

Demonstration of the analytical procedure adopted in the paper entitled *Market logic as* an efficiency measure of the Olinda Carnival organization

The journal articles that served as research data were scanned and converted into a PDF file, using the CamScanner application. The files were then numbered in chronological order, under the equivalent title of the publication, and filed in folders according to the newspaper, year and month of publication. This process set up the organization of the research *corpus* – in this work denominated archive, in agreement with the Foucauldian nomenclature – as exemplified in Figure 1.

	Nome	Data de modific	Tipo	Tamanho
Acesso rápido	🔝 12 Igrejas se unem	10/08/2016 10:56	Foxit Reader PDF	1.049 KB
🔜 Área de Trabalhc 🖈	13 Desfile das Virgens	10/08/2016 11:00	Foxit Reader PDF	1,956 KB
🕹 Downloads 🛛 🖈	14 Siri reza	10/08/2016 11:05	Foxit Reader PDF	600 KB
Documentos 🖈	15 A dama de Olinda	10/08/2016 11:12	Foxit Reader PDF	2.249 KB
imagens #	16 Festas de rua	10/08/2016 11:16	Foxit Reader PDF	2.462 KB
	17 Conselho de Entorpecentes	10/08/2016 11:18	Foxit Reader PDF	833 KB
😓 Google Drive 🛛 🖈	18 Olinda abre	10/08/2016 11:25	Foxit Reader PDF	2.297 KB
📙 Planos de aula 🛛 🖈	20 Virgens aprontam	10/08/2016 11:29	Foxit Reader PDF	1,540 KB
🐔 OneDrive	21 Blocos criam espaço (2)	10/08/2016 11:36	Foxit Reader PDF	3.018 KB
oneonie	21 Blocos criam espaço	10/08/2016 11:33	Foxit Reader PDF	3.018 KB
💻 Este Computador	21 Virgens de Olinda levam	10/08/2016 11:39	Foxit Reader PDF	934 KB
🔿 Rede	22 Catarina Real rima	10/08/2016 11:42	Foxit Reader PDF	1,986 KB
- neue	23 Virgens roubam a cena	10/08/2016 13:33	Foxit Reader PDF	2.327 KB
	24 Siri leva irreverência	10/08/2016 13:40	Foxit Reader PDF	994 KB
	25 Bloco infantil	10/08/2016 13:44	Foxit Reader PDF	1.006 KB
	26 Carnaval muda vida	10/08/2016 13:49	Foxit Reader PDF	873 KB
	27 Olinda cria novo	10/08/2016 13:51	Foxit Reader PDF	440 KB
	28 Detran restringe	10/08/2016 13:56	Foxit Reader PDF	1.760 KB
	29 Empetur não libera	10/08/2016 13:59	Foxit Reader PDF	801 KB
	📓 30 O Carnaval chegou	10/08/2016 14:10	Foxit Reader PDF	1.972 KB
	31 Veja os outros	10/08/2016 14:14	Foxit Reader PDF	3.071 KB
	📓 32 Carnaval vira festa	10/08/2016 14:19	Foxit Reader PDF	2.156 KB
	📓 33 Olinda ganha cores	10/08/2016 14:26	Foxit Reader PDF	709 KB
	34 Defesa do consumidor	10/08/2016 14:28	Foxit Reader PDF	696 KB
	📓 35 Olinda apronta ornamentação	10/08/2016 14:37	Foxit Reader PDF	4.199 KB
	🔝 36 Em Olinda	10/08/2016 14:41	Foxit Reader PDF	717 KB
	🕺 37 Folia prolongada	11/08/2016 13:30	Foxit Reader PDF	905 KB
	🔝 38 Carnaval na TV	11/08/2016 13:32	Foxit Reader PDF	762 KB
	R an a			

Figure 1 – Example of organization of the research corpus

Image of the folder **DP Feb 1996**, that refers to the data obtained in Diario de Pernambuco collection of February 1996, in the chronological order in which they appear in the newspaper.

All the material of the archive went through a first round of reading, in order to establish familiarity with the texts to be analyzed. From this point, we proceed to the Foucauldian Discourse Analysis, following the steps presented in Figure 2.

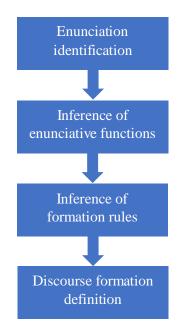


Figure 2 – Foucauldian Discourse Analysis sequence

To illustrate the analytical procedure, we resort to one of the news that compose the research archive (translated by the authors), entitled "Ladeiras on-line" (On-line slopes), and published in the Diario de Pernambuco in 02/13/1996.

In a first stretch (below), we identified how the Municipality of Olinda (PMO) establishes an articulation between the Public Administration and the private initiative with a view to organizing the event (enunciation), which reveals an aspect of its infrastructure (enunciative function).

According to director João Paulo Quérette, the company [Imagenharia] has signed a contract with the City Hall of Olinda, which will cede a space at the municipal administration headquarters, with the right to an exclusive digital line [...]. He also ensures that he has concluded an agreement with the production of Rede Globo Nordeste, which will transfer [its] images to be digitized and put on the net.

In a second stretch (above) we identified how the press lends itself to a relevant service (enunciation), which attests to the media as an agent of visibility of the event (enunciative

function) and also refers to a particularity of the infrastructure of it (enunciative function). This enunciative function is identified again in a third stretch (below), related to how the Carnival of Olinda provides opportunities for generating dividends (enunciation) and has the attraction and reception of the tourist as objectives (enunciation).

The Imagenharia promises that [...] the home page will have links [...] with data on inns that still have places for latecomers, where to eat and the best ways to get to the Upper Town, avoiding the congestion.

On the basis of these enunciations and its functions, we infer as a formation rule the establishment of a strategic partnership. They compose the frame of identification of the discursive formation resulted from the analysis, which refers to a positioning orientation by the market logic adopted by the municipal government. Figure 3 shows the beam relationships identified in the document, a substrate of the general framework of the research analysis.

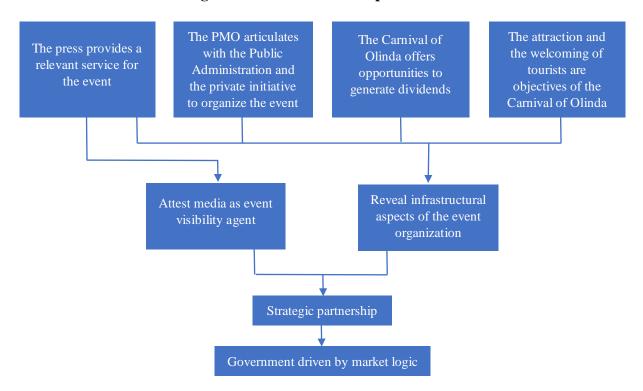


Figure 3 – Beam relationships substrate

To support the analysis, NVivo version 10 software was used. It helped in the process of coding and categorizing the discursive units (nodes) and their relationships, as well as allowing the retrieval of the analyzed data in a fast and reliable way.