

Research Article

Digital Mobilization of Publics: The Articulation Between Women and Agribusiness Proposed by the Brazilian Confederation of Agriculture and Livestock

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Abstract

In recent decades, the Brazilian agribusiness sector's communication has been regarded as an interactional action responsible for encouraging farmers to actively participate in a mutual exchange and learning process within the dynamics involving state agencies, production chains, consumption chains, and other elements related to the agribusiness sector. Considering this context, the Brazilian Confederation of Agriculture and Livestock (CNA) established the National Committee for Women in Agriculture (NCWA), an initiative aimed at increasing female participation in the Union System, in addition to developing female leaders in the agricultural sector. In view of data obtained by the Brazilian Agribusiness Association (ABAG) indicating that more than 30% of Brazilian rural properties are administered by women and that they have played a prominent role in addressing the issue of sustainability for the sector, the establishment of the Committee demonstrates a pursuit of mobilization of the female public toward agribusiness development. Thus, this study is aimed at tracing and understanding the dynamics of the digital communication used by CNA to mobilize the female public to participate in the National Committee for Women in Agriculture. The study's methodological approach includes reviewing the specialized literature and analyzing CNA's social network communication geared toward mobilizing the female public, based on the Content Analysis methodology. Specifically, we collected Instagram, Facebook and Twitter posts released between August 10 and September 10, 2022, the Committee's first month of operation. At the end of the study, we found that CNA has no mobilization actions in its networks and that its online communication channels adopt the rural extension known as productivist diffusionism, which prioritizes the transmission of information instead of the mobilization of publics for more active participation.

Keywords

Rural Communication, Mobilization of Publics, Women in Agriculture, Female Participation

1. Introduction

Approximately 60 years ago, the scarcity of food in Brazil – resulting from industrialization, urbanization and population

increase processes – led to a transformation in the country's agricultural sector. According to the Brazilian Agricultural

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Research Corporation (Embrapa), this transformation is based on an exponential increase in productivity, achieved as a result of a governmental initiative at the time, which instituted specific policies, including investments in research and development, rural extension, and abundant credit [1].

The incentive produced results. For example, between 1975 and 2017, grain production, which was 38 million tons, grew more than six times, reaching 236 million tons, while the planted area only doubled in size. Currently, agricultural production in the country has a value above R\$ 700 million and livestock activities on national land involve herds with more than 2 billion heads [2].

According to Embrapa, these achievements were based on the change in the relationship between producers and production technologies, considering that, in the 1950s and 1960s,

[...] manual labor prevailed in agricultural production. At that time, less than 2% of rural properties had agricultural machinery. Rural men and women suffered with a shortage of technology and information [1].

According to Embrapa, expertise on technological processes for agricultural production was disseminated through rural extension — already mentioned as one of the main principles of public investment at the time. Rural extension corresponds to an educational communication process geared toward disseminating knowledge to producers [3] so scientific and technological practices and innovations are introduced into the production process, expanding its potential and standardizing good practices.

As noted by Silva and Müller [4], in Brazil, rural extension underwent three phases: the first phase was welfare humanism, which occurred between 1948 and 1962. Welfare humanism represents communications focused on motivating — through standardized education and welfare policies — changes in behaviors, skills and attitudes, without considering the specificities of agricultural communities [4].

The second phase of Brazilian rural extension is entitled productivist diffusionism and occurred between the 1960s and 1980s, by influence of the United States. At this stage, the intention was “to disseminate, impose and extend novel knowledge produced in universities and experimental stations for the introduction of technological packages aimed at the intensive use of inputs and machines” [4]. As in welfare humanism, this extension did not consider the experience of producers and the specificities of agricultural communities in the process of disseminating knowledge.

As noted by Bordenave [5], by focusing on content and its massive dissemination, ignoring the experiences of receivers, diffusionism conducts an incommunication, since the codes presented by it do not belong to the daily routine of rural producers and there is no feedback process that enables the clarification of doubts or the presentation of counterpoints, that is: there is no collective knowledge building process, but a unidirectional content transmission process.

The most recent rural extension phase, started in 1980, re-

fers to critical humanism, a methodology whose implementation was influenced by the pedagogical current introduced by Paulo Freire, which focuses on a practical and interactive education based on students’ experiences, in order to enable them to interpret and transform their situation [6]. Therefore, in this phase, rural producers play an active role in building knowledge and communication becomes dialogical.

In order to achieve this type of participation, inherent in the dynamics of critical humanism, bodies involved in the extension process implement strategies for mobilizing publics, a concept that, according to James Jasper [7], comprises the process by which individuals and groups are encouraged to act collectively to achieve social, political or cultural change goals. In this context, emotions, beliefs, identities and experiences are used by the sender of mobilizing messages [7] and the channels play a prominent role, as noted by Marshal McLuhan [8], concluding that the media become part of the message, enabling different types of involvement of the publics with the content presented:

[...] the perception of the situation depends on the structure of the information. The form of each medium is associated with a different disposition or proportion between the meanings that produces new forms of knowledge. Such perceptual transformations and the new forms of experiencing created by individual media affect the user regardless of program content [9].

Accordingly, communication channels that are internal to the dynamics of the Internet, especially social networks, start to act as mediators of teaching and learning [10], by enabling the interaction between the target public, the message, and its senders, that is, the different actors of rural extension. In their work, Castells [11] notes that the use of networks for mobilization gains support and expansion in the potential of these channels to promote decentralization, horizontality, amplification of marginalized voices, streamlined communication and action, creation of identities without borders, and visibility to issues of interest, both for publics and institutions.

In Brazilian territory, one of the main institutions working in the extension process is the Brazilian Confederation of Agriculture and Livestock (CNA), which,

[...] is responsible for bringing together associations and political and rural leaders throughout the country. CNA also supports the development of new technologies that can assist producers in planting and management and the creation of agroindustries responsible for increasing rural productivity. Another major initiative of the institution is cooperation and support for regional agricultural development programs, especially those aimed at reducing geoeconomic inequalities in all Brazilian states [12].

With more than 5 million rural producers associated with its base, CNA maintains social network profiles to interact with its public, in addition to playing a prominent role in offline mobilization in this segment, working in the organization of events, in the promotion of research and in the creation of organizational cells to represent agendas that are

relevant to the sector, such as the National Committee for Women in Agriculture.

Established in August 2022, the National Committee for Women in Agriculture aims to increase the participation of women and develop leaders in the agricultural sector, considering that more than 30% of Brazilian rural properties are administered by women and that they have played a prominent role in addressing the issue of sustainability for the sector [13].

This study is aimed at tracing and understanding the dynamics of the digital communication used by CNA to mobilize the female public to participate in the National Committee for Women in Agriculture.

The mobilization of publics through digital communication strategies has been important in the field of Communication, especially in the context of sectors traditionally dominated by a homogeneous narrative, such as agribusiness. The articulation of women within this sector, promoted by the Brazilian Confederation of Agriculture and Livestock (CNA), represents a significant transformation in how the dynamics of power and participation are structured in Brazilian agribusiness. With more than 5 million rural producers associated with its base, CNA plays a key role not only in representing the interests of the sector, but also in promoting a diversity of voices that have traditionally been on the sidelines. Studying the digital communication strategies that CNA employs to mobilize women in agribusiness provides a deeper understanding of how technologies are being appropriated by large institutions to promote inclusion and equity in key sectors of the economy.

The study's methodological approach includes a systematic review of the specialized literature [14] and an analysis of CNA's social network communication geared toward mobilizing the female public, based on the Content Analysis methodology [15]. Specifically, we collected Instagram, Facebook and Twitter posts released between August 10 and September 10, 2022, the Committee's first month of operation.

By researching the operation of the National Committee for Women in Agriculture, this study contributes to the field of Communication by showing the particularities of digital mobilization in a specific economic sector, providing an overview of how these practices can be replicated or adapted in other contexts. This not only enriches the academic debate, but also provides empirical inputs for public policies and organizational strategies aimed at promoting gender equality and social inclusion through communication.

2. Mobilization of Publics

Contemporary communication dynamics, especially in the digital setting, exhibit fundamental differences in relation to awareness-raising, sensitization and social mobilization strategies, with limits and possibilities that reflect both technological transformations and socio-political changes. The

scientific literature on communication and mobilization of publics offers critical insights to understand these distinctions and their impact on social engagement, especially in initiatives geared toward specific publics, such as women in agribusiness.

In this regard, it should be noted that the interactive process between the target public and social institutions representing the most diverse agendas may adopt different formats depending on the required stage of participation. The present work explores three main formats of interaction, namely: awareness-raising, sensitization, and mobilization.

Awareness-raising, as described by Freire [16], is associated with the process of acquiring critical awareness, in which individuals and groups understand their social reality and the power structures that operate in it. In the field of communication, awareness-raising strategies aim to provide information that promotes an understanding of the issues under discussion, enabling reflection and the formation of a conscious judgment. Awareness-raising, thus, is a more intellectualized process, which seeks to transform perceptions through education and clarification.

Sensitization, on the other hand, involves a more emotional and ethical appeal, as noted by Habermas [17] in their discussions on communicative action. This strategy seeks to evoke empathy and identification with the causes, creating an affective connection between the public and the issue under consideration. Sensitization mobilizes emotions and values, being important to establish an emotional connection that can potentially lead to mobilization.

Finally, mobilization is the concrete action resulting from these awareness-raising and sensitization processes. As pointed out by Touraine [18], mobilization occurs when individuals, aware of their situation and sensitized to a cause, are willing to act, whether through protests, participation in events or active involvement in organizational initiatives. Therefore, mobilization is the culmination of a process that involves both critical reflection and emotional appeal, translated into practical action.

Mobilization of publics comprises topics such as citizen participation, social causes and communication projects. Participating means engaging in a series of actions shared by all, since citizens constantly contribute in family, workplace, and community activities and in social and political issues [19]. Participation can also be conceptualized as a collective social action that has in its genesis a series of characteristics, among which its action strategies, organization, historicity, bonds and shared identities can be highlighted [20]. In addition, citizen participation is intrinsically linked to the social changes observed in recent decades. These transformations have promoted social exchanges in discussion and conversation settings, both online and offline, or in contexts that combine both.

As for social causes, the public issues discussed by the population in favor of claiming social demands are usually notorious in Non-Governmental Organizations (NGOs), so-

cial movements, in the private sphere, and also in the State. According to Paiva [19], the social cause pursues the transformation of the status quo, with individuals expressing their ideologies and culture, voicing needs that promote just and egalitarian societies.

Toro and Werner [21] say that the organization of a social mobilization requires the structuring of a communication project. Communication becomes an opportunity and a necessity so information is conveyed, and so the pursuit of civil participation leads to knowledge of the cause that is thereby disseminated. In addition, it seeks the identification necessary for all actors to be involved with the project.

Social mobilization goals, in the scope of a communication project, are achieved through the use of easy-to-understand language and well-defined communication strategies. The communication adopted in the digital environment and the potential that the visibility of this action can add contribute to the success of mobilization in the public sphere [19]. However, contemporary society faces significant challenges related to disinformation, a phenomenon that compromises the development and effectiveness of various forms of communication. In this context, media education arises as a fundamental strategy to tackle such challenges, preparing citizens to interact with media environments in a critical and conscious manner. Pieranti and Trindade [22] emphasize the importance of conducting, from childhood, educational practices to foster critical interpretation of the media, with the objective of promoting a communication that is democratic, inclusive and citizenly.

In this context, the mobilization process begins with the assembly of a group that conducts communication through actions aimed at obtaining legitimacy and recognition of the proposed cause. Content production is also part of this stage, after all, the dissemination of "information on issues involving the objectives, Brazilian seasonal dates, historical contexts of the country, publicization of events, etc." become important to create bonds with the target publics [19]. Then, a definition is needed for the implementation of projects that intend to foster social participation in favor of the mobilization of publics.

The choice of the beneficiary public (public or institution that can be located), legitimizers (public or institution that become direct collaborators of the mobilization, benefiting from the results), and fosterers (public or institution that organize and carry out actions in favor of the mobilization, in addition to benefiting from the results) are also part of the process by influencing the mobilization process directly.

Individualizing the process is essential and categorizing it becomes indispensable for effective social transformation. "In order to reach the desired public and make it progressively generative in relation to the project, it must share the ideal of what is proposed by the institution, seeking changes in the currently instituted structures" [19]. Thus, it is necessary to define how and with which media there will be dialogue and propagation of communication. In the end, it is essential to

measure the results through monitoring, research and tools that assist in the assessment of social mobilization. This stage allows adjustments and adaptations, with the objective of enhancing strategies and ensuring the effectiveness of mobilization.

Paiva [19] notes that "collaborative channels are essential to provide material and reflections to social writers and editors, establishing complicity with society." Based on that, the analysis of this study focuses on the mobilization promoted by the Brazilian Confederation of Agriculture and Livestock (CNA) in its social networks, highlighting the characterization of the institution's public and the communication dynamics geared toward increasing participation in the National Committee for Women in Agriculture. We also considered the materials used, which align with the mobilization proposals, as detailed below.

3. Mobilization, Women and Agribusiness in Brazil

The agendas of social mobilizations oriented toward women have changed over time. As they gain voice and visibility in the public sphere, being present in spaces previously restricted to men, women have expanded their agenda of mobilization for causes and rights in various social spheres. For them, with the power of voting and access to places of political decision, "[...] it would be possible to change the laws and institutions that exploited and oppressed them as women and as workers" [23].

According to Costa and Sardenberg, [24],

The break with domestic isolation resulting from social participation on the one hand and, on the other hand, the liberal ideals of equality gradually lead women to subversion. That is; to realize the exploitation and oppression to which they were subjected.

In this sense, with the right to vote and access to the public sphere, women's collective actions began to acquire other proportions, with women claiming demands such as sexual freedom, autonomy of women's bodies, wage equality, gender equality and social change, for example, issues that challenged ties that bound them to the domestic sphere and to inequality [25, 26].

Through discussions and conversation circles intended for women, with the purpose of debating and sharing individual experiences of oppression, there arose a deeper understanding about how these oppressions were connected to a complex system that marked and oppressed them in different ways [25, 27]. This understanding catalyzed women's mobilization toward intersectional agendas. Collins and Bilge [28] argue that intersectionality exposes how different forms of oppression intertwine and reinforce one another, revealing that identities are multifaceted and that oppressions cannot be analyzed in isolation. On the contrary, these oppressions must be understood as interactions between diverse systems of

power and domination, since “these categories overlap and function in a unified manner” [28]. Through this awareness-raising, female claims have become intersectional, encompassing not only gender issues but also considering the intersections with race, class, sexual orientation, disability, and other dimensions of identity.

In addition to intersectionality, the rise of the internet has contributed to the production of significant transformations in women’s mobilizations. Previously, their activities were predominantly focused on face-to-face actions. Although this form of mobilization has not ceased, with the popularization of the internet these activities are now also found in another field – the digital sphere –, using online platforms for this purpose.

The “[...] potential global reach, favored by the rapid distribution of content via social networks, given the scale and speed of the online environment,” has been instrumental in promoting the visibility of their agendas, increasing citizen participation, building alliances, consolidating demands and promoting social justice collectively [29]. Through social networks, collective actions are carried out by means of hashtags, groups, and posts on official pages aiming to attract larger publics to their agendas. Thus, issues such as gender equality, violence, LGBTphobia, racism, harassment, misogyny, and hunger, as well as struggles for increasing and strengthening women in positions of power, for the right to land, for causes related to public health care, social and labor rights, for example, are subjects addressed by female mobilization.

The different forms of female mobilization are aimed, among other issues, at fighting for the expansion of women’s rights, for justice and for social equality. These struggles remain in evidence even today, because, although women are the majority in Brazil¹ – according to statistical data collected in 2022 by the Brazilian Institute of Geography and Statistics (IBGE) –, they are still in a situation of subalternity, due to the system that still reproduces proselytism and antipathy toward this group. Although women have obtained several rights and achievements in various sectors of society, there is still much to be improved: that is the case of women’s participation in agribusiness, a field that is still dominated by men, as shown by a survey conducted by ABAG [13], according to which 70% of Brazilian rural properties are administered by men.

The mobilization of women in non-metropolitan areas has particularities that distinguish it from other agendas. Historically, this segment has faced additional challenges, such as deficient access to educational, technological and health care resources, as well as greater dependence on traditional family and community structures.

According to the study of Freitas, Soares, Junqueira and Silva Júnior [30], who carried out a systematic review of the literature as a methodological procedure, covering 300 arti-

cles on the search portal Periódicos – Capes, to obtain a current overview of rural women in agriculture, with emphasis on family production: women have exhausting workdays, as they perform both domestic and agricultural labor. There is no recognition and visibility by society. Women’s work appears mainly as “support” or “assistance,” even when they work as much as men or perform the same activities as men [30].

The above factors contributed to a more dispersed and limited initial organization, in which the demands of rural women were often repressed by the broader needs of the rural community. However, as shown by Rossato, Zonatto and Nora [31], the last few years have seen several cultural and social structural changes in Brazilian society, leading to important advances of women in the agricultural universe and to a growing recognition of their importance in this area. Within this dynamics and supported by the empowerment of social movements through the use of social networks, rural women began to organize around specific agendas, such as the recognition of their role in agricultural production, the right to land, and access to agricultural credit.

In this regard, studies show that, beyond the struggle for gender equality, rural women also play a leading role in the agribusiness sustainability agenda [32]. According to eco-feminist authors such as Vandana Shiva [33] and Sherilyn MacGregor [34], women are more likely to engage in sustainable consumption practices due to social and cultural expectations related to the care of the land, family and community. Thus, the mobilization of this segment in the field also incorporates the struggle for sustainable development models that respect and value the centrality of women in the management of natural resources and in the promotion of food security.

As a means to present and represent these agendas, as noted, the advent of social networks and the growing access to the internet in rural areas have enabled rural women to find new means of organizing and pursuing their demands. Digital platforms enable these women to share experiences, denounce rights violations, and coordinate actions in a more comprehensive and efficient manner. The use of these digital tools has enhanced the mobilization potential of rural women, connecting them to national and international support networks and strengthening their claims in political and economic decision-making settings. Thus, the mobilization of women in non-metropolitan areas today is characterized by the combination of local action and global engagement — provided by social networks — in the pursuit of a broader recognition of their rights and their importance in the context of agribusiness and public policies oriented toward rural development.

The combined activity of women in different spheres has produced results. According to the Brazilian Agribusiness Association [13], women have always been “a relevant part of guaranteeing food and nutritional security for families, as they have historically participated in the development of agriculture.” However, it should be noted that women’s presence in

¹ According to the survey, women represent 51.1% of the total Brazilian population, exceeding men, who correspond to 48.9%.

this sector was still limited. However, this situation has changed over time: in 2015, for example, half of the 243 graduates from the School of Agriculture of the University of São Paulo were women. In addition, in the same period they already represented 20% of the public in auctions, fairs and events in the sector [13].

Since 1995, the United Nations (UN) has instituted the International Day of Rural Women, celebrated annually on October 15, with the aim of raising awareness about the importance of women in the rural context. This date was established to recognize and value the significant contribution of rural women to sustainable development and food security, fundamental aspects for the survival and prosperity of rural communities. The UN recognition is part of a broader effort of inclusion and promotion of equity, reflected in the 2030 Agenda, a global agreement that was adopted in 2015 by 193 member countries, including Brazil, during the United Nations Summit.

The celebration of the International Day of Rural Women is closely associated with the Sustainable Development Goals (SDGs), particularly SDGs 2 and 5. SDG 2 aims to end hunger by promoting food security, improved nutrition, and the development of sustainable agriculture. In this context, rural women play a central role, being responsible for a significant share of global agricultural production, especially in developing countries. SDG 5 focuses on achieving gender equality and empowering all women and girls, recognizing the need to eliminate inequalities that disproportionately affect rural women, including limited access to productive resources, education and economic opportunities [35].

Therefore, the institution of this date by the UN serves as a symbolic and practical milestone to mobilize international society in favor of the cause of rural women, who often face significant challenges compared to their urban peers. By raising global awareness, the goal is not only to recognize the contributions of these women, but also to promote public policies and initiatives that improve their living conditions, increasing their participation in decision-making processes and guaranteeing them the rights and resources that are necessary for them to continue playing a vital role in building a sustainable and just future.

The growing awareness of the importance of women in agriculture, driven by initiatives such as the UN-instituted International Day of Rural Women, has been important for the recognition and valorization of these women in the agrarian context. This movement not only brings to the spotlight the need for public policies geared toward female inclusion and empowerment, but also reflects a gradual and concrete transformation in the rural setting.

This change is notable in Brazil, where women's role in agribusiness has been consolidating, demonstrating that, as barriers are faced and overcome, rural women are assuming increasingly influential functions in the management and sustainable development of agricultural properties. In Brazil, data collected in 2017 and released in 2020 by the Ministry of

Agriculture, Livestock and Supply (MAPA) [36] in conjunction with Embrapa and IBGE show that women manage 947,000 rural properties, representing 19% of a universe of 5.07 million establishments. According to the same survey, they manage more than 30 million hectares, which represents 8.5% of the total area occupied by rural establishments.

It should be noted that rural women mobilize in favor of common issues and demands. This engagement not only increases the visibility of these groups and their actions, but also favors the recognition of these women as social agents of rights [37]. Agribusiness women have been mobilizing for gender equality, the end of prejudice, and wage equity, for example [38]. According to data released by ABAG [13], 71% of rural women have had some experience in which being a woman was a barrier to being heard and rising professionally. In addition, 43% of them report facing difficulties in having their opinions considered and respected within their own work teams.

These data show the persistence of stereotypes and gender norms that devalue female contributions, often due to ingrained prejudices that assign greater weight and prestige to male opinions. These barriers not only reflect structural and systemic inequalities, but also limit women's participation in decision-making and leadership processes in agriculture. In order to promote gender equity and maximize the potential of the sector, it is imperative to adopt strategies that ensure the full inclusion of women, supporting and valuing their contributions and perspectives.

The Brazilian Confederation of Agriculture and Livestock (CNA) has developed actions aimed at promoting the inclusion and participation of women in agribusiness. Entitled "Women of Agribusiness," the action seeks – in addition to increasing female participation in agribusiness decision-making – to provide this group with capacity-building by means of workshops, lectures, events and face-to-face activities that offer exchanges of experiences and the formation of networks for support of and interaction with the group.

In order to provide further insights into CNA's communication dynamics for female mobilization through the "Women of Agribusiness" initiative, the next section of this study presents the methodological procedures adopted to research how this female mobilization campaign is conducted and disseminated, emphasizing the communication tools employed to increase women's participation and engagement in agribusiness.

4. Materials and Methods

Founded on September 26, 1951, the Brazilian Confederation of Agriculture and Livestock (CNA) is currently recognized as the largest representative of Brazilian rural producers in relation to the National Congress and the main forum for discussions and decisions of Brazilian agribusiness [12].

The Brazilian Confederation of Agriculture and Livestock represents small, medium and large Brazilian rural producers;

the National Rural Learning Service (SENAR), which operates as an instrument for rural professional training and social and quality of life promotion for rural men and women; and the CNA Institute, which conducts studies and researches in the social and agribusiness areas [12].

The 27 federations that compose the CNA meet the demands presented by the states and unions, which, in turn, implement direct actions to support rural producers, seeking solutions to local problems [12]. Thus, in addition to representing agendas in relation to the National Congress, CNA holds recurring assemblies, regional and national events, capacity-building and dissemination of information that allow exchanges between the members of its operating dynamics.

Seeking to mobilize the female public and assimilate their demands, in August 2022 CNA established a new work front, entitled National Committee for Women in Agriculture). This committee was launched an in-person event that, according to the Confederation, convened thousands of food producers from all over the country, rural leaders, representatives of state Federations, authorities, unions and associations of the sector [39]. With the Commission, CNA plans to “increase and strengthen women’s participation in the union system” [39] so women can submit demands to the nearest institutions, so they forward them – jointly with the Confederation – to national authorities.

According to the Confederation, the Committee has conducted, since its creation, specific actions for women, in particular: carrying out diagnoses, supporting and assisting the implementation of state committees, holding a national women’s assembly, creating a program to strengthen female leaders and representing the system in forum and events [39]. The actions presented on the website are notable for their in-person character, contrasting the networks’ potential to reach the rural public, as evidenced by the survey of the Brazilian Association of Rural and Agribusiness Marketing (ABMRA), according to which 74% of producers use the internet to obtain information and news, surpassing traditional media such as newspapers and radios [40]. This situation evokes the question that underlies the present study: what communication strategies CNA employs in its social networks so as to mobilize the female public to participate in the National Committee for Women in Agriculture?

In the digital sphere, CNA owns social network profiles on Instagram (@sistamacna), Twitter (@SistemaCNA) and Facebook (@CNABrasil), in which it releases daily posts with the objective of providing an open communication channel between society and the organizations that represent rural producers in Brazil, according to the institutional description published in the aforementioned platforms.

In order to achieve the objective of this study – understand the communication strategies used by CNA to mobilize the female public to participate in the National Committee for Women in Agriculture in these media –, we analyzed all posts released by the institution on Instagram, Twitter and Facebook during the first one-month period after the creation of

the Commission, specifically between August 10 and September 10, 2022.

Over the period analyzed, 156 posts were collected on the Instagram, 132 on the Twitter, and 132 on the Facebook profiles of the Brazilian Confederation of Agriculture and Livestock. The posts, released with an average frequency of 4 per day, obtained low engagement, with about 10 interactions per publication, these being mostly likes, rather than more active forms of participation such as those provided by comments.

It is noted that the Instagram, Twitter and Facebook channels were chosen because they corresponded to CNA's social media in operation at the time. For all posts collected in these social networks, we applied the Relational Content Analysis methodology of Bardin [15] in order to trace entry units – namely the title “Comissão Nacional Mulheres do Agro” [National Committee for Women in Agriculture] – and relate them to the context units to which they belonged, that is, to the content and period of publication.

The Literature Review methodology was also used, considering the methodological perspectives proposed by Barros and Duarte [14]. Initially, the search terms were delimited based on the themes and key concepts of the study: communication, mobilization of publics, women, agriculture, agribusiness, and then, the selected literature was reviewed.

5. Results and Discussion

In each channel, we traced only one post mentioning the National Committee for Women in Agriculture, published on the official date of its launch, that is, August 10, 2022. The posts are informative, addressing the launch of the Committee and directing the public to the CNA website. The posts have the same characteristics, suiting the different channels: in the case of Twitter, there is a limitation of characters, which restricted the informative header to a paragraph addressing the launch in an objective way; on Instagram, the launch event and the speech of the initiative coordinator Cecília Naves are highlighted, with a final call to the CNA website, considering that the link is in the area known as “bio,” since posts on the platform cannot be linked to websites; on Facebook, there is a copy of the text published on Instagram, highlighting the link to access the complete material on the website. The three media used the same image, which also illustrates the article on the release published on the CNA website.

With the exception of the Instagram post, which has more than 170 likes, the posts had low engagement, obtaining less than 10 interactions on Twitter and Facebook. This result should be noted, since the Confederation has more followers on Facebook, 141 thousand, compared to 140 thousand followers on Instagram and 29.3 thousand on Twitter – data from August 2024. The results obtained are compiled in the table below:

Table 1. Results.

Analysis category	Instagram	Facebook	Twitter
Number of posts	1	1	1
Number of followers	140,000	141,000	29,300
Number of likes	176	6	5
Number of comments	0	0	0
Number of shares	0	1	3

*Table constructed based on analysis of CNA's social networks

Based on the analysis of the content published by the Brazilian Confederation of Agriculture and Livestock and the fact that only one post was released – being replicated on CNA channels and presented as informative –, it can be said that in the online environment only awareness-raising and sensitization strategies were used about the National Committee for Women in Agriculture, to the detriment of the possibility of mobilizing the public. It should be noted that the lack of invitations to participate, and even the lack of contact channels to obtain further information about the initiative, shows that the online mobilization of rural producers was not among the objectives of CNA's digital action.

Sensitization, as addressed by Marshall McLuhan [8], corresponds to a device that involves the use of media to shape the perception and experience of receivers, not only allowing the sharing of information, but also creating a space for dialogue and highlighting issues in the population's agenda. It should be noted that, in the analyzed posts, it is possible to apprehend the identification of the public with the content mainly through the "like" tool — which gathered more than 180 interactions in the observed networks — which would represent the support for the content presented on the network [24].

Thus, it is understood that, through sensitization, CNA sought to involve the public in a narrative that highlights the contributions of women in agriculture, promoting a reflection on gender equality and the importance of their participation in the sector. This action has the objective of encouraging people to learn about the initiative by accessing the institution's website, but it is limited to instigating a form of passive participation [41] without mentioning how the public could be integrated into the Committee, that is, without mobilizing the base around the agenda.

The difference between sensitization and mobilization can be explained through the approach of McLuhan [8], who argues that sensitization uses the medium and the message to shape the experience of users, creating an emotional and intellectual impact, an action that would prepare individuals for a further deepening into socially relevant issues. Mobilization, in turn, combines the medium and the message in favor of immediate action, emphasizing the urgency of the issue and

calling on individuals to act for the cause. Therefore, for mobilization, the authors of the message must clarify to the recipients the participatory methods and the objective of the actions.

It is also observed that, despite concentrating the largest number of followers and being described as the platform on which rural producers most seek information, the Facebook post was the one that obtained the least interactions (6 likes and 1 share), leading us to question whether the female public is smaller among CNA's followers or was not motivated to even like the post, or the platform is in disuse even for those who describe it as their main source of information.

Delving deeper into the research, we also found that, in addition to the networks, in the digital sphere, CNA used the press office strategy to, in the same way, inform the public about the creation of the new Committee, but without presenting or informing means for participation. In this sense, we observed publications in spaces such as Forbes, Agrim fía and Not ías Rurais. On the other hand, in the offline environment, the agency claims to have launched the event amid the National Agro Assembly, in Bras ía, with speeches by the coordinator of the CNA Agribusiness Women Working Group, Cec ía Naves, explaining how the Committee would work and what actions are planned. In this aspect, it is also worth asking: were female rural producers, especially those that manage family farming initiatives, in this event to be motivated to mobilize?

Considering the analysis and additional information collected by the present work, we found that the method of using CNA's own media to address the National Committee for Women in Agriculture is not evident as an initiative that is part of the rural extension process related to critical humanism, but corresponds to an earlier phase of rural extension and agricultural communication in Brazil: productivist diffusionism, which prioritizes the transmission of information rather than the mobilization of publics for more active participation.

It is worth mentioning, however, that, through a general analysis of the content posted, we found that CNA uses egalitarian representation strategies in its content, with figures of women equally shown in the images that are part of its posts and in the live streaming sessions produced by the Confederation.

6. Conclusions

The conclusion of this study shows important nuances about the communication dynamics of the Brazilian Confederation of Agriculture and Livestock (CNA) with regard to the mobilization of women in agribusiness, with emphasis on digital strategies. The quantitative and qualitative analysis of posts on CNA's social networks (Facebook, Instagram and Twitter) shows that, although digital platforms are widely recognized for their interactive potential and ability to reach large publics, their use by CNA to promote the National Committee for Women in Agriculture was minimal, repre-

senting less than 0.7% of posts in the analyzed period. This suggests an inconsistency between the potential provided by social media and the communication dynamics of the organization, which has not effectively exploited these channels to actively mobilize the female public.

The predominance of diffusionist and productivist strategies in CNA's digital channels shows a historical continuity of traditional communication practices of rural extension in Brazil, characterized by the centrality in the vertical transmission of information. This model, whose main objective is to disseminate technical knowledge and promote productivity in the field, reflects a communication paradigm that treats publics as passive receivers, disregarding their ability to interact and actively participate in the communication process. Instead of fostering a dialogical relationship, with a reciprocal exchange of information and collaborative construction of meaning, diffusionist communication maintains the focus on the efficiency of message transmission, subordinating interaction to institutional control.

This type of approach, although effective in historical rural development contexts, is progressively inadequate in the face of contemporary demands for social mobilization and engagement, especially in the digital environment. Digital platforms, due to their very nature, allow and encourage more horizontal and interactive communication, in which publics not only receive information, but also have the opportunity to participate, comment, share and co-create content [42]. The diffusionist model, by not exploiting this potential, limits CNA's capacity to effectively mobilize publics, in particular women in agribusiness, who could be central agents in strengthening initiatives such as the National Committee for Women in Agriculture.

The productivist logic, focused on efficiency and maximizing economic results, often leaves issues related to inclusion and citizen participation in the background. In the context of digital communication, this course of action can result in a disconnect between the organization and the publics it seeks to engage, since the success of mobilization in social networks depends not only on the content transmitted, but on the ability to create an engaged and participatory community. The lack of a strategy that combines dialogic and participatory practices suggests a significant gap in CNA's communication, which not only limits the potential for mobilization, but also reflects an outdated view of the social networks' role in building social and community bonds.

By insisting on a diffusionist and productivist model of communication, CNA neglects the social and technological transformations that have redefined communication practices in recent years. Contemporary demands for social mobilization, especially in a context of increasing digitization, require strategies that not only inform but engage publics in a continuous dialogue, enabling the development of a sense of belonging and active participation. This transformation is crucial in the case of agribusiness women, whose claims and expectations regarding communication are shaped by a so-

cio-political context in which interaction and engagement are essential for the success of initiatives to include and strengthen their voices in the sector.

We also found that, concomitantly with social network communication, there is a massive presence of articles about the National Committee for Women in Agriculture on news sites, which shows an investment in press relations – a strategy that would also be associated with productivist diffusionism. Despite investments in press relations and traditional media coverage, with greater coverage of the Committee on news sites, this approach alone does not ensure the formation of an engaged community on digital platforms. CNA's low social media interaction rate (with an average of 10 interactions per post) indicates that communication in these media remains ineffective in fostering female engagement.

We are not unaware, however, that the Confederation itself claims to make an investment in holding regional events and assemblies to attract and mobilize new participants, carrying out different rural extension actions in offline settings. This suggests that while social media is not being fully leveraged for digital mobilization, there are in-person efforts that complement the engagement strategy, indicating a hybrid approach that could be more effective if better integrated.

Abbreviations

ABAG	Associação Brasileira do Agronegócio
ABMRA	Associação Brasileira de Marketing Rural e Agro
CNA	Confederação Nacional de Agricultura e Pecuária no Brasil
EMBRAPA	Empresa Brasileira de Pesquisa Agropecuária
IBGE	Instituto Brasileiro de Geografia e Estatística
MAPA	Ministério da Agricultura, Pecuária e Abastecimento
ODS	Objetivos de Desenvolvimento Sustentável
ONGs	Organizações Não Governamentais
ONU	Organização das Nações Unidas
SENAR	Serviço Nacional de Aprendizagem Rural

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Data Availability Statement

1. The data that support the findings of this study can be found at: <https://www.cnabrazil.org.br/noticias/cna-lanca-comissao-nacional-de-mulheres-do-agro>
2. The data that support the findings of this study can be found at: <https://www.instagram.com/sistemacna/>
3. The data that support the findings of this study can be found at: <https://x.com/SistemaCNA>
4. The data that support the findings of this study can be found at: <https://www.facebook.com/SistemaCNA>

Conflicts of Interest

The authors declare no conflicts of interest.

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