

TEXTO

Brazil holds its first online presidential debate

Brazil has held its first presidential online debate, with the three main candidates answering questions from each other and from the public.

Dilma Rousseff, Jose Serra and Marina Silva tackled a range of subjects during the two-hour debate.

Live streaming of the event was carried by dozens of websites and also could be followed on Twitter and Facebook.

Campaigning has moved up a gear for the 3 October election, with daily election advertising on TV and radio.

The debate, organised by Folha de Sao Paulo newspaper and the UOL web portal, was held in Sao Paulo in front of an audience of several hundred people.

It was made possible after Brazil amended its electoral law in 2009 to allow a debate to take place without being transmitted on TV.

It was split into six blocs, with the candidates responding to questions from each other, then to selected video questions from members of the public and finally to questions from journalists.

The candidates, Dilma Rousseff from the governing Workers Party (PT), Jose Serra from the Social Democratic Party (PSDB) and the Green Party's Marina Silva tackled subjects ranging from abortion, to political alliances, to campaign donations from private companies.

Health and education also emerged as key themes.

Internet use has grown rapidly in Brazil in recent years. Earlier this month market research firm Comscore said Brazil, along with Indonesia and Venezuela, led the surge in global use of Twitter.

However, television remains the key tool to reach voters, above all in rural regions, analysts say.

The online debate came a day after election advertising began on free-to-air radio and TV networks in Brazil.

Fonte: www.bbc.co.uk

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Brasil teve seu primeiro debate presidencial online

Brazil has held its first presidential online debate, with the three main candidates answering questions from each other and from the public.

O Brasil teve seu primeiro debate presidencial online, com os três principais candidatos respondendo questões uns dos outros e do público.

Dilma Rousseff, Jose Serra and Marina Silva tackled⁽¹⁾ a range⁽²⁾ of subjects during the two-hour debate.

Dilma Rousseff, José Serra e Marina Silva enfrentaram⁽¹⁾ uma série⁽²⁾ de perguntas durante duas horas de debate.

Live streaming of the event was carried by dozens of websites and also could be followed on Twitter and Facebook.

A transmissão ao vivo do evento foi realizada por dúzias de páginas da internet e também pode ser seguida pelo Twitter e Facebook.

Campaigning has moved up a gear for the 3 October election, with daily election advertising on TV and radio.

A campanha andou em direção a eleição de 3 de outubro, com propagandas diárias das eleições na TV e no rádio.

The debate, organised by Folha de Sao Paulo newspaper and the UOL web portal, was held in Sao Paulo in front of an audience of several hundred people.

O debate, organizado pelo jornal Folha de São Paulo e pelo portal da internet UOL, aconteceu em São Paulo na frente de uma audiência de várias centenas de pessoas.

It was made possible after Brazil amended its electoral law in 2009 to allow a debate to take place without being transmitted on TV.

Iso foi possível após o Brasil emendar sua lei eleitoral em 2009 para permitir que um debate tivesse lugar sem estar sendo transmitido pela TV.

It was split⁽³⁾ into six blocs, with the candidates responding to questions from each other, then to selected video questions from members of the public and finally to questions from journalists.

Ele foi dividido⁽³⁾ dentro de seis blocos, com os candidatos respondendo questões uns dos outros, depois questões em vídeo selecionadas de membros do publico e finalmente questões de jornalistas.

The candidates, Dilma Rousseff from the governing Workers Party (PT), Jose Serra from the Social Democratic Party (PSDB) and the Green Party's Marina Silva tackled subjects ranging from abortion, to political alliances, to campaign donations from private companies.

Os candidatos, Dilma Rousseff do partido governista Partido dos Trabalhadores (PT), José Serra do Partido Social Democrata (PSDB) e Marina Silva do Partido Verde enfrentaram perguntas sobre aborto, alianças políticas, donativos de campanha e companhias privadas.

Health and education also emerged as key themes.

Saúde e educação também emergiram como temas chaves.

Internet use has grown rapidly in Brazil in recent years. Earlier this month market research firm Comscore said Brazil, along with Indonesia and Venezuela, led the surge⁽⁴⁾ in global use of Twitter.

O uso da internet tem aumentado rapidamente no Brasil nos anos recentes. No início do mês a empresa de pesquisa de mercado Comscore disse que o Brasil, junto Indonésia e Venezuela, lideram a explosão⁽⁴⁾ no uso global do Twitter.

However, television remains⁽⁵⁾ the key tool to reach voters, above all in rural regions, analysts say.

Contudo, a televisão permanece⁽⁵⁾ como a ferramenta chave para alcançar os eleitores, sobre tudo nas regiões rurais, dizem os analistas.

The online debate came a day after election advertising began on free-to-air radio and TV networks in Brazil.

O debate online chegou um dia após iniciar a propaganda eleitoral gratuita no rádio e na TV no Brasil.