

**The Opinion in TSF and SIC Notícias: the case of the
Fórum and the *Opinião Pública***

ABSTRACT

Public opinion has been a topic of study in social sciences since the beginning of the XXth century. So, it's not surprising the range of views about it. One of the most important discussions around this concept is about the influence on the media on it. It's more or less consensual that the media has meaningful part in society, being more than mere information vehicles.

Through interviews and content analysis, we've tried to understand which are the characteristics that differentiate a public opinion "show" produced in radio and in television and in which way these are determine by the broadcast media. For this, we've chosen the programs *Fórum*, on TSF, and *Opinião Pública*, on SIC Notícias.

We've discovered significant differences in the themes that are discussed on the programs, as in the way of participations chosen by the participants. We underline the prevalence of the male genre over the feminine, in the commentators as in the participants. We also highlight the finding of a group of professional participants in this kind of shows, acknowledge as such by the production team and the hosts of the show. The existence of this group opens up doors to new research in the future.

Keywords: Public Opinion; Television; Radio; Mass Communication; Commentators Market; Commentary.