts
Actor/Carrier	Material	Goal

and	have	a direct stake in protecting it.
	Relational: attributive	attribute

As the movement grew under Mr. Mendes,	rubber tappers and their families
Circumstance	Carrier

became	the only group in Brazil
Relational: attributive	Attribute

that	physically	prevented	deforestation.
	Circumstance	Material	Goal

At times,	they and their wives and children	would sit
Circumstance	Actor	Material

in front of the bulldozers	to stop
Circumstance	Material

landowners	from illegally knocking down trees.
Goal	Circumstance

"In the last 10 years,	they	managed to save
Verbiage		
Circumstance	Actor	Material

thousands of hectares	with their movement,"	said
Verbiage		
Goal	Circumstance	Verbal

Alfredo Sirkis,	leader of the newly formed Brazilian Green Party.
Sayer	

Mr. Mendes's movement	succeeded in obtaining	reserves for rubber tappers	in the Amazon.
Actor	Material	Goal	Circumstance

Two large landowners	The brothers Darli and Alvarino Alves	claim
Sayer		Verbal

as their land a part of one such reserve,	known as Cachoeira.
Verbiage	

Soon after the Government	confirmed	its status as a reserve	in June,
Circumstance			
Sayer	Verbal	Verbiage	Circumstance

four rubber tappers	were killed.
Goal	Material

Mr. Mendes's union,	after finding out	that the two lando wners	were wanted for murder	in the state of Parana,
Actor	Circumstance			
	Mental	Goal	Material	Circumstance

brought	a copy of the arrest warrant	to Acre	and gave
Material	Goal	Circumstance	Material

it	to the area's federal police chief,	Mauro Sposito.
Goal	Circumstance	

Mr. Mendes	said	he	had learned	from other police officers	that Mr. Sposito
Sayer	Verbal	Verbiage			
			Mental	Circumstance	Sayer/Actor

had warned	the brothers	to flee
Verbiage		
Verbal	Receiver/Actor	Material

and	waited	two weeks before ordering their arrest.
	Material	Circumstance

After the officers	told	Mr. Mendes	that the brothers	had sworn to have	him	killed ,
Circumstance						
Sayer	Verbal	Receiver	Actor	Mate	Goal	rial

union members	sent	telegrams
Actor	Material	Goal

notifying	the national chief of police,	the Minister of Justice and President Jose Sarney.
Material	Goal	

The brothers	are	still in hiding.
Carrier	Relational: attributive	Attribute

Last year,	Mr. Mendes	received
Circumstance	Actor	Material
Topical Theme		Rheme

the Global 500 Award	for environmental protection from the United Nations Environmental Program.
Goal	Circumstance

His death	comes
Actor	Material

at a time of increasing alarm over Brazil's development policy in the Amazon,
Circumstance

which	has set off
	Material

a scramble for land	by speculators and ranchers,	who
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Goal	Actor	
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destroy	vast stretches of rain forest	every year.
Material	Goal	Circumstance

Killings Go Unpunished

The drive into the Amazon	has also rekindled	land conflicts	that
Actor	Material	Goal	

are often settled	by killings	that	go unpunished.
Material	Actor/Goal		Material

This year	these	have included
Circumstance	Actor	Material

the deaths of 14 Tukano Indians	who	were shot
Goal		Material

in their canoes	by the gunmen of a local landowner.
Circumstance	Actor

A state legislator	in the Amazon town of Belem	who
Actor/Sayer	Circumstance	

long defended	landless peasants	said
Material	Goal	Verbal

in a speech on Dec. 6	that	he	had received	death threats,	and
Circumstance	Verbiage				
		Actor	Material	Goal	

he	was killed	the same night	in his garage.
Goal	Material	Circumstance	Circumstance

Mr. Mendes	said	recently
Sayer	Verbal	Circumstance

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that	six people	belonging to his movement	had been killed	in recent months.
Verbiage				
	Goal	Circumstance	Material	Circumstance
Rheme				

His fight	to save	the Amazon's rubber tappers	from economic ruin
Actor			

took	Mr. Mendes
Material	Goal

to Washington	last year	at the invitation of environmental groups.
Circumstance		

Both the World Bank and the Inter American Development Bank	have lent	large sums
Actor	Material	Goal

to Brazil	to build	a road to Rondonia and Acre
Beneficiary	Material	Goal

that	opened up	the virgin forests of the western Amazon.
	Material	Goal

But	Brazil	has not lived up
	Actor	Material

to all the requirements of the loan agreements	to safeguard	the rights of Indians and other forest peoples.
Circumstance		
	Material	Goal

Land speculators and ranchers	have often violently expelled
Actor	Material

the inhabitants.	Conservationists	who
Goal	Actor/ Sayer	

have studied	the rubber tappers	have often praised
Material	Goal/Actor	Verbal

them	as skillful managers	who	harvest the forest	without seriously damaging it.
	Verbiage			
Actor	Circumstance		Material	Circumstance

They	carve	incisions
Actor	Material	Goal

into rubber trees	to let	the sap, the latex,	leak out.
Circumstance	Material	Actor	Material

They	often collect	edible plants, fruits and nuts,
Actor	Material	Goal

and	their way of life	has served to bolster	arguments
	Actor	Material	Goal

that	it	is
	Carrier	Relational: attributive

worth setting aside reserves for the tappers	because
attribute	

they	can make	a profit
Actor	Material	Goal

from the forest	while	preserving	it.
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Circumstance			
		Material	Goal

"A rubber tree	can live up	to 100 years	if	you
Verbiage				
Actor	Material	Circumstance		Actor

tap	it	right	affectionately,"
Material	Goal	Circumstance	

Mr. Mendes said.	born
Sayer	

in the Forest	near the border with Bolivia,
Circumstance	

Mr. Mendes	was	one of the descendants of the thousands
Carrier	Relational: attributive	attribute

who	migrated	here	during the rubber boom.
	Material	Circumstance	

Other tappers	moved	when the United States	financed
Actor	Material	Circumstance/ Actor	Material

the Amazon Rubber Program	to increase	emergency production	during World War II.
Goal	Material	Goal	Circumstance

In the small town of Xapuri,	Mr. Mendes	first convinced
Circumstance	Actor	Material

the tappers	to form	a group	to protect
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Goal	Material	Goal	Material
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themselves	against rubber barons	who
Goal	Circumstance	

abused	their workers	and tried to prevent
Material	Goal	Material

independent tappers	from selling	their products.
Goal	Material	Goal

Unions	all over Acre	grew into
Actor	Circumstance	Material

a movement	of some 30,000 people	as tappers
Goal	Circumstance	Actor

found	themselves	evicted and saw
Material	Goal	Material

huge areas of the jungle	cleared for	cattle and agriculture.
Goal		
	Material	Goal

At the same time,	they	saw
Circumstance	Actor	Material

that	land	was
	Goal	
	Carrier	Relational: attributive

often exhausted and abandoned	after five years	while
Goal		
Attribute		Circumstance

the forest	was	destroyed.
Carrier	Relational: attributive	attribute

"We	became	ecologists	without even knowing	that word,"
Verbiage				
Carrier	Relational attributive	Attribute	Material	Goal

Mr. Mendes	said	in an interview	on Dec.9.
Sayer	Verbal	Circumstance	Circumstance

Although	the union Mr. Mendes	headed
	Actor	Material

in Xapuri	had	only 3,000 members,
Circumstance	Material	Circumstance

he	became	the most prominent leader of the rubber tappers
Carrier	Relational: attributive	Attribute

in the western Amazon	and the de facto spokesman
Circumstance	attribute

for 165,000 families	that	make a living
Goal/Actor		Material

as tappers	in Brazil.
Circumstance	

In the interview,	Mr. Mendes	recalled	that
Circumstance	Actor	Material	

he	had survived	five attempts	on his life.
Actor	Material	Goal	Circumstance

"It	's not	that	I	would not die	for the cause,"
Verbiage					

			Actor	Material	Goal
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he	said,	“but	I	intend to live
Sayer	Verbal		Actor	Material

a long time	because a busy funeral	will not make	much difference."
Circumstance		Material	Goal