

Heat as entertainment: an analysis of MT1 television news about the 2023 heatwaves in Cuiabá

Calor como entretenimento: uma análise das notícias televisivas do MT1 sobre as ondas de calor de 2023 em Cuiabá

Victória Ellen Araújo Dalla COSTA^{1*}, Thiago Cury LUIZ¹

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1 Universidade Federal de Mato Grosso (UFMT), Cuiabá, MT, Brazil.

* Contact e-mail: victoriaellen.adc@gmail.com

Abstract: This article analyzes the journalistic coverage of the 2023 heatwaves in Cuiabá by one of the main news programs in Mato Grosso, MT1, on TV Centro América, an affiliate of Rede Globo. Based on Content Analysis and Televisual Analysis methodologies, news collection and analysis procedures were carried out to evaluate the composition of content, its meanings, and the newsworthiness criteria applied. The results indicate that extreme heat was often viewed as entertainment, simplifying the topic and reinforcing regional stereotypes. Furthermore, the lack of scientific contextualization contributed to the naturalization of extreme weather events, compromising the social function of journalism, especially scientific journalism.

Keywords: heatwaves; television journalism; MT1; infotainment; scientific journalism.

Resumo: Este artigo analisa a cobertura jornalística sobre as ondas de calor de 2023 em Cuiabá realizada por um dos principais telejornais de Mato Grosso, o MT1, da TV Centro América, afiliada à Rede Globo. Com fundamento nas metodologias de Análise de Conteúdo e Análise Televisual, foram realizados procedimentos de coleta e análise de notícias para avaliação da composição dos conteúdos, de seus significados e dos critérios de noticiabilidade aplicados. Os resultados indicam que o calor extremo foi frequentemente pautado como entretenimento, com simplificação do tema e reforço de estereótipos regionais. Além disso, a ausência de contextualização científica contribuiu para a naturalização dos eventos climáticos extremos, comprometendo a função social do jornalismo, em especial do jornalismo científico.

Palavras-chave: ondas de calor; telejornalismo; mt1; infotenimento; jornalismo científico.

1. Introduction

The year 2023 confirmed itself as one of the hottest in the history of the Planet so far. According to data from the Global Climate Status report, conducted by the World Meteorological Organization (Organização Meteorológica Mundial [OMM], 2024), the global average temperature for the year reached a historic record of 1.45°C above pre-industrial levels, – the period between 1850 and 1900 (Intergovernmental Panel on Climate Change [IPCC], 2018) – coming very close to the 1.5°C warming limit, a symbolic number as a threshold for long-term temperature increases, determined by the Paris Agreement on climate change, signed in 2015.

In Brazil, the National Institute of Meteorology (INMET) published a survey in January 2024 confirming a warming of 0.69°C above the histor-

ical average of 24.23 °C, recorded between 1991 and 2020. This becomes even more significant when comparing the increase to the previous year: in 2022, the average temperature in the country was 24.07°C, jumping to 24.92°C in 2023 (Instituto Nacional de Meteorologia [INMET], 2024).

The anomalies of the climate system have affected the entire country, from North to South, with an emphasis on the Central-West region, which has been severely impacted by heat waves and has experienced an increase of up to 2°C in the average temperature. According to data from the Annual Graphs of Automatic Stations from INMET (n.d.), the capital of Mato Grosso, Cuiabá, recorded 44.2°C in October, marking the highest temperature in the city since 1911, when the meteorological station was established.

Information like this has filled Brazilian news throughout the year, but the heat in the center of the country is not a recent issue. Cuiabá, known as “the hottest capital in the country” and “Cuiabresa”, has frequently made headlines for its hot climate and has always been associated with high temperatures. This is a consensus in climatology and, especially, in Brazilian common sense, which normalizes the local heat.

From this normalization, it is perceived that, even in the face of very high temperatures and such a concerning situation, journalism sometimes still frames the city’s warming as entertainment, especially in television journalism, through the use of eye-catching, sensationalist expressions and images in search of audience engagement. In this context, the research problem presented here is: how does the MT1 newscast report on heat waves?

Thus, the objective of this study is to analyze news coverage of the 2023 heat waves in Cuiabá in one of the main television newspapers in Mato Grosso, MT1, on TV Centro América. The specific objectives seek to verify the use of journalistic coverage of heat waves as entertainment in television journalism; to detect terms, expressions, and images that commonly describe extreme heat and/or reinforce stereotypes about Cuiabá or, still, relativize climate change; and to observe how science is framed to inform about the causes and consequences of high temperatures.

To this end, the methodology is based on Content Analysis, studied by Bardin (1977) and Fonseca Júnior (2008), and on Televisual Analysis, explained by Becker (2012). Thus, quantitative factors will be considered to evaluate the frequency and volume of certain characteristics, as well as qualitative factors, to identify the composition of the content and the meanings it conveys. Considering the climatic conditions, the collection of material for the tabulated analysis is temporally limited to the months of August and October 2023.

Next, a conceptual discussion of climate issues, environmental racism, the journalistic coverage of the environment, and newsworthiness criteria for climate coverage is presented. Then, the methods that guided the study

are highlighted, describing the techniques for data collection and analysis. Subsequently, the presentation and discussion of the results will follow, and finally, some considerations regarding the analyzed object.

2. Climate change and environmental racism: brief conceptualizations and references

Considering the scenario outlined above and for understanding throughout this study, it is recorded that Heat Waves are defined, according to the Glossary of the National Institute of Meteorology (INMET, n. d.), as five or more consecutive days during which the daily maximum temperature reaches 5°C or more above the monthly average at a given location, being this an extreme weather event.

In accordance, according to the glossary of the report on global warming of 1.5 °C from the Intergovernmental Panel on Climate Change (IPCC), the term “climate change” is defined as “variation in the state of the climate and/or its variability”, detected through changes in the average and/or variability of these phenomena and their properties, which persist over a long period, such as decades or more (IPCC, 2018). In other words, they are long-term transformations in climate patterns, as also defined by the United Nations (Organização das Nações Unidas [ONU], 2022), which can be natural or attributed to human activities, with the latter being the main driver since 1800.

This driving force is directly related to the exponential increase in Greenhouse Gas (GHG) emissions – primarily carbon dioxide, methane, and nitrous oxide. The greenhouse effect is a natural phenomenon that helps retain heat in the atmosphere and the solar radiation that reaches the Earth’s surface, contributing to thermal regulation and the maintenance of life on the Planet. However, anthropogenic actions that emit GHGs on large scales and at an increasingly accelerated pace have considerably intensified this phenomenon. As a consequence, there is global warming, evidenced by the increase in average air and ocean temperatures, the melting of snow and ice, and the rise in sea levels.

From this, it is understood that Extreme Climate or Meteorological Events, or Extreme Atmospheric Weather Events, such as heat waves, torrential rains, droughts, cyclones, storms, among others, are considered significant deviations from a moderate climate state, resulting from these alterations of natural patterns in a sudden, more intense and/or frequent manner.

Burning fossil fuels, industrial activities, agriculture, and deforestation are among the main activities contributing to the increase in gas emissions in the atmosphere and to global warming. This results in climate change and, consequently, the oc-

currence of extreme events, which shake the structures of various countries not only environmentally but also economically and socially. (Lopes et al., 2020, p. 3).

According to Lopes et al. (2020), the consequences of extreme events and the entire context of ongoing climate changes in recent decades significantly impact the environment, but despite the evident logic, it must be mentioned how the impacts unfold into social, economic, and public health problems, among others, and at the global level. Dias (2023, p. 30), for example, states that such events have already “caused thousands of deaths, exacerbated poverty, inequality, and the level of distance regarding development indices between northern and southern countries of the globe”.

Amaral et al. (2020) complement by highlighting ten main issues and problems surrounding the impacts of climate change, to be considered together with the theme “Climate” in contemporary reality, especially in Brazil, which are: Amazônia, Traditional Peoples, Health, Food Security, Agriculture, Coastal Zones, Water Security, Energy Security, Cities, and Social Perspective.

When specifically addressing heat waves, the extreme phenomenon focused on in this work, it is necessary to point out that they result in a “cumulative risk” (Aguiar & Loose, 2023), as the consequences are concerning for the maintenance of natural resources, for the agricultural sector, “are related to a higher occurrence of fires” (Aguiar & Loose, 2023), and also significantly affect, according to Pedrosa (2023), health and the functioning of the human body by demanding very powerful actions from the thermoregulatory system, “which works to prevent both body cooling and heating, and seeks to maintain a state of thermal comfort”.

However, despite the large-scale consequences, the impacts are distinct and pronounced for certain levels and groups of the social body, especially the most vulnerable, with greater susceptibility to damage and fewer conditions for adapting to the effects of climate change.

Silva (2012, p. 87-88) states that “in unequal societies, it is the racially discriminated groups and low-income populations – in short, vulnerable and marginalized groups – that bear the heaviest burden of environmental damage caused by development”. Therefore, according to Dias (2023), Amnesty International defined the climate crisis as a human rights crisis, with different consequences across different continents, countries, communities, and races. Finally, the author adds that, “in addition to highlighting inequalities, climate change deepens them” (Dias, 2023, p. 34).

Regarding the Brazilian scenario, in particular, Amaral et al. (2020) add that much of this is due to the State’s inaction at all levels and powers, and to the absence of public policies and governmental actions to support vulnerable groups and correct inequalities.

In light of this, the application of the term Environmental Racism is necessarily included in this proposal. According to Dias (2023, p. 12), the

expression, which emerged in the United States in the 1980s, refers to the “unequal distribution of the burdens generated by environmental degradation, with ethnic populations in situations of social vulnerability always bearing the brunt of the consequences of environmental destruction”. Thus, it can be said that environmental racism encompasses the environmental, social, and economic injustices experienced.

To address the issues described, according to Marengo (2024), it is essential to “adopt a systemic and flexible approach that includes institutional development, capacity building, financial planning, and the assessment of multiple risks” regarding climate change for both small and large cities, by governmental and power institutions in a country like Brazil, aiming to develop effective strategies for adaptation and mitigation of adverse effects.

However, it is noted that such mechanisms are far from being applied in reality, and are not even considered as possibilities for the majority of Brazilian cities, including Cuiabá. According to a report by Agência Pública, which outlined the government plans of the last candidates for the mayor of the capital, whose election took place in October 2024, the term “climate change” was not considered for the management of the city. Entitled “Artificial beach, trees, and beer: the right’s “plan” against extreme heat in Cuiabá” (Freitas & Canizares, 2024), the article states that the two leading candidates for the position did not mention, for example, ideas for implementing a plan to address climate change for the city, which, even in light of the current climate scenario, still lacks such an instrument, as is the case with 15 other Brazilian capitals (Bieber, 2024).

In this context, it is important to highlight that, according to the 2010 Census conducted by the Brazilian Institute of Geography and Statistics (IBGE), in the 160.59 km² of urbanized area in Cuiabá, only 39.6% of public roads were adequately tree-lined. Furthermore, more than 970 people were classified as “population exposed to risk”, meaning they lived in risk areas, considered critical for natural disasters, and monitored by the National Center for Monitoring and Alerts for Natural Disasters (CEMADEN) (Instituto Brasileiro de Geografia e Estatística [IBGE], 2010).

The most recent survey conducted by IBGE, the 2022 Census, does not provide data on these segments for Cuiabá, but indicates that, with an annual population growth rate of 1.57%, the city has approximately 650,877 inhabitants, – with a projection of 682,932 for 2024 – in a territory of 4,327,448 km², resulting in a population density of 150.41 inhabitants/km² for the municipality (IBGE, 2022a).

Therefore, it is possible to estimate a considerable increase in the number of people residing in risk areas, with deficient infrastructure and exposed to the effects of natural disasters and extreme weather events, such as floods, flash floods, landslides, and, of course, increasingly frequent heat waves in the capital, as well as the so-called “heat islands”, due to the intense urbanization of the city.

From the above, one understands the importance of social dynamics and their relation to climate change in visualizing, with greater precision, the development and influence of media coverage on the subject.

3. Media coverage of climate change and the social role of journalism

Girardi et al. (2018) state that climate change is one of the most serious and prominent environmental problems in society today, and therefore understanding it in its entirety is fundamental for action in Contemporary Journalism. From this perspective, Loose and Girardi (2017) point out the importance of journalistic coverage that goes beyond superficiality and entertainment when addressing environmental issues, noting that this applies especially to climate agendas.

For contextualization purposes, it is important to indicate that this study uses the concept of “entertainment” explained by Dejavite (2003, p. 67), which states that, in contemporary times, it refers to narratives, performances, or experiences that engage and please an audience, offering perspectives that can be light and uncommitted and aiming to “provide a valve of distraction, pleasure, and entertainment to people”, being referred to by some as “information for those who do not seek information”.

The author adds, however, that she understands entertainment as mandatory and increasingly relevant today, in addition to being subject to interaction with communication and information, encompassing the understanding around the term “infotainment journalism”, this mix between genres, which is “widely used as a marketing strategy and as a response to the cognitive process changes of the new generation of receivers” (Dejavite, 2003, p. 69), and that it should “integrate with journalistic standards”, so that:

Its articulation and propagation are associated with its many social and cultural responsibilities. Its editorial content combines seriousness, lightness, precision, and ethics, just like other journalistic specificities, reporting national, international, local, and regional information across all journalistic genres, while informing and entertaining the reader. (Dejavite, 2003, p. 70).

Thus, it is necessary for journalism, in the case of climate coverage, to know how to balance interaction with certain nuances of entertainment and distraction, deepen the topics, and occupy its space to debate the causes and consequences of climate change, avoiding superficialities, especially regarding the impacts on people’s daily lives, as Rodas and Di Giulio (2017) also argue.

In television journalism, according to Becker (2012), one of the central challenges is the fragmentation of narratives, resulting from the organization of information into short, condensed blocks, which can hinder a full

understanding of the topics addressed. In the case of reports on climate change, fragmentation, combined with superficial and sometimes sensationalist coverage, “tends to empty the symbolic values of the news” and hinders the perception and understanding of the complexity of the problem, since “they are presented as a mosaic, not offering the opportunity to make indispensable interconnections for the correct grasp of the issues” (Becker, 2012, p. 244).

Dramatization is also highlighted by Becker (2012) as a relevant aspect of audiovisual journalism. This resource, widely used in reports on environmental disasters, many resulting from extreme weather events, tends to intensify the emotional impact of the news, creating a narrative that often confuses reality and fiction.

In this sense, the “emphasis on contextualization” proposed by Loose and Girardi (2017) is highlighted as one of the assumptions that journalists should follow when seriously addressing environmental and scientific issues. According to the authors, in the quest not to trivialize or treat the themes surrounding climate change superficially, contextualization is:

[...] the expectation of overcoming fragmentation and discontinuity, typical of daily journalistic practice, is presented as one of the pillars of this journalism. Just as the environment, the part does not explain the whole; complexity needs to be present. The myopic view of conventional journalism needs to be modified in order to allow readers to relate the topics and issues. Therefore, the emphasis on a broad, deep, and critical contextualization (weaving relationships of causes and consequences) also depends on the most complete possible investigation. (Loose & Girardi, 2017, p. 158).

Looking at the journalism in Mato Grosso, the coverage of heat waves in Cuiabá, associated with entertainment and the use of repeated images and expressions about high temperatures, without scientific grounding and contextualization, in addition to being detrimental to public health and other factors, still reinforces the stereotypes of the region already associated with heat, contributing to the formation of a common sense of an extremely hot city in a constant and natural way, without breaking with the scenario of normality that the situation demands. For this case, this study uses the conceptualization of common sense explained by Braga (2019), which states that

Common sense is related to the actions of practical experience and the exercise of everyday language [...] and is characterized as a mode of knowledge, a special type of knowledge, disseminated in society. This knowledge is shown to be intuitive, marked by subjective experience. [...] As “profane knowledge”, not formalized, it is coherent with practical experience, in the very circumstances of life in society and in relationships with nature (Braga, 2019, p. 37).

In this sense, Braga (2019, p. 35) also states that the negative side of be-

haviors based on common sense is that with it “human tendencies of incorporation and automatization of the exercise of practice appear, leading to behaviors rooted in repetition or, still, to the instinctive tendency of imitation”. What can be noted by observing that even those who have never been to Cuiabá know the capital for its high temperatures.

Thus, addressing the delicate and complex scenario of climate change, heat waves, and the contributions of scientific research regarding studies, analysis, and understanding of the subject, it is essential to also conceptualize one of the main tools of connection between science and society as a whole, beyond the academic field: scientific journalism.

Bueno (1985) explains that “the concept of scientific journalism must necessarily include that of journalism”, appropriating some of its main and well-known characteristics: timeliness, universality, periodicity, and diffusion.

Moreover, Bueno (1985) stated that scientific journalism can also be understood as a social process “that articulates from the relationship between formal organizations and the community, through diffusion channels that ensure the transmission of scientific and technological information, based on interests and expectations” (Bueno, 1985, p. 1422). The author also considered scientific journalism as “the persistent information of facts, characters, and events related to the field of science, conveyed through mass communication media and transmitted in language accessible to the general public” (Ibidem, p. 1423).

Regarding the functions of scientific journalism, it can be said that it “seeks to familiarize the reader with the spirit of science” (Reis, 1982 cited in Bueno, 1985, p. 1424) and, furthermore, according to Bueno (1985), this specialization of journalism divides and fulfills six basic functions, such as:

1. informative,
2. educational,
3. social,
4. cultural,
5. economic and
6. political-ideological.

It is emphasized, in this case, the role of the profession developed from what would be its second main function: education, considering that its practices, especially in the environmental and scientific fields, “end up contributing to the formation of ‘environmentally educated’ citizens, in their daily attempt to translate the Life and Earth Sciences into a common language” (John, 2001, p. 88 cited in Girardi et al., 2006, p. 2).

In this perspective, Santos and Oliveira (2024, p. 137-138) remind us that the act of learning, especially today, as is known, is not limited to classrooms, and thus “news and reports contribute to critical thinking and

the formation of the human being, from an educational point of view”. Therefore, “access to information and knowledge contributes to the structuring of critical thinking” and, from this, the authors define scientific dissemination as a pedagogical form and scientific journalism as a social collaborator, which unites journalists and researchers with the aim of “informing, communicating, and updating the community”.

Correia et al. (2021, p. 5) also treat scientific journalism as a bridge between the scientific community and society and emphasize the responsibility of journalists to act as disseminators of information, transmitting “facts and events to different individuals, in order to make information more understandable and facilitate access to knowledge for all”.

Moreover, Loose and Girardi (2017, p. 157) also reinforced the social role of journalism as a whole, especially in the context of climate change: “to empower citizens through qualified information”. The authors stated that, due to its legitimacy and broad reach, the mediating function the media exercises is of extreme relevance not only for scientific work but also for sociopolitical decisions and for informing the population in facing the risks associated with the crisis.

Rodas and Di Giulio (2017, p. 105) also emphasize how the media gains prominence in a context of climate emergency, considering that “alongside science, laws, and politics, it defines, selects, and gives visibility and legitimacy to an environmental problem – or a certain risk”.

Finally, in light of the media’s influence over society, the need for commitment from professionals in the field, especially in journalism, is further reinforced. In the context of climate change, journalists have an even greater ethical responsibility in producing content on the topic, given the seriousness of the topic and the possible consequences (positive or negative) arising from how it is treated.

Behind the media’s influential role are a series of factors that characterize professional practice in the field, such as newsroom routines, relationships with sources, organizational editorial boundaries, the ideologies and conceptions of professionals themselves, among others. All these aspects form a complex dynamic that directly impacts the way journalists operate and determines the framing and focus of journalistic products.

Then arise the so-called Newsworthiness Criteria and News Values, aspects that define the selection of facts and the production of news or, according to Silva and França (2017, p. 2), the terms used to explain this “articulation between facts of reality that should and deserve to be reported, needing to be processed and circulated in the form of information, based on their possible public interest”.

It is worth noting that, for Silva and França (2017, p. 5), journalism “is justified because it serves the public interest, grounds public opinion, and attends to the common good”, with the public interest, in this sense, being one of the main criteria for grounding practice, used as “the great support

of journalism's self-legitimizing discourse", thus, it must always be given primary consideration, rationally, by journalists for defining news frames. However, as the authors themselves emphasize, this premise is not established as often as it should be.

In the case of environmental coverage and, in this case, scientific coverage together, Rodas and Di Giulio (2017) point out some specificities that make the themes in the area, especially those that involve problems, have greater difficulty in meeting the necessary criteria to gain prominence within the universe of newsworthy events and present prominence in hegemonic media. According to the authors, one reason for the maintenance of this type of coverage in hegemonic media is the "oscillations of public interest" regarding the climate and environmental agenda. Environmental news tends to lose prominence "as it diminishes in dramatic or entertainment value" (Rodas & Di Giulio, 2017, p. 106), as well as when it involves significant disruptions and costs instead of sparking economic and power interests.

The amplification of the scenarios outlined above is highlighted when discussing journalistic practices through television media, as previously mentioned, considering that, according to the Continuous National Household Sample Survey (PNAD), regarding the Information and Communication Technology (ICT) module, conducted in 2022 by IBGE, of the 75.3 million permanent private households in Brazil, 94.9% had television, 95.6% in urban areas and 90.4% in rural areas. In the Central-West region, particularly the focus of this study, according to the Continuous PNAD 2022, 91.2% of households had devices with an analog or digital open television signal (IBGE, 2022b).

In line with this, data from the most recent final report of the Brazilian Media Research (PBM), conducted in 2016 by the Social Communication Secretariat (SECOM) of the Federal Government, indicate that television is the most accessed communication medium by Brazilians, being watched every day of the week for more than three hours daily by over three-quarters of the respondents. Moreover, "open TV stations are the most watched, especially Rede Globo", and they have a high degree of trust among viewers, considering that "more than half of the respondents who watch TV always or often trust the news broadcast by this medium" (Secretaria de Comunicação Social [SECOM], 2016).

This demonstrates, as Varela (2024, p. 71) points out, that despite the advances of the internet, open television, which is undergoing processes of remodeling and convergence, remains responsible for delivering entertainment and information to the majority of people "due to the fact that its digital waves and open signal have greater accessibility compared to internet signal, which is paid, for example". The author further adds that open television is a system that produces meanings, serving as a reference medium in the social body.

Thus, it is understood how television remains a mass communication medium, functioning as one of the main bridges for mediating information, contributing to social literacy and the formation of public opinion. According to Becker (2012), television media play a crucial role in interpreting reality, and audiovisual journalism occupies a central role in society, not only as a disseminator of information but also as a form of knowledge that contributes to understanding the world, due to its proximity and interaction with the social environment.

In this sense, it is also emphasized that, as Fischer (2022) argues, television plays a formative role, especially in contemporary society. From the concept of “media pedagogical device”, the author explains that the meaning of “education” is expanded to understand that various learnings “are made with the undeniable contribution of communication media”, and it is impossible not to say that these media spaces are also characterized as places of formation today.

Therefore, after addressing the main concepts that permeate the investigation, the methodological framework is then presented.

4. Methodological aspects of the study

As indicated in the introduction, this study analyzed a sample of material aiming to understand how local journalistic coverage of the main heatwave periods in Cuiabá in 2023 was conducted. To this end, the analyzed object consists of a selection of news from MT1 (MTTV 1st Edition), one of the main news programs of TV Centro América, an affiliate of Rede Globo in Mato Grosso.

Regarding the choice of the analyzed vehicle, it is emphasized that it is the audience leader during lunchtime in the region. According to research by the Kantar Ibope Media Institute, in April 2023, the newscast reached 11.2 audience points, with over 98,000 people getting informed by watching the program from 10:45 AM to 12 PM, from Monday to Saturday. The same research conducted in April 2024 indicated that the local newscast, which has a strong community profile and is currently presented by journalists Cleto Kipper and Gleyce Santos, had about 104,000 viewers per minute and 13.7 audience points.

In light of this, among the program’s productions, the news that addressed the heatwaves recorded in the capital in 2023 or that developed around the theme were selected. Thus, the analysis corpus of this research comprises a total of nine units of records, namely the news content collected within the established temporal cut, as outlined in Table 1.

Table 1 *Corpus of the analysis of the research.*

Date	Title
11/08/2023	Passengers at Ipiranga Station complain about the heat.
16/08/2023	Passengers complain about the heat at Ipiranga Station.
23/08/2023	MT1 shows how the population tries to protect itself from the heat.
19/09/2023	The heat wave has already changed the routine of the people from Cuiabá.
26/09/2023	Without power, a family spends the night inside the car to escape the heat.
27/09/2023	MT recorded the highest load measured in 23 years due to the heat.
20/10/2023	MT1 conducts the outdoor fried egg experiment.
20/10/2023	Heat wave: Did the egg fry or not?
21/10/2023	Trees play an important role in reducing heat.

Despite records of the extreme phenomenon throughout the year, the period of greatest occurrence was between August and October, according to data from the National Institute of Meteorology (INMET, n.d.). For this reason, the time frame for collecting and analyzing the materials is based on these three months (August, September, and October 2023).

In addition to the temperature records, this time frame for the *analysis is also justified* by what can be understood as a “small sample” of public interest in the subject. According to Google Trends data, during the mentioned months, there was a significant search for news and information on terms such as “heat waves”, “excessive heat”, and “Cuiabá heat”, especially in areas near regions most affected by climate change, such as Mato Grosso.

In light of this time frame, the collection of materials for analysis was carried out from the recorded files of the TV Centro América news program, made available online through Globo’s News Portal, G1, and on Globoplay, the network’s streaming platform. The material can be found in the “G1 Mato Grosso – Videos MTTV 1st Edition” tab. To locate the desired recordings, customized temporal filters were applied using a device provided on the page itself and searches in the site’s search field, delimiting content based on the search terms. Using Google Trends research data as an example, the defined search terms were Heat Waves, Cuiabá Heat, and Cuiabá Climate.

The collected content was stored and organized in an Excel spreadsheet, with label divisions that organized the elements according to their characteristics, defined by thematic axes, the research problem, the pursuit of clarifying the specific objectives, and the methodological conceptualizations adopted. The categories are as follows: Program; Date of airing; Title; Access link; Format; Duration; Text structure; Theme; Enunciators; Visuality; Sound; Editing; Scientific approach?; Journalistic or entertainment agenda?; and Most used expressions.

The first methodology used for constructing the research is Content Analysis, studied by Bardin (1977) and Fonseca Júnior (2008), which en-

compasses quantitative studies to evaluate the frequency of certain characteristics in the content, as well as qualitative studies aimed at identifying the strategies and text compositions, and understanding the implicit aspects of the message, its significations and symbols, while influencing the formation of common sense. Thus, according to Fonseca Júnior (2008), Content Analysis allows for extracting, detailing, and organizing the information from the analyzed material, according to the research interests, including various phases, such as pre-analysis, when the content is carefully observed, the exploration of the material, which involves coding, categorizing the content, and interpreting the results.

To encompass the specificities of television journalism, the basic concepts of Televisual Analysis, as explained by Becker (2012), are also used. The mentioned method proposes a critical perspective for analyzing audiovisual journalistic narratives and allows for understanding the dynamics behind the construction of television news, including resources already mentioned, such as the fragmentation of information, which hinders the full perception of the reported issues – especially in the case of climate change – and dramatization, which intensifies the emotional impact of the news and can blur the boundaries between reality and fiction.

Televisual Analysis is divided into three stages:

1. Description,
2. Televisual analysis, and
3. Interpretation of results.

The description stage involves gathering detailed information about the material under analysis, such as its narration style, structure, and format. The second part investigates the visual, auditory, and discursive elements that constitute the television narrative. The third and final stage, interpretation, refers to the effort to extract the meanings produced by the news product and its possible impact on the audience.

Furthermore, Becker (2012) also details that the second stage of the proposed methodology involves both quantitative and qualitative aspects. Thus, for the quantitative study, which is the televisual analysis itself, six basic categories are applied, as already demonstrated in the divisions of the material collection spreadsheet, such as:

1. Text structure,
2. Theme,
3. Enunciators,
4. Visuality,
5. Sound, and
6. Edition.

This information, as indicated by the author, provides support for the quali-

tative phase, which applies three principles: Fragmentation; Dramatization; and Definition of Identities and Values, with the latter allowing for the recognition of the values attributed to local and global problems and conflicts and the ways in which they are judged and qualified.

Thus, based on the news dimensions and audiovisual narratives, fifteen analytical categories were conceived, through which the object of study is interpreted, as shown in Table 2. Six of these categories were defined through original elaboration, aiming to explore the material, as advocated by Bardin (1977). The remaining categories (nine in total) are those indicated by Becker (2012) for conducting Televisual Analysis.

Based on these definitions, the analysis and interpretation of the collected information were conducted to address the research problem: how does MT1 report on heat waves?

From this process, it became possible to assign meanings to the analyzed objects, considering the characteristics of the content and the indicators regarding newsworthiness criteria. In this way, an understanding of the development of news about heat waves in Cuiabá was sought, as well as the choices that guide the journalistic practice of the studied outlet in covering climate events in the city and their potential consequences, which we will discuss next.

5. Analysis

After conducting the research and applying the detailed search procedures in the section above, a total of only nine news items were collected within the established time frame, with three materials for each of the three months (August, September, and October), as previously presented in Table 1. Immediately, the difficulty of constituting a *corpus* that is robust and contains relevant material for analysis is evident, due to the low production of content on the subject addressed in the chosen program and outlet.

This was not an expected result for this phase of the proposal, given the motivations for the temporal definition of the collection, which include periods with recorded temperatures above the monthly averages and a higher occurrence of heat waves in Cuiabá in 2023. However, from another perspective, this data also provides indicators of the journalistic criteria adopted in local coverage and corroborates the perception of the normalization of high temperatures in the capital, to the point that they are not considered newsworthy.

Table 2 Analysis and Coding Categories.

Categories	Coding
Date of airing	Element of temporality for comparison with the period of occurrence of climatic events.
Title	Means of identifying the content as a whole and highlighting the information considered most relevant and/or striking.
Duration	A measure of time that indicates the media space allocated to the content.
Text structure	Elements that characterize the way the audiovisual product is presented: narration style, formats and organization of contents, division into blocks, duration, etc. (Becker, 2012).
Theme	Contents, thematic fields, and editorials that stand out the most in the audiovisual product (Becker, 2012).
Enunciators	Social actors who participate in the narrative, considering both present and absent voices in the accounts, dialogues, and testimonies, as well as the manner in which anchors and reporters present the text (Becker, 2012).
Visuality	Scenic-visual instance; Scenarios, costumes, and graphic and multimedia resources, etc. (Becker, 2012).
Som	Sound elements, words, noises, soundtrack, etc., that contribute to the construction of the narrative and the meanings of the text (Becker, 2012).
Editing	Processes of assembling the audiovisual work and the combinations between verbal text and image (Becker, 2012).
Fragmentation	Organization of informative units into concise, condensed blocks of short duration, dispersed throughout the programming schedule, not providing the opportunity to make connections between information (Becker, 2012).
Dramatization	Fictional nature of the narrative; It involves emotion in the process of reading the audiovisual text, gives a dramatic character to the event, and evokes feelings of empathy, seduction, or compassion. Emphasized by the use of audiovisual resources (Becker, 2012).
Identities and values	Indicators of the narrative regarding the values attributed to local and global problems and conflicts, and the ways in which they are judged and qualified (Becker, 2012).
Scientific approach?	It considers the inclusion of any type of scientific information for contextualization or enrichment of the news, whether through the use of scientific data, the presence of scientific sources, references to scientific research, etc.
Journalistic or entertainment agenda?	A conclusive definition for differentiating the contents and responding to the hypotheses.
Most commonly used and/or highlighted expressions	Grouping of repetitive elements for highlighting vocabulary in the narrative and identifying possible reinforcement of stereotypes and/or common sense.

Source: Adapted from Becker (2012).

With this in mind, we proceed to detail the few contents found and categorize their aspects according to the defined analysis methodology, starting with August.

The first news item collected, titled “Passengers at Ipiranga Station complain about the heat”, aired on August 11, 2023, has a duration of 3 minutes and 44 seconds and addresses the inadequate infrastructure of one of the city’s main bus stations.

At no point throughout the report is there scientific grounding or mention of “climate change”, “heat wave”, “extreme event”, or related terms to

contextualize and deepen the issue. For example, the causes and consequences of extreme phenomena, especially heat waves, are not addressed, even in light of the alarming evidence and data cited, nor is the way they are experienced unevenly across the population, given the specific social segment directly affected by the reported theme. Beyond the demand regarding the infrastructure of the incident location, a more in-depth debate around the issue would be appropriate, focusing on the long term. The absence of strategic plans for adaptation and mitigation of the effects of climate change for other areas of greater need and for the city as a whole, specifically regarding high temperatures in Cuiabá, is not mentioned or demanded by the public representatives cited.

The analyzed news report develops, among other factors, around the issues of climate change, but this is not perceived in that way and is not considered for its structuring, which is based solely on a very specific event, developed in a short time frame, which can be explained by the characteristic fragmentation common to this type of news content, as explained by Becker (2012).

Thus, it cannot be said that there was a shift towards entertainment or that the climate context was trivialized in the news, but it is observed that the framing chosen for the journalistic coverage, from the title to the developed audiovisual text, did not give due space to the subject, missing the opportunity to highlight science, deepen the information about the extreme event, and broaden the debate in favor of public interest, which reinforces the points of the first hypothesis presented in this study.

The second material collected, which aired on August 16, 2023, continues the previous topic and has a very similar title: Passengers complain about the heat at Ipiranga Station. With a duration of 8 minutes and 32 seconds, the content also features a live entry, with the reporter standing up at the scene: the same bus station with structural problems. The character generator (CG) in the video states the theme: “Heat inside Ipiranga Station” and “the five air conditioning units stopped working”.

Despite the increased media attention given to this news, both in terms of time and the understanding of the “unfolding” of previous information, it is noticeable that, although not designed for entertainment, the journalistic content is once again fragmented and focused on a specific event, and does not even mention its relation to environmental and climate issues – which can be understood from what Loose and Girardi (2017, p. 160) highlight, stating that, unfortunately, “like other environmental issues, the climate issue only becomes perceptible to human senses when it is already too late to avoid its damages”.

From this perspective, the authors also emphasize the social role of journalism, stating that for an environmental problem to be recognized and understood by society, it must be framed and symbolically constructed in this way, “through identification, presentation, and public debate”. In this

sense, journalism proves crucial in bringing to large audiences the multifaceted and not routinely visible discussion of climate change” (Loose & Girardi, 2017, p. 160).

It is also noteworthy that there is no scientific approach to the content, and even with information, the scenario of heat waves for the region during the period and/or climate changes as a whole is not directly mentioned, framing, for example, the aggravation of the issue from the concept of “heat islands”, given its complete interconnection with the subject in the context of urban densification, as explained by Andrade (2024).

Broadcast on August 23, 2023, the third and final record collected for the month is titled: “MT1 shows how the population tries to protect itself from the heat”. The content is structured through recorded sound bites and a reporter’s live stand-up lasting 6 minutes and 6 seconds, and the theme is indicated in the video’s CG: “High of 42°C” and “Meteorology predicts extreme heat today and rain showers starting Friday”.

Throughout the broadcast and the speakers’ remarks, the expressions that are most repeated or stand out to characterize the climatic scenario surrounding the news are: “high temperature”, “absurd heat”, “high temperature since early morning”, “heat record in 2023”, “highest temperature in the country”, “40°C is ‘common’ in Cuiabá”, “refreshing drink”, “extreme heat”, “heat island”, “surviving this heat”, “cuiabresa”, “difficult”.

Regarding the editing of the material, it is done only through the insertion of images and sound bites that dialogue and complement the narratives, and concerning the sound elements to complete the ambiance, only characteristic noises of the city center are presented, perceived superficially in the sound bites of the interviews, and the sounds of water in the segments showing children playing in a fountain.

In light of the above, it is noted that the content is journalistic, but it has elements that almost project it into entertainment, mainly due to some images and the positive tone given to the narrative, which, despite the considerable amount of time, develops in a fragmented manner and around a specific event.

It is noteworthy that, although not mentioned, it is possible to understand that the article brings (or should bring) as its central axis the coverage of climate risks, but it does not develop in this perspective with accuracy. In this sense, the journalistic work loses significantly by not fulfilling, as mentioned by Loose and Girardi (2017, p. 168), its role of assisting “both in the perception of risk and in empowering citizens so that they mobilize and exercise their citizenship”, considering that to confront these risks in society “it is first necessary for citizens to perceive such potential threats and then to know ways to combat them or contribute to their mitigation and adaptation”. However, regarding this, the authors still warn:

[...] It is assumed, as Kitzinger and Reilly (2002) state, that media coverage of risk is selective. Even if they have newsworthiness potential, not all risks will appear in the pages of newspapers. [...] the very journalistic structure does not encourage sustained coverage of risk issues due to scientific uncertainties, the fact that many risks are ignored or seem under control by official bodies, and – perhaps most importantly – journalism operates with concrete facts and not projected events, as are risks. (Loose & Girardi, 2017, p. 163).

Finally, it can be said that there is a scientific approach, but it is limited to some climatic and meteorological data and to the expert source, which also provides some information in this regard. Thus, science is superficially brought into this content, and once again, there is no in-depth discussion on the climate agenda and related issues that could be addressed in the context of heat waves, represented, in this case, through positive nuances at various moments, making it important to remember that “for the news to have positive characteristics, it needs to be contextualized, taking care not to be seen as superficial”, as stated by Correia et al. (2021, p. 6).

Under the title “Heat wave has already changed the routine of Cuiabá residents”, the live content aired on September 19, 2023, and lasts 4 minutes and 51 seconds.

It is noted that “heat wave” is mentioned in this case, but there is still no mention of “climate change”, “extreme event”, or related terms for the purposes of contextualization and deepening the journalistic agenda, which ends up being projected into the realm of entertainment. This occurs as a result of the humorous tone with which the narrative is developed and the superficial values and meanings attributed to the subject, almost denying the evident problem and omitting the causes and consequences surrounding the climate agenda in question, to the detriment of the focus given to the search for identification with the audience, without necessarily adhering to the news fact.

From the concept of “infotainment” (Dejavite, 2003), this can be understood as the construction of a “light news” that is “quick, easy to understand, ephemeral, of intense circulation, and entertaining”, meeting the needs of an audience that expects to find in these newspapers content that satisfies “their interests to inform and educate, but that also does not fail to entertain” (Dejavite, 2003, p. 69). Regarding this, it is important to emphasize that Miguel (2012) observes that, in this intention to capture the audience’s attention, journalism often exaggerates the use of sensationalist or relaxed language, which, in the case of climate coverage, can dilute the seriousness of the agendas, reinforce stereotypes, and create a trivialization effect of the risks associated with the subject.

Furthermore, it is highlighted that, although implicit, there was an opportunity to address more clearly how the impacts of heat waves are being experienced unequally by the population, encompassing concepts of climate justice and environmental racism (Dias, 2023), and the understanding that, in addition to scientific and environmental agendas, “climate changes should be considered a humanitarian issue, [...] since environmental deg-

radation and the violation of human rights are shown to be interrelated”, as stated by Dias (2023, p. 34). Additionally, considering the specific social segment directly affected by the reported theme, the understanding that, as exemplified, “extreme climate events directly affect well-being indicators, such as adequate housing, access to health, and socioeconomic support”, according to Andrade (2024), who also states that:

The most vulnerable – including women, children, ethnic minorities, poor communities, migrants, refugees, the elderly, and people with chronic illnesses – are the most affected, exacerbating pre-existing social inequalities. Urban vulnerability to climate change is intrinsically linked to poverty and lack of access to essential resources, which prevents these populations from adapting and responding adequately to climate challenges. (Andrade, 2024).

Finally, it is also noted that there is no type of scientific approach, which, like the fragmentation of content (Becker, 2012), corroborates the superficial treatment of the theme, which, in this case, could deepen its discussions by focusing on the climate agenda and expanding its perspective to connect the local and the global (Loose & Girardi, 2017) for the purposes of contextualizing and “relating climate changes to extreme events”, as advised by Amaral et al. (2020, p. 22) regarding journalistic coverage surrounding climate changes.

The second news item collected in September 2023 aired on the 26th and lasted 8 minutes and 5 seconds. The topic addressed is indicated in the title of the site: “Without power, family spends the night in the car to escape the heat”, as well as in the video GC: “Family spends the night in the car” and “without power, this was the alternative to relieve the heat”.

From the anchor’s remarks at the opening of the content to the interview with the eyewitness source and the final comments, some nuances of emotional appeal are perceived, or “procedures of intensification and dramatization”, as termed by Miguel (2012, p. 116), which refer to the use of “words, terms, and adjectives that generate exaggeration, simplification, opposition, distortion, and emotional amplification in the message”. Regarding the description of what was presented, there is repetition or emphasis of the following expressions: “relieve the heat”, “40°C at night”, “very hot”, “heat wave”, “unbelievable”, “hot period”, and “high temperature”. In this way, the journalistic agenda develops in a manner that attributes a denunciatory tone to the exposure of the fact and negatively evaluates the issue.

However, it is concluded that the analyzed material, despite having a notable relationship with the climate agenda regarding the impacts of heat waves and climate change, does not consider it for its structuring, which once again is based solely on a specific event, in a fragmented manner. Moreover, even with a longer duration, there is no space allocated for a scientific approach to deepen the topic and characterize the context of the news beyond the empathetic and emotional perspective, favoring Miguel’s (2012, p. 128) assessment that “scientific values have been lost to make

room for more emotional texts” and that it is common to “use terms and words that appeal to emotions and dramatize the issue, highlighting the worst scenarios” for the formulation of content like this.

Published on September 27, 2023, the news piece directly engages with the previous content, addressing the overload recorded in the region’s electrical network due to the extreme heat of the period. On the website, the live report lasting 5 minutes and 39 seconds is titled “MT recorded the highest load measured in 23 years, due to the heat”, a phrase repeated in the fine print of the video’s graphic, below “High energy demand”.

“Extreme heat wave”, “record”, “overload”, “heat wave”, “atypical”, “heat that we were unaware of”, and “temperature excess” are the expressions that stand out for characterizing the subject matter. Despite this, no judgments or evaluations attributed to the topic are perceived, possibly due to the predominantly technical approach employed and the fragmented development of the content, which makes it act merely as a complement to the previously highlighted specific event. There is no editing, noise, or complementary sound elements.

Thus, it is noted that, in this case, the heat wave is mentioned but not defined or scientifically addressed. Related terms around the subject are also not cited for contextualization and to deepen the agenda. It would be appropriate for the content to address, for example, the absence of strategic plans for adaptation and mitigation of the effects of climate change for the city, focusing on the long term regarding the issue, considering that “urban planning and risk-based development are essential to create resilient infrastructures that can withstand extreme weather events”, as stated by Andrade (2024).

The author also emphasizes that it is “important to integrate ecosystem services, improve emergency management systems, and raise residents’ awareness of climate risks”, and in this sense, the possibility of journalism acting in fulfillment of its social role aimed at education, in this case environmental education, is noted, especially in the television space, since “news programs are the main source of information for most Brazilians, concentrating a large part of the content of open television broadcasters in Brazil”, as pointed out by Becker (2012, p. 71-72).

Furthermore, from both this record unit and the previous one, it is possible to perceive how projections around the topic were not touched upon before or as a result of the facts, even in the face of the scenario of extreme heat events and all their associated risks, which possibly occurs because:

The journalists expect “real” events because their practice is based on the occurrence and not on the prediction of them. The non-existence of a concrete manifestation can be seen as speculation by the interpretive community, as journalists do not usually work with projections, but rather with facts. “News media perform [sic] better in retrospective news than in prospective news about risk, and retrospective news about risk is naturally reduced” (Kitzinger & Reilly, 2002, p. 40 cited in Loose & Girardi, 2017, p. 164).

Thus, it is understood, based on Loose and Girardi (2017, p. 164), how journalism almost always depends on the concreteness and dramatization of a risk or problem to notify it, since “with each risk that turns into tragedy, journalism finds a ‘hook’, a recent aspect that fits the attributes of newsworthiness, to then (re)construct the story [sic] of climate change.

On October 20, 2023, the first record found this month was aired. With only 2 minutes and 12 seconds, the title highlights the theme of the live content: “MT1 conducts the outdoor fried egg experiment”. There is no graphic in the video, but to indicate the treatment, the newscast begins with images of one of the anchors on the station’s rooftop positioning items to try to fry eggs in the open air, with the heat of the sun and the city’s environment.

It is noted that the content is short, fragmented, and does not encompass much information, as it serves only as an introduction to what will be developed later, presenting aspects of dramatization. There is no subsequent editing or additional sounds or noises, and the visual elements are limited to images of the playful rooftop experiment and the website screen with the poll on the subject. Expressions such as “heat for ‘catiça’”, “too hot”, “what heat is this?”, and “heat wave” stand out in the relaxed, humorous narration, which engages with the audience and attributes positive meanings to the addressed theme.

Although it involves the climate and scientific agenda, considering the theme and the period of production, the material fits within the entertainment dimension, and notably aims, especially, to reach the audience that constantly seeks entertainment experiences and the appropriation of technical devices in the digital environment (Becker, 2012) and their interactions, as in the case of the virtual poll, “reaffirming the value of audiences in current media communication processes”, as Becker (2012, p. 234) notes.

Finally, it is noted that there is no scientific approach, but it is mentioned as something to raise at the end of the activity for further development.

The other collected content has a duration of 4 minutes and 50 seconds and was aired on October 20, 2023, the same day as the previous record. This is because it is the continuation of the material started earlier in the same program: a playful experiment involving the heat wave period, as indicated in the title and the lower third of the graphic in the video: “MT1 conducts a live experiment” and “Heat wave: Fried egg or not?”

Regarding the visual aspect, it is emphasized that at the beginning of his speech, the reporter uses a dramatization resource, visually demonstrating the thermal sensation outside by using the gesture of “wiping sweat from the forehead” with his hands. When outside the studio, the images capture details of the experiment on the terrace: part of the space, the frying pans, and the eggs, as well as the source using a thermometer to explain the temperatures of the objects in the experiment.

There is no subsequent editing or additional sounds or noises. “Big sun” and “melting” are the only standout expressions during the narration of the content, which, following the pattern of the previous record, is directed

towards entertainment, and does not necessarily address a newsworthy fact, as it is an event created for the moment, in search of the audience's engagement that seeks entertainment experiences, emphasizing what Becker (2012, p. 137) calls the "fusion of information and entertainment industries", a concept that incorporates that, currently, "the news agenda is no longer the only way to account for reality" – which is corroborated by the understanding of "infotainment" advocated by Dejavit (2003).

The relaxed tone is maintained, ensuring the production of positive meanings around the theme, and there is, notably, a scientific approach as indicated in the content's call. This approach, however, is limited to the playful experiment itself, with a small space allocated for the "service" of recommending clothing for the heat.

Again, the term "heat wave" is mentioned in the material, remaining restricted to the graphic in the video this time, and there is no type of conceptualization for context and deepening, nor are related terms cited to complement the fragmented and short-duration content. In this case, regarding the terms and definitions, it is worth noting how it is up to journalism, according to Amaral et al. (2020, p. 21), "to problematize and disseminate a series of key concepts" that characterize the theme, aiming to favor "the transition to an environmentally responsible society, allowing citizens to understand the information and specific terms related to climate change". "Trees play an important role in reducing heat" is the title of the last recording unit that comprises the analysis corpus of this study.

The live report, which aired on October 21, 2023, has a duration of 2 minutes and 32 seconds and also indicates the theme in the statements at the bottom of the video: "Tree and heat" and "Vegetation cover in Cuiabá is not ideal".

Among the statements of the three participating speakers, the expressions that are repeated or stand out in the discussion of the subject are: "each year is getting hotter", "green city", "so hot", "intense heat", "increasing heat", "climatic improvement", and "high temperature". There are no other sounds or noises complementing the narrative, nor is there editing of the content.

It is evident that the journalistic piece, based on data and scientific information, addresses public interest and assigns negative meanings and values to the exposed problem, proposing to "disseminate scientific investigation around climate change", communicating scientific information in an accessible manner, which is essential in covering the topic, according to Amaral et al. (2020, p. 21).

However, once again, there is no mention of "climate change", "heat wave", "climate risk", or related terms to contextualize the period in which the news is set and to deepen the theme scientifically, as well as other extensions that would be appropriate. It is known, as previously mentioned, that this is likely due to the characteristic of fragmentation, common to this type of content, as instructed by Becker (2012).

6. Final considerations

In light of the above, it is understood how climate change and the consequent intensification of extreme weather events, such as heat waves, result in various negative effects on the Planet and all spheres of society, exacerbating the inequalities of impact for different social segments and levels.

Thus, in the field of communication, the importance and responsibility assigned to journalistic coverage of climate and environmental issues today are emphasized. In this context, the aim is to establish a dialogue between the specificities of environmental journalism and scientific journalism, highlighting the functions attributed to the profession in the social body, especially in this case, focused on training and education.

Therefore, considering this social role of journalism and the scenario of climate change, this study started from the following research problem: how does MT1 report on heat waves?

The analysis revealed a considerable number of reports that turn heat into an entertainment topic in the Cuiabá newscast. Even when developed as journalistic pieces, there is frequent use of a relaxed tone and humorous, unusual, and dramatized elements, especially through visual resources and eye-catching expressions in the narration. This structure seeks greater contact and interaction with the audience, but in some cases, together with the characteristic of content fragmentation, it diverts the focus from the seriousness of the exposed problems and/or omits certain important aspects surrounding them, treating the subject superficially.

It is also noticeable how news events closely linked to climate change are not visualized or treated as climate issues. As much as they should, these reports are neither allocated to environmental and/or science sections, nor would they be produced by journalists specialized in these areas, for example. This results, furthermore, in the undeniable absence of an in-depth scientific approach for contextualization and development of the content.

It is also noteworthy that, in some of the analyzed materials, heat – even when intense during extreme events – was characterized as something ordinary and commonplace, thereby reinforcing stereotypes of Cuiabá as an inherently very hot city. Thus, local television journalism contributes to a superficial perception of extreme heat wave events and to the normalization of the city's heat, which contrasts with the coverage of other events, such as heavy rains, for example, mainly due to the more pronounced immediate impacts. Therefore, by not equating the severity of the phenomena and their relationships, this approach hinders the audience's full understanding of the risks and consequences associated with heat waves and climate change as a whole, and results in a distancing of journalistic practice from its social and educational role, especially in the scientific field.

Therefore, to enhance journalistic coverage regarding climate change, this proposal advocates that local newsrooms increasingly prioritize social relevance and the genuine public interest surrounding climate issues. In this way, addressing the long-term and the scientific context of causes and

consequences, to outline scenarios and avoid reinforcing stereotypes that do not contribute positively to the topic (especially in the case of extreme events, such as heatwaves).

It is noteworthy that this study is based on restricted sampling, and that although the temporal cut allowed the observation of an important moment in coverage of the subject, it may not reflect variations in journalistic approaches across other periods, even within the scope of the broadcaster itself. Furthermore, the analysis is based exclusively on the MT1 Program and does not consider the possible differences of other local news programs. Thus, future studies may broaden the research scope to explore how different outlets address the topic, including other extreme climate phenomena, and provide a more comprehensive view of journalistic coverage of climate change in the region.

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