

Representation of women victims of burn violence by Brazilian digital media
Representação da mulher vítima de violência por queimaduras pela mídia digital brasileira
Representación de la mujer víctima de violencia por quemaduras en los medios digitales brasileños

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The study aimed to analyze the representation of women victims of violence by burns by the Brazilian digital media. It is a documentary research with qualitative analysis of the data available in digital media news, published in 2018 and 2019, in written format, about women over 18 years of age who were victims of violence by burns in Brazil. The search tool used was Google® from different combinations of keywords. For data interpretation, inductive thematic analysis was used. There was a predominance of descriptive speeches, with excessive exposure of those involved. Three categories were created entitled: “*Exposure of those involved*”; “*Contextualization of facts*”; and “*Media responsibility*”. A more careful analysis of how the Brazilian media represents women who are victims of burn violence can contribute to the development and strengthening of strategies to prevent this type of violence and to promote the health of the female population.

Descriptors: Violence; Violence Against Women; Domestic Violence; Burns; Mass Media.

O estudo teve como objetivo analisar a representação da mulher vítima de violência por queimaduras pela mídia digital brasileira. Trata-se de uma pesquisa documental com análise qualitativa dos dados disponíveis em notícias da mídia digital brasileira, publicadas entre 2018 a 2019, em formato escrito, acerca de mulheres maiores de 18 anos que foram vítimas de violência por queimaduras no Brasil. A ferramenta de busca utilizada foi o Google® a partir de diferentes combinações de descritores. Para interpretação dos dados, foi utilizada a análise temática indutiva. Foram consideradas 53 comunicações pela imprensa no tema e período. Três categorias se construíram: “*Exposição dos envolvidos*”; “*Contextualização dos fatos*”; e “*Responsabilidade da mídia*”. Observou-se predominância de discursos de caráter descritivo, com exposição excessiva dos envolvidos. A análise mais cuidadosa de como a mídia brasileira representa a mulher vítima de violência por queimaduras pode contribuir no desenvolvimento e fortalecimento de estratégias de prevenção desse tipo de violência e de promoção da saúde da população feminina.

Descritores: Violência; Violência contra a Mulher; Violência Doméstica; Queimaduras; Meios de Comunicação de Massa.

El estudio tuvo como objetivo analizar la representación de la mujer víctima de violencia por quemaduras en los medios digitales brasileños. Se trata de una investigación documental con análisis cualitativo de los datos disponibles en noticias de los medios digitales brasileños, publicadas entre 2018 y 2019, en formato escrito, sobre las mujeres mayores de 18 años que fueron víctimas de violencia por quemaduras en el Brasil. La herramienta de búsqueda utilizada fue Google® a partir de diferentes combinaciones de descriptores. Para la interpretación de los datos se utilizó el análisis temático inductivo. Se consideraron 53 comunicaciones por parte de la prensa en relación con el tema y el periodo. Se construyeron tres categorías: “*Exposición de los involucrados*”; “*Contextualización de los hechos*”; y “*Responsabilidad de los medios de comunicación*”. Hubo un predominio de los discursos descriptivos, con una exposición excesiva de los involucrados. Un análisis más cuidadoso de la forma en que los medios de comunicación brasileños representan a las mujeres víctimas de la violencia por quemaduras puede contribuir a la elaboración y el fortalecimiento de estrategias para la prevención de este tipo de violencia y la promoción de la salud de la población femenina.

Descritores: Violencia; Violencia contra la Mujer; Violencia Doméstica; Quemaduras; Médios de Comunicación de Masas.

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INTRODUCTION

Gender-based violence is a historically and socially constructed behavior in relation to the role of women in society; and which is still perpetuated¹. These are events that show the unequal relations that still exist between men and women and the gender vulnerability that can occur in the family environment and in the community and that involve psychological, sexual and physical aggressions².

All over the world, about one in three women has experienced physical or sexual violence by an intimate partner, with a greater incidence of cases in Southeast Asia, the Eastern Mediterranean and Africa. In 2016, 140,350 cases of violence against women were reported in Brazil, and 50.70% of those were due to physical violence³. In the latter, the assaults involve slaps, kicks, threats with knives, burns, among others².

When it comes to physical violence due to burns, this is considered one of the most significant aggressions, as the severity of the injuries interferes in body image of women and leaves scars that remind of the violence suffered, harming the physical and mental health of these victims⁴.

Burns are characterized by skin lesions caused by chemical, electrical, thermal and radioactive agents and, according to the severity, can be classified into first, second and third degree⁵. The main causes are direct flame, scalding, contact with hot surfaces, exposure to smoke and electric current⁶. Approximately 180,000 deaths are caused by burns worldwide, with over 50% of these deaths occurring in Southeast Asia⁷.

From July to August 2012, a study was carried out with women admitted to burned units in Delhi and Mumbai for flame burns, which showed that of the 197 admissions of these women in Delhi units, 18% were suicide attempts and 7% were murder attempts. And of the 86 women admitted to Mumbai units, 8% were due to suicide attempts. In some of the cases, the reasons for setting fire to their own bodies were frequent discussions that women had with their husbands and the attempt to change their behavior, so that they would have more responsibility and stop assaulting them⁸.

Another study carried out in the emergency department of a public hospital that is a reference for the treatment of burns located in the city of Salvador (BA), with a sample of 35 women, from January to April 2005, showed that 71.2 % of the aggressors of women were their husband/partner, ex-husband/ex-partner, father/mother, characterizing family violence, but with a prevalence of conjugal violence, corresponding to 51.2% of the total number of women harmed. Regarding bodily injury, 11.7% of burn injuries occurred due to physical violence, with 8.3% due to attempted suicide. Regarding the reason that led these women to attempt suicide, 100% answered that it was the physical violence by burning committed by the husband/partner previously. In addition, the study also showed that alcohol was the most used causative agent in aggression and attempted suicide⁴.

In other countries, one of the types of burns that represents a serious social problem is aggression by chemical agents. Chemical burn generally causes serious physical, functional, emotional and social consequences, being used in an attempt to solve problems among family members, couples or as revenge. In Colombia, as in other countries with poverty levels and sexist societies, this form of violence is also used in an attempt to resolve sentimental and personal issues⁹.

In South Asia, on the other hand, the countries with the most acid attacks are Bangladesh, India and Pakistan. In Bangladesh, since 1999 there have been 3,000 cases of acid violence in women. In Pakistan, since 1994, more than 8,800 cases of women who have suffered this same type of violence have been found. And in India, between 2011 and 2015, 802 cases of acid violence against women were recorded. This is due to the domination and inequality of socially constructed gender and structural subordination of women who perpetuate not only in these countries, but throughout the world¹⁰.

Violence against women has been a topic in dramaturgy, news from newspapers and magazines, radio, television and music for centuries. Until the mid-1980s, female victims of violence were represented by the Brazilian press as the cause of the aggressions they suffered, especially when it comes to domestic violence¹¹. Black women were portrayed by the media as a sexual symbol, inserted in a reality composed of social inequalities and poverty, which could disguise and naturalize (and even legitimize) the violence suffered¹².

Currently, the Brazilian media has a strong influence on the dissemination of news about violence against women, contributing to generate a reflection on society on this issue and influencing attitudes and behaviors of the subjects¹³. However, as much as the media has changed the way of treating female victims of violence over the years, it is necessary to have a more careful analysis of how the woman and her aggressor are currently seen by the press¹⁴.

It is noticed that there are few studies, national and international, that relate the phenomenon of burns with violence against women. And, in the case of violence against women, the media has a great social impact in the dissemination and treatment of this woman victim of violence and her aggressor. Therefore, the present study aims to analyze the representation of women victims of violence by burns by the Brazilian digital media.

METHODS

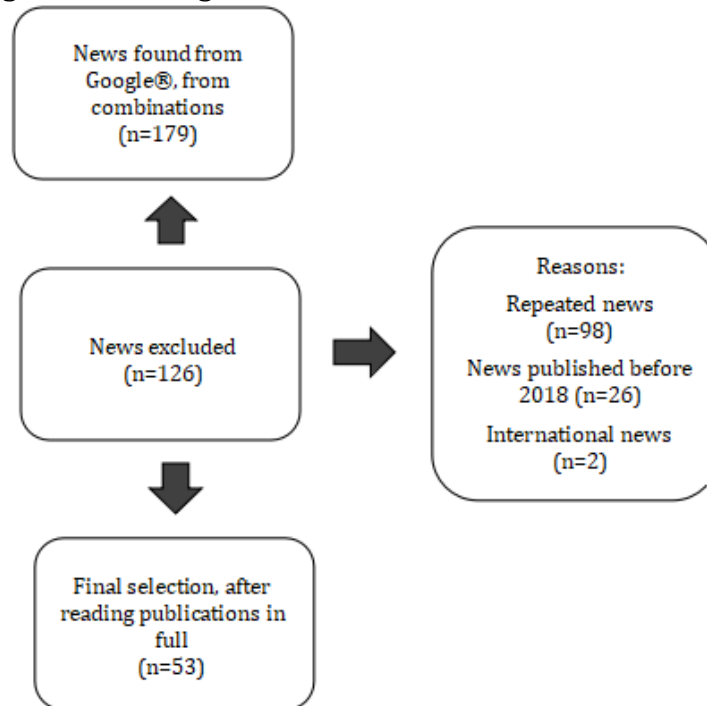
This is a documentary research with qualitative analysis of the data. This type of research allows the selection, interpretation and understanding of a social fact, through documents that have not received an analytical treatment, such as letters, diaries and reports¹⁵.

Newspaper articles, magazines and portals available in digital media, published in the years 2018 and 2019 in written format, about women over 18 who were victims of violence by burns in Brazil at that time were included. News from subscription publications and those from electronic sites only recorded in audio or video, prior to 2018, international publications, women under the age of 18 victims of violence by burns and other types of violence were excluded. For news that have both written content and audiovisual recording, only the written content was analyzed.

The searches were carried out between October of 2019 and January of 2020, with the aid of the search tool Google®, available on the website <https://www.google.com.br>. The choice of this search tool is due to the fact that it is one of the most popular websites by Internet users in the world, it is free, and the online search for information is done quickly and accurately.

The following descriptors were used, in different combinations: *queimadura*, *queimaduras*, *mulher*, *mulheres*, *violência*, *violências*, *agressão física*, *agressões físicas*, *crueldade*, *crueldades*, *brutalidade*, *brutalidades*, *crime*, *crimes*, *violência doméstica* and *feminicídio* (burn, burns, women, women, violence, violences, physical aggression, physical aggressions, cruelty, cruelties, brutality, brutalities, crime, crimes, domestic violence and femicide). Two computers and a laptop were used in an attempt to expand access to the news and reduce the algorithmic bias. The search and selection process for the reports is described in Figure 1 below.

Figure 1. Flowchart of selection of publications on the topic “Women victims of violence by burning” in the Google® search engine.



Two Microsoft® Office Excel Program tables were filled with the selected materials. The first classified the reports, addressing the publication source, the title, the date and the publication address. The second table, on the other hand, categorized the characteristics found in each case, namely: identification of the victim, the type of violence committed, the etiological agent used in the aggression, the areas of the victim's body that were affected, the type of relationship that aggressor had with the victim, the age of the victim and the aggressor when the case was reported, the scenario where the aggression occurred and the state/region of the crimes.

The presentation of these data was performed descriptively in the results. Subsequently, an analysis of the content of these articles was presented to verify how women victims of violence by burns are represented by the Brazilian media.

The methodological framework used is the inductive content analysis, which consists of three stages: preparation, organization and description of the results. In the preparation stage, the material is read for better understanding by the researchers and the selection of words or phrases of the content that will compose the categories. In the organization stage, the categories were grouped to facilitate understanding and increase knowledge. In the description of the results, the last step, a general and detailed description of the data was made from the set of categories formed to facilitate the understanding of the reader¹⁶.

The reports were used as a data source and not as references, arranged in ascending order of publication date, with R1 being the first to be published. In addition, the letters W, M and the combinations WW, MM and WM were used to indicate that the reports were written, respectively, by a woman, a man, two women, two men and a woman and a man.

RESULTS

The selection consisted of 53 news items, eight of which were published in 2018 and 45 in 2019; and 54.72% of them were published in electronic newspapers, 39.62% in portals and 5.66% in electronic magazines. There were more cases reported in July (18.8%), followed by September and December (both with 15.1%).

The region of the country where the most cases of women victims of burn occurred was the Southeast region (47.17%), with the predominant state of São Paulo (22.6%), followed by

Minas Gerais (15.1%), Rio de Janeiro (5.66%) and Espírito Santo (3.77%). The Midwest region was the second region with the highest number of occurrences, with 20.75% of cases.

As for the outcome of the stories, 49% of the news revealed the identity of the victims (name written in full) and 28.3% released photos of the victims, showing their faces. 84.9% of the articles reported the ages of the victims, with a higher incidence of violence by burning in women between 31 and 40 years old (37.78%). With regard to the reported causative agents of burns (94.3%), gasoline was the most used causal agent (22%), followed by alcohol (20%).

In 33.9% of the news reports that reported the affected body area, the face was the most affected area (72.2%), followed by the chest (50%). Regarding the physical environment in which violence by burning occurred (90.5% reported), the home environment was the place of greatest occurrence (64.58%). And, with regard to the number of deaths, in 37.73% of the cases the victim died as a result of the burns.

When identifying the aggressors or probable perpetrators of the aggressions, the majority are male (86.8%), with 50% of the cases in which intrafamily violence is characterized (husband/partner/boyfriend/brother-in-law/son). In 60.37% of the news, the aggressor is treated as a suspect by the media. 64.15% of the cases reported the aggressors' ages, with the highest incidence being the age group between 31 and 40 years old (32.35%).

Of the reasons that led to the assaults, 20.7% were based on the aggressor's refusal to accept a separation and, in 79.3% of the cases, the reasons for the disagreements and discussions that were not explicit.

Only 26 news items presented the writer's name, of which 50% were written by a man, 38.46% by a woman, 3.85% by two men, 3.85% by two women and 3.85% by one man and a woman.

The characterization of the news, according to title, date, source of publication and main results, is shown in Chart 1.

Chart 1. Characterization of news published in digital media written in Brazil in 2018 and 2019. Uberaba, MG. Brazil. 2020.

Nº	Title	Date	Source of publication/Place	Main results
R1	<i>Mulher tem 40% do corpo queimado após marido jogar álcool e atear fogo</i> (Woman has more than 40% of her body burnt after husband pours alcohols and set her on fire)	08/01/2018	<i>Correio do Estado Newspaper</i> Corumbá (MS)	Causal agent: alcohol and fire Body area affected: arms, chest and face Aggressor: husband Death: no Reason: N/R
H R2	<i>Mulher queimada pelo ex no Sul de Minas morre a caminho de BH</i> (Woman burnt by ex in Southern region of Minas Gerais dies while on her way to BH)	16/01/2018	O Tempo Newspaper Poço Fundo (MG)	Causal agent: gasoline and fire Body area affected: N/R Aggressor: ex-boyfriend Death: yes Reason: refusal of the aggressor to accept separation.
R3	<i>É grave estado de saúde de jovem queimada por desconhecida em São Luís de Montes Belos</i> (Young woman burnt by unknown female is in serious condition in São Luís de Montes Claros)	20/03/2018	Diário da Manhã Newspaper São Luís de Montes Belos (GO)	Causal agent: alcohol and fire Body area affected: face, chest, chest and left arm. Aggressor: unknown woman Death: no Reason: N/R
M R4	<i>Mulher incendiada viva não resiste aos ferimentos e morre no HUT</i> (Woman burnt alive succumbs to her wounds and dies in HUT)	12/07/2018	Cidade Verde Portal Teresina (PI)	Causal agent: fire (home) Body area affected: N/R Aggressor: brother-in-law Death: yes Reason: N/R
HH R5	<i>Marido é preso após jogar água fervendo contra mulher no Pilarzinho; estado é grave</i>	16/07/2018	Banda B Portal Curitiba (PR)	Causal agent: boiling water Body area affected: face, chest and back Aggressor: husband Death: no

	(Husband arrested after pouring boiling water in wife in Pilarzinho, she is in serious condition)			Reason: N/R
R6	<i>Mulher morre após ter o corpo queimado pelo ex no interior de SP</i> (Woman dies after having body set on fire by ex in the interior of the state of SP)	22/08/2018	Catraca Livre Portal Franca (SP)	Causal agent: alcohol and fire Body area affected: N/R Aggressor: ex-boyfriend Death: yes Reason: refusal of the aggressor to accept separation
R7	<i>Mulher é atacada com ácido e sofre queimaduras graves em Simões Filho</i> (Woman attacked with acid suffers serious burns in Simões Filho)	24/08/2018	Camaçari Notícias Newspaper Simões Filho, metropolitan region of Salvador (BA)	Causal agent: acid Body area affected: N/R Aggressor: partner Death: no Reason: N/R
MM R8	<i>Mulher que teve corpo queimado pelo marido está grávida de 3 meses</i> (Woman whose body was burn by husband is 3 months pregnant)	13/09/2018	Campo Grande News Portal Campo Grande (MS)	Causal agent: solvent, fuel and fire Body area affected: arms and legs. Aggressor: husband Death: no Reason: N/R
R9	<i>Homem ateia fogo à ex-mulher e foge em Santo André, na Grande SP</i> (Man sets fire to ex-wife and flees in Santo André, in Greater SP)	27/12/2018	Isto É Magazine Santo André (SP)	Causal agent: flammable liquid and fire Body area affected: N/R Aggressor: ex-husband Death: no Reason: N/R
H R10	<i>Depois de três meses internada, mulher morre após ter o corpo queimado; marido é suspeito</i> (After three months in hospital, woman dies after having her body burned; husband is suspect)	11/01/2019	Folha Vitória Newspaper Serra (ES)	Causal agent: fire Body area affected: N/R Aggressor: husband Death: yes Reason: N/R
M R11	<i>Mulher esfaqueada e queimada pelo ex em Jampruca vai ser transferida para o João XXIII, em BH</i> (Woman stabbed and burned by ex in Jampruca will be transferred to João XXIII, in BH)	21/01/2019	Newspaper Hoje em Dia Jampruca (MG)	Causal agent: gasoline and fire Body area affected: N/R Aggressor: ex-partner Death: no Reason: refusal of the aggressor to accept separation.
R12	<i>Crime: mulher tem 20% do corpo queimado com óleo de cozinha fervente</i> (Crime: woman has 20% of her body burned with boiling cooking oil)	26/01/2019	Brusque City portal Guabiruba (SC)	Causal agent: boiling cooking oil Body area affected: back, abdomen, buttocks, thigh, arm and face Aggressor: woman Death: no Reason: N/R
R13	<i>Pai é preso acusado de atear fogo na esposa e três filhos em São Lourenço da Serra</i> (Father is arrested for accusations of setting fire to his wife and three children in São Lourenço da Serra)	15/02/2019	O Taboanense Portal São Lourenço da Serra (SP)	Causal agent: gasoline and fire Body area affected: face and legs. Aggressor: husband Death: no Reason: N/R
R14	<i>Homem joga ácido no rosto da ex-mulher por não aceitar fim de relação, em AL</i> (Man pours acid in ex-wife's face for not accepting end of relationship, in AL)	26/02/2019	Geledés Instituto da Mulher Negra Portal Marechal Deodoro (AL)	Causal agent: acid Body area affected: face, scalp and back Aggressor: ex-husband Death: no Reason: refusal of the aggressor to accept separation.
H R15	<i>Morre mulher que teve corpo queimado pelo ex-marido</i> (Woman that had body burnt by ex-husband dies)	01/03/2019	TodoDia Newspaper Campinas (SP)	Causal agent: gasoline and fire Body area affected: N/R Aggressor: ex-partner Death: yes Reason: refusal of the aggressor to accept separation
R16	<i>Jovem morre após ter o corpo queimado por namorado em festa</i> (Young woman dies after having body burnt by boyfriend in party)	07/03/2019	Cláudia Magazine Franco da Rocha (SP)	Causal agent: fire (in plastic) Body area affected: N/R Aggressor: boyfriend Death: yes

				Reason: after alleged cheating/rape
H R17	<i>Morre mulher que teve corpo queimado pelo companheiro</i> (Woman that had body burnt by partner dies)	12/03/2019	CBN Campinas Portal Campinas (SP)	Causal agent: fuel and fire (mattress) Body area affected: N/R Aggressor: partner Death: yes Reason: N/R
R18	<i>Enterrada mulher que sofreu queimaduras e facadas</i> (Woman who suffered burning and stabbing is buried)	05/04/2019	TV Jornal Recife (PE)	Causal agent: N/R Body area affected: N/R Aggressor: two recently acquainted men Death: yes Reason: N/R
H R19	<i>Após morte do caçula, morrem mãe e segundo filho baleados e queimados pelo ex na Pampulha</i> (After death of youngest child, mother and second child shot and burnt by ex also die in Pampulha)	26/04/2019	Hoje em Dia Newspaper Belo Horizonte (MG)	Causal agent: gasoline and fire Body area affected: N/R Aggressor: ex-partner Death: yes Reason: refusal of the aggressor to accept separation.
R20	<i>Agressivo, marido bate e queima mulher e filho com panela de feijão</i> (Aggressive husband hits and burns wife and child with bean pan)	30/04/2019	A Gazeta Digital Portal Primavera do Leste (MT)	Causal agent: hot pot Affected body area: legs and abdomen Aggressor: husband Death: no Reason: N/R
R21	<i>Mulher morre queimada com ácido pelo ex-marido em Brasília</i> (Woman is killed with acid by ex-husband in Brasilia)	09/05/2019	Gazeta Online Newspaper Sobradinho (DF)	Causal agent: acid Affected body area: face, neck, chest and upper limbs Aggressor: ex-husband Death: yes Reason: N/R
R22	<i>Mulher tem rosto queimado por substância corrosiva no Recife; ex-companheiro é suspeito da agressão</i> (Woman has face burned by corrosive substance in Recife; ex-partner is suspected of the assault)	05/07/2019	G1 Portal Recife (PE)	Causal agent: sulfuric acid Body area affected: face, chest and hands. Aggressor: ex-partner and his friend Death: no Reason: N/R
M R23	<i>CRUELDADE: Homem joga ácido no rosto de ex-companheira</i> (CRUELTY: Man throws acid in ex-partner's face)	05/07/2019	Polêmica Paraíba Newspaper Recife (PE)	Causal agent: acid or lye Body area affected: face, neck, chest, arms, abdomen and thighs Aggressor: ex-partner Death: no Reason: refusal of the aggressor to accept separation.
MH R24	<i>Morre mulher que teve 45% do corpo queimado por marido em Campo Grande</i> (Woman who had 45% of her body burned by husband in Campo Grande dies)	09/07/2019	Midiamax Newspaper Campo Grande (MS)	Causal agent: alcohol (ethanol) and fire Body area affected: face, neck, abdomen and torso Aggressor: husband Death: yes Reason: N/R
R25	<i>Homem causa queimadura de segundo grau em companheira</i> (Man causes second degree burns in partner)	11/07/2019	Jornal de Itu Newspaper Itaquaquecetuba (SP)	Causal agent: gasoline and fire Body area affected: face, chest and left arm Aggressor: partner Death: no Reason: N/R
M R26	<i>Mulher morre após ser esfaqueada e queimada em Matozinhos; ex-namorado é o principal suspeito</i> (Woman dies after being stabbed and burned in Matozinhos; ex-boyfriend is the prime suspect)	15/07/2019	Jornal Hoje em Dia Matozinhos (MG)	Causal agent: fire Body area affected: N/R Aggressor: ex-boyfriend Death: yes Reason: discussion between those involved because of child.

R27	<i>Novo caso: Mulher é atacada com substância química no Recife</i> (New case: woman is attacked by chemical substance in Recife)	17/07/2019	TV Jornal Recife (PE)	Causal agent: chemical substance Body area affected: back, chest and neck Aggressor: ex-husband Death: no Reason: refusal of the aggressor to accept separation
R28	<i>Mulher morre após ter corpo incendiado pelo ex-marido em Itabira</i> (Woman dies after having body set on fire by ex-husband in Itabira)	18/07/2019	DeFato Online Portal Itabira (MG)	Causal agent: gasoline and fire Body area affected: N/R Aggressor: ex-husband Death: yes Reason: N/R
M R29	<i>Marceneiro jogou álcool, ateou fogo e trancou mulher em quarto por 17 horas, diz polícia</i> (Woodworker threw alcohol, set fire and locked woman in room for 17 hours, says police)	22/07/2019	Terra MT Digital Portal São Paulo (SP)	Causal agent: alcohol and fire Body area affected: N/R Aggressor: husband Death: yes Reason: N/R
H R30	<i>Mulher que teve 40% do corpo queimado por andarilho é transferida para Belo Horizonte</i> (Woman who had 40% of her body burned by a drifter is transferred to Belo Horizonte)	16/08/2019	Observatório de Ouro Fino Portal Ouro Fino (MG)	Causal agent: fire Body area affected: N/R Aggressor: drifter Death: no Reason: discussion by territory
R31	<i>Idoso passa de vítima a suspeito de incêndio no Parque Vera Cruz</i> (Senior citizen turns from victim to suspect of fire in Vera Cruz Park)	23/08/2019	Terceira Via Newspaper Campos (RJ)	Causal agent: alcohol and fire Body area affected: N/R Aggressor: partner Death: no Reason: N/R
H R32	<i>Mulher é incendiada e principal suspeito é o companheiro</i> (Woman is set on fire and prime suspect is partner)	04/09/2019	Jornal de Brasília Newspaper Duque de Caxias (RJ)	Causal agent: N/R Body area affected: N/R Aggressor: partner Death: no Reason: N/R
H R33	<i>Homem é preso por jogar óleo quente na esposa em Manaus</i> (Man arrested for throwing hot oil in wife in Manaus)	08/09/2019	EmTempo Newspaper Manaus (AM)	Causal agent: hot cooking oil Body area affected: N/R Aggressor: husband Death: no Reason: N/R
H R34	<i>Mulher é agredida por 3 horas e tem corpo queimado pelo ex: 'Vou matar nós dois'</i> (Woman is assaulted for 3 hours and has body burned by ex: 'I will kill both of us')	12/09/2019	BHAZ Portal Passos (MG)	Causal agent: alcohol and fire Body area affected: N/R Aggressor: ex-boyfriend Death: no Reason: refusal of the aggressor to accept separation
R35	<i>Mulher queimada pelo marido em Carlópolis morre no HU em Londrina</i> (Woman burned by her husband in Carlópolis dies in HU in Londrina)	12/09/2019	Tem Londrina Portal Carlópolis (PR)	Causal agent: Gasoline and fire Body area affected: N/R Aggressor: husband Death: yes Reason: N/R
H R36	<i>SP: morre homem que pôs fogo em carro onde estava com a ex-namorada</i> (SP: man who set fire to car where he was with ex-girlfriend dies)	29/09/2019	Metrópoles Newspaper Pirassununga (SP)	Causal agent: molotov cocktail Body area affected: N/R Aggressor: ex-boyfriend Death: no Reason: refusal of the aggressor to accept separation.
R37	<i>Homem atea fogo na esposa e é preso dentro de hospital em Indaial</i> (Man sets fire to his wife and is arrested inside hospital in Indaial)	30/09/2019	NSC Total Newspaper Indaial (SC)	Causal agent: fire Body area affected: N/R Aggressor: husband Death: no Reason: N/R
M R38	<i>Mulher que teve 90% do corpo queimado morre; caso é tratado com feminicídio</i> (Woman who had 90% of her body burned dies; case is treated as femicide)	30/09/2019	Correio Braziliense Newspaper Santa Maria (DF)	Causal agent: alcohol and fire Body area affected: N/R Aggressor: partner (female) Death: yes Reason: N/R

M R39	<i>Mulher segue entubada e sedada no CTI após ter 54% do corpo queimado</i> (Woman remains intubated and sedated in the ICU after having burned 54% of her body)	02/10/2019	JD1 Notícias Newspaper Campo Grande (MG)	Causal agent: gasoline and fire Body area affected: N/R Aggressor: female acquaintance Death: no Reason: N/R
R40	<i>Mulheres tem 90% dos corpos queimados após serem trancadas no banheiro e casa ser incendiada em Friburgo segundo a PM, o ex-companheiro de uma delas teria colocado fogo na casa; ele se entregou à polícia</i> (Women have 90% of their bodies burned after being locked in the bathroom and the house being set on fire in Friburgo, according to the PM, the ex-partner of one of them allegedly set the house on fire; he gave himself up to the police)	08/10/2019	SF Notícias Portal Nova Friburgo (RJ)	Causal agent: fire (home) Body area affected: N/R Aggressor: ex-partner (of one of them) Death: no Reason: N/R
H R41	<i>MP-DF denuncia mulher acusada de matar companheira por feminicídio</i> (MP-DF denounces woman accused of killing partner for femicide)	10/10/2019	ConJur Magazine Brasília (DF)	Causal agent: alcohol and fire Body area affected: N/R Aggressor: partner (female) Death: yes Reason: N/R
M R42	<i>Marido joga óleo quente em mulher grávida de 8 meses</i> (Husband throws hot oil on 8-month pregnant wife)	28/10/2019	Tribuna Online Newspaper Serra (ES)	Causal agent: hot oil Body area affected: left leg Aggressor: husband Death: no Reason: N/R
R43	<i>Psicóloga é encontrada morta com requintes de crueldade no Paraná. Ex-marido se matou</i> (Psychologist is found dead with signs of cruelty in Paraná. Ex-husband committed suicide)	30/10/2019	GoioNews Newspaper Ivaí (PR)	Causal agent: acid or fire Body area affected: N/R Aggressor: ex-partner Death: yes Reason: N/R
R44	<i>Homem é preso suspeito de queimar mulher e filho de 2 meses com feijão</i> (Man is arrested suspected of burning wife and 2-month-old son with beans)	31/10/2019	Catraca Livre Portal Manaus (AM)	Causal agent: hot bean broth Body area affected: N/R Aggressor: man Death: no Reason: N/R
H R45	<i>Mãe e filho são atacados e tem corpos queimados no Jardim Aeroporto III em Mogi</i> (Mother and son are attacked and have bodies burned at Jardim Aeroporto III in Mogi)	07/11/2019	Diário de Suzano Newspaper Mogi das Cruzes (SP)	Causal agent: fire Body area affected: N/R Aggressor: partner Death: no Reason: refusal of the aggressor to accept separation (suspected)
M R46	<i>Mulher tem o corpo queimado no DF. Companheiro é suspeito</i> (Woman has her body burned in DF. Partner is suspect)	25/11/2019	Metrópoles Newspaper Brasília (DF)	Causal agent: solvent Affected body area: torso and scalp Aggressor: partner Death: no Reason: N/R
M R47	<i>Casal briga e mulher vai parar na UPA com queimaduras no braço e rosto</i> (Couple fight and woman ends up in the UPA with burns on the arm and face)	08/12/2019	Diário Corumbaense Newspaper Corumbá (MS)	Causal agent: fire Body area affected: face and arm. Aggressor: partner Death: no Reason: N/R
R48	<i>Mulher sofre queimaduras ao ser empurrada por ex-esposo contra fogão</i> (Woman suffers burns when pushed by ex-husband against stove)	10/12/2019	EmTempo Newspaper Manacapuru (AM)	Causal agent: direct flame from stove Body area affected: N/R Aggressor: ex-partner Death: no Reason: N/R

H R49	<i>Acusado de provocar morte de venezuelana é preso em Caxias do Sul</i> (Man accused of causing death of Venezuelan is arrested in Caxias do Sul)	13/12/2019	Correio do Povo Newspaper Caxias do Sul (RS)	Causal agent: acid Body area affected: face and chest. Aggressor: ex-partner Death: yes Reason: refusal of the aggressor to accept separation.
R50	<i>Jovem de 18 anos sofre queimaduras após ser atingida por ácido</i> (18-year-old suffers burns after being attacked with acid)	14/12/2019	Varela Notícias Portal Salvador (BA)	Causal agent: acid Body area affected: N/R Aggressor: woman Death: N/R Reason: N/R
R51	<i>Mulher morre carbonizada após ex-cunhado invadir condomínio e jogar gasolina dentro de apartamento</i> (Woman dies charred after ex-brother-in-law breaks into condo and throws gasoline inside apartment)	14/12/2019	G1 Portal Sorocaba (SP)	Causal agent: gasoline and fire Body area affected: N/R Aggressor: ex-brother-in-law Death: yes Reason: N/R
R52	<i>Filho coloca fogo na mãe e na casa onde moram</i> (Son sets fire to mother and their home)	18/12/2019	da Capital AM Portal São Paulo (SP)	Causal agent: alcohol and fire Body area affected: N/R Aggressor: son Death: no Reason: N/R
R53	<i>Adolescente que ateou fogo em casa e causou queimaduras em mulher era amiga da vítima</i> (Teenager who set fire to home and burned a woman was a friend of the victim)	30/12/2019	Obemdito Portal Umuarama (PR)	Causal agent: gasoline and fire (in the house) Body area affected: N/R Aggressor: friend Death: no Reason: cause financial loss

Key: N/R: not reported

Three categories were created: “Contextualization of facts”; “Exposure of those involved”; and “Media responsibility”.

Contextualization of facts

The speeches used by most newspapers, portals and magazines when reporting cases of violence against women due to burns are descriptive, that is, only to inform the occurrence of a hostile action, as it does not give relevance to the real motivation of the aggressor and the absence of information that contributes to the contextualization of violence.

A young woman of 18 years suffered burns after being attacked with acid at dawn on Saturday [...] the woman who was appointed as perpetrator of the crime fled the scene [...] no one was found. (R50)

[...] he threw gasoline at her again, then set fire to it. He even grabbed a squeegee handle and hit her on the arm and slapped her across the face. (R25)

Both previous news stories exemplify the descriptive character, which bring the facts in a comprehensive and direct way, valuing the details of the violence that occurred and the people involved to draw the reader's attention, without deepening the data, information and sources that can clarify the events.

Some news brought the victim's history of violence, who had been through other types of violence and had reported and achieved a protective measure, as well as other similar cases and statistical data on violence against women, giving a little more relevance to this social problem.

Family members said the suspect, 27, always beat his wife. In addition, a restraining order against him was already determined in court, but the man allegedly disrespected the court order several times. (R23)

Survey based on data from the Civil Police of DF, [...] 14935 cases of violence against women in the capital. (R46)

Another case of femicide claimed a new victim in Brazil, a country where every two hours a woman is murdered. (R6)

Exposure of those involved

This category shows how the representations of victims and aggressors are constructed by the media and, to a large extent, the image seems to become more important than the information contained. In relation to the victims, certain news informed their name, age and profession, in addition to images of the victims before the attacks obtained through personal files and images that show the victims being assisted by professionals at the scene and after the attacks. Information such as the addresses of the victims' homes, places of work, hospitals where they were admitted to and the places where the bodies were hidden were also released.

Pain and a lot of revolt marked the funeral of housewife Valdicelia Aguiar da Silva, 28. (R18)

A 35-year-old woman was attacked [...] on Rua Campo Largo da Piedade, in the Pilarzinho neighborhood, in Curitiba. (R5)

[...] the suspect went to the victim's workplace, a hospital located on Rua Natal, in the Silveira neighborhood, [...] in Santo André, city of ABC Paulista region. (R9)

She came to the rescue at the Municipal Hospital of Simões Filho where she was treated, but due to the severity of the burns, she ended up being transferred to the Burns Treatment Center of the General Hospital of the State. (R7)

Tatiana's funeral will take place at Campo da Esperança Cemetery, in Asa Sul, starting at 11 am, in Chapel 7. (R38)

About the aggressors, name, age, profession, home address (the aggressor lived with the victim in most cases) or the place where they were at the time of arrest, as well as images obtained through personal files and taken at the time of arrest.

Woodworker Alex Alexandre Ferreira, 41, threw alcohol [...] (R29)

The fact happened in the early hours of this Sunday, at Rua 3, Conjunto São Lucas, in the Tancredo Neves neighborhood, in the eastern zone of Manaus. [...] the police returned to the couple's residence and found the suspect in the property. (R33)

The Military Police approached the suspect inside Hospital Beatriz Ramos. (R37)

Media Responsibility

The media has a relevant role in disseminating important and necessary information to society. However, there were few newspapers, portals and magazines that brought, along with the cases, information about the Law and other public policies that protect these women victims of violence and the phone numbers that can be used for reporting crimes, showing the interest of the media in reaching a large number of readers and also omitting information that would serve as knowledge for readers.

According to what has been registered, Nice at that time did not apply for protection. Her family believes that she lacked specialized guidance for requirement of protective measures. (R15)

The woman, who had burns on her left leg, was afraid of retaliation from her husband and did not want the police to be called. [...] The woman also refused to give evidence at the police station. (R42)

The news above shows the possibility that the victims were not properly guided, even for fear of the consequence of legal complaint, which can increase violence at home, as observed in the second case. Thus, there was an opportunity to provide more information on the requirement of the protective measure, for example, and other information that would also be of public use, which did not actually happen.

Another issue is the existence of moral judgment on the part of the editors in an attempt to smooth the facts, to be impartial and to preserve the identity of the aggressor with the use of terms such as suspect, perpetrator and man. On the other hand, terms such as aggressor, murderer, criminal and accused are used to affect their social image.

The victim arrived at the hospital accompanied by the [...] perpetrator. (R32)

The aggressor still tried to chase her, but ended up giving up. (R34)

The criminal had 82% of the body burned and remained hospitalized until the closing of this edition. (R15)

Accused of causing the death of a Venezuelan woman, he is arrested in Caxias do Sul. (R49)

This judgment is also present when the act committed by the aggressor or the situation itself is adjectives in order to attract the reader's attention.

[...] Nice Romualda Vieira, 53, who had her body burned on Wednesday, in a cowardly way, by her former partner. (R15)

CRUELTY: Man throws acid in ex-partner's face (R23)

The way in which the titles are constructed also reflects on the readers' understanding, being the first word that sets the tone of the news, such as gender, age, profession, relationship

status or relationship with the victim, outcome, period of suffering, behavior of the victim aggressor and the victim's health status.

Woman who had her body burned by her husband is 3 months pregnant (R8)

Psychologist is found dead with cruelties in Paraná. Ex-husband killed himself (R43)

Teenager who set fire to home and burned a woman was a friend of the victim (R53)

Woman who had her body burned by her companion dies (R17)

Son sets fire to mother and home (R52)

Aggressive, husband beats and burns wife and son with bean pot (R20)

In addition to the titles, the speeches used by newspapers, magazines and portals when reporting cases of violence against women by burns can also influence people's opinions and behaviors, generating repercussions in society.

Nice was buried yesterday afternoon, [...] on the same day that the State Government opened the 24h service at the 2nd Women's Police Station in Campinas. During the inauguration, activists promoted a protest against femicide. (R15)

DISCUSSION

In Brazil, the news presented about violence against women by burns highlights several aspects related to the representativeness of these women by the media, also bringing issues of cultural and social importance. This type of violence, in addition to being a physical aggression that causes psychological and social damage, affects several social classes and is present in several countries¹.

In most news, aggressions are committed by men (86.8%). In cases where the motivation was explicit, the aggressions by burns occurred due to the non-conformity for the end of the relationship. This shows that gender violence is rooted in a current scenario that perpetuates unequal relations between men and women and the feeling of ownership and subordination over them.

This phenomenon could also be verified in a study made with data used on all notifications of violence against women registered in the Information System for Notifiable Diseases (*Sistema de Informação de Agravos de Notificação - SINAN*) and the deaths of women due to aggression registered in the Information System on Mortality (*Sistema de Informações sobre Mortalidade - SIM*) in which, of the total number of notifications of violence in 2015 (242,347), 67.1% were against women². Thus, the persistence in gender inequality, as it is a social behavior that refers to the domination of men over women and has socio-cultural, economic and historical influences, makes it difficult to identify and take measures related to this situation¹.

In addition to the gender vulnerability evident in the news, intrafamily violence is also present. This type of violence is not limited to the physical space where it occurs, but to the construction of interpersonal and affective relationships¹⁷. This phenomenon is exemplified in the great occurrence of cases of women who suffered violence from burns in their own homes, in which the possible authors of the aggressions are their husbands, partners, boyfriends, brothers-in-law and sons. And it is also exemplified in some news that reported on the invasion of victims' workplaces by these aggressors, as a way of giving visibility to the aggressions and reinforcing male domination.

Regarding the means used to cause burns, the news showed that gasoline (22%) and alcohol (20%) were the most used causative agents in violence against women due to burns. These flammable products, in addition to being used in homes to light a barbecue grills and as a cleaning product, are accessible to the population and have low cost, which contributes to the use of these agents in cases of violence by burns¹⁸. In other countries, such as in South Asia, there is a prevalence of the use of chemical agents in cases of violence by burns in women, used in order to significantly alter the body image of women and harm them socially and economically, in agreement with the patriarchal power that still exists¹⁰.

According to the news in the present study, the body area most affected was the face, followed by the chest. This finding is similar to a study carried out in Jordan in which, of the

total injuries (241) that occurred in 139 cases of confirmed physical injuries in women, 47% were on the head, face and neck regions¹⁹. The face is the area of the body most affected by physical violence to highlight male domination and intensify the feelings of humiliation and shame in women, as it is the location of the body with easy access and greater exposure. Damage/mutilation, mainly, of the facial region can also generate, in the victim, the feeling of loss of identity, since it directly affects the imagery self-representation³.

The news showed that the age group of women who suffered burn violence ranged between 18 and 75 years, with a prevalence between 31 and 40 years. In other countries, such as India, since the 1980s, women between 18 and 35 years of age are more affected by physical violence from burns²⁰. In a study carried out in Jordan, of the 158 medical reports reviewed in the period from 2010 to 2015, all female victims were between 18 and 59 years old, and almost 90% of them were under the age of 40¹⁹.

It is noticed that there is no age pattern in women in situations of violence; on the other hand, the category of women needs to be considered also taking into account other variables, such as socioeconomic and ethnic-racial issues, in which the articles do not address. This suggests greater attention and approach by the media and warns that actions to combat violence against women are aimed beyond a gender perspective, to guarantee the protection, autonomy and rights of all victims²¹.

The information that the Brazilian media provides about cases of violence in women by burn contributes significantly to the contextualization of violence, being important for the understanding of readers about this social problem. On the other hand, there is news in this study that were not concerned with contextualizing the violence suffered by the victims and bringing information and statistical data on femicide and violence against women, giving a main focus on the violence that occurred in order to attract the attention of the reader.

This descriptive character of the aggressions by the media, characterized by the absence of concrete and important information that can contribute to the contextualization of violence, reinforces the idea that little relevance is given to this social issue. The way the media deals vaguely with situations of violence, omits information and does not treat the matter with due importance and relevance, in an equal and, consequently, superficial way, this information will reach the public¹³. And violence in women by burns, which should be recognized as a social problem, is now identified as specific cases by society.

Another issue exhibited by the news that reinforces this concern of the media to draw the attention of the reader over the information contained is the excessive exposure of those involved with the disclosure of their identity and profession, address of the victims' homes and workplaces, in addition to images from personal files and moments related to the situation of violence, for example, photos during the assistance provided to the victim by health professionals.

The exposure of images and information regarding the victim's life in general, unnecessarily, violates the right to image, privacy and intimacy provided for in the Brazilian Federal Constitution²². This choice of approach, which gives greater visibility in the images than in the contained aspects, has a great impact on readers, but does not contribute, in terms of information, to the problematization of violence against women, which is always seen as an isolated action¹³.

It is also notorious the focus given on the disclosure of the name and image of the probable perpetrators of the attacks and the use of terms such as "aggressor", "murderer", "criminal" and "accused" in a portion of the news to refer to them, which shows the intention of the media to influence readers and generate indignation in the social environment, instigating a feeling of revenge and revolt in the public about the violence that occurred, but not of justice²³.

Thus, there is a contradiction between freedom of the press and the individual's right to privacy and the precise investigation and disclosure of facts, present in the Code of Ethics of Brazilian Journalists²⁴. In addition to the excessive exposure of those involved, the information

present in some news was incomplete and vague, in an attempt by the journalist to convey the fastest information about the event.

In the construction of a news story, there are several resources and techniques to clarify the events, reducing or emphasizing some aspects over others. In addition to the dissemination of images of those involved, the construction of the news headlines and the moral judgment that exists in the use of terms that show impartiality, soften the facts or affect the social image of those involved, as witnessed in the news of this study, reveal the way in which the press intends to organize the news and build the reality of the facts. Thus, the presentation of events can result in an expository bias in the press, with a sensationalist stance, or in a more subjective approach to the fact, in which the writer/press ceases to be impartial and emphasizes his point of view at the expense of the event. in itself.

Of the news that presented the name of the editor, there was a prevalence of men. This data corroborates the analysis of journalistic texts from the years 2006 and 2015, of a newspaper in the state of Rio Grande do Norte, in which all the texts that were signed were written by men, which can influence the way of dealing with cases of violence against women. Both studies showed that the news did not emphasize violence against women as a disrespect for human rights and, consequently, a social problem of great relevance in society¹³.

The convictions of the press are present in the text's discourse and influence the formation of readers' opinions, however much it tries to be objective and neutral during the elaboration of the journalistic text¹⁴. Therefore, it is necessary for the media to pay attention to the way the news is passed on to the public and the type of message that is transmitted.

Little news has problematized violence against women by burns and disseminated information of help and support to the population. In addition to sexism and the lack of applicability and effectiveness of laws and interventions, the lack of guidance and approach on women's rights and the measures to be taken in situations of violence contribute to the continuity of high rates of women victims of violence¹³.

Adequate guidance is important, especially for women who do not recognize that they are in a situation of violence, who do not report for fear of retaliation by the aggressor and who make aggression and harassment acceptable. The media has a great social responsibility in the dissemination of data and consistent information that encourages denunciations and the debate on gender violence and feminicide.

Faced with an event of this dimension, it is necessary that the press that disseminates news about violence against women take the opportunity to inform about the laws and public policies that deal with violence against women and mention about support networks and institutions that the victims can have access. It is important that the media take a more critical and contextualized approach to cases, with updated data and more elaborate analyzes, to assist in deconstructing the common sense already installed in society and, consequently, in social transformation¹⁴.

CONCLUSION

The findings showed great concern in conveying the identities and images of the victims, especially when referring to the situation of violence, and treating cases in isolation, without showing that this phenomenon of violence against women is part of a social problem. structural character.

The press has a relevant social role in the dissemination of information to the population due to the possibility of addressing and discussing issues on the subject and expanding the debate on the impact that this issue has on the lives of victims, helping to deconstruct thoughts, behaviors and attitudes rooted in the existing patriarchal society.

The reflexes of violence against women are also perceived by health services, both due to the high costs directed to these services and the complexity of care. Thus, the study also suggests the training and qualification of health professionals in preventing and dealing with

violence against women so that they know how to identify this situation, advise the victims according to the uniqueness of each case and the context in which they are inserted and offering assistance devoid of prejudices and stereotypes, in an attempt to mitigate the negative impact of treatment.

The study carried out presented limitations related to the search tool used (Google®), allowing access to the same news on the most different sites, which have different handling and amount of information between them, in addition to the influence of the algorithms that restricts broad access to the others existing news, which hinders a more reliable view of how the media represents women victims of burn violence. In addition, the credibility of the information contained in the news depends on who produced it and which also influences the final interpretation of the data.

Despite this, there is a need for further studies on violence in women by burns and on how the Brazilian media represents these victims of violence, being issues that need to be addressed and discussed with more importance and relevance worldwide.

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CONTRIBUTIONS

Raquel Pan participated in the conception, collection and analysis of data, writing and review. **Bibiane Dias Miranda Parreira, Fabiane Cristina Santos de Oliveira, Isabella Luiz Resende** and **Stefano Lúcio Magalhães de Carvalho** contributed to data collection and analysis, writing and review.

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