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

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

Figure 1 – Example of organization of the research *corpus*

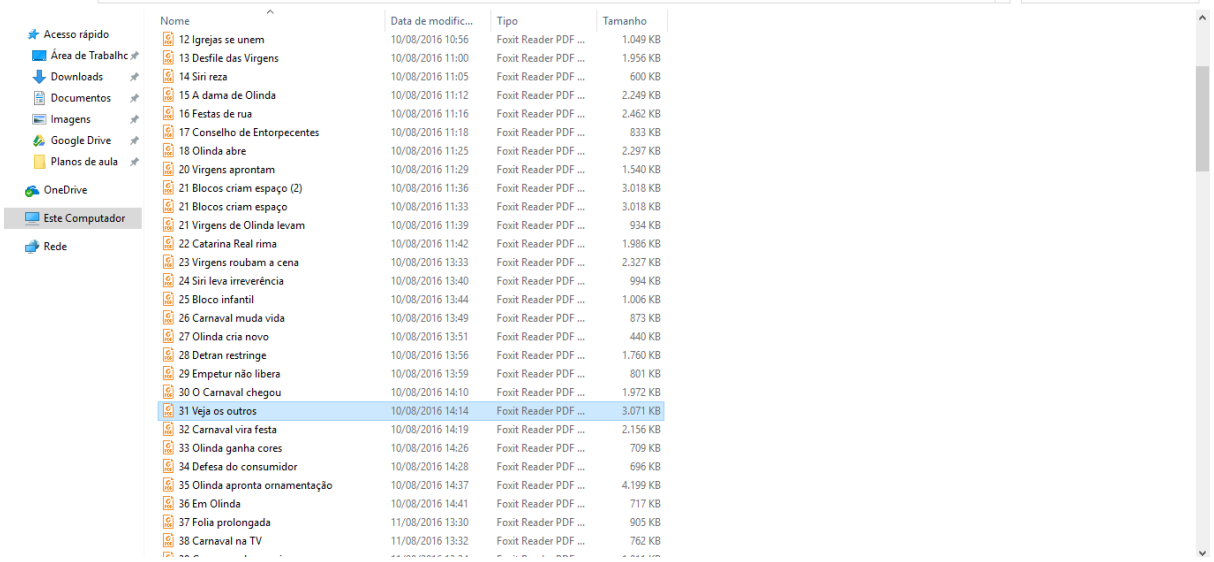
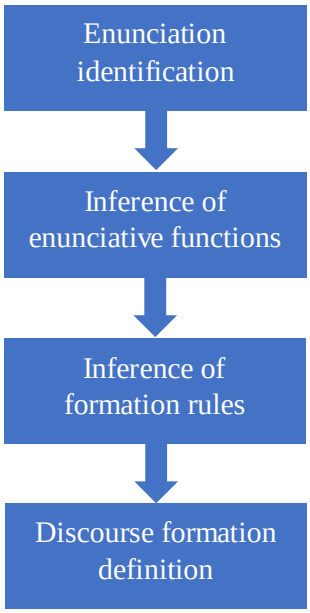


Image of the folder **DP Feb 1996**, that refers to the data obtained in Diario de Pernambuco collection of February 1996, in the chronological order in which they appear in the newspaper.

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

Figure 2 – Foucauldian Discourse Analysis sequence



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

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

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

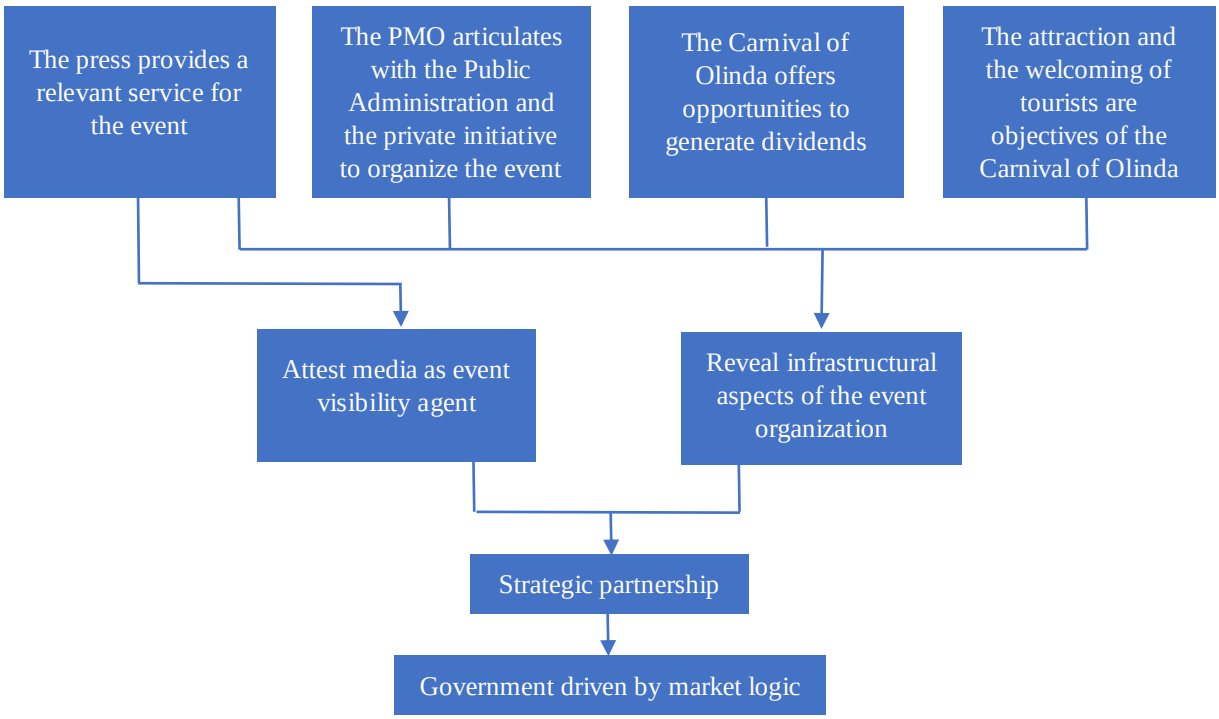
In a second stretch (above) we identified how the press lends itself to a relevant service (enunciation), which attests to the media as an agent of visibility of the event (enunciative

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

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

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

Figure 3 – Beam relationships substrate



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