

# MULTIPLE VIEWS, POSSIBLE DIALOGUES

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The maturing of Journalism research faces the challenge of advancing, encountering an equilibrium resulting, on one hand, from dialogues with disciplines which attain the goal by means of a multidisciplinary approach and, on the other hand, from the effort to achieve a specific theoretical-methodological construction which would give it identity and density as a scientific field, stimulating interlocution between ways of thinking about and performing Journalism nowadays. Undoubtedly one of the challenges of these critical analyses is to give priority to the building of articulated and coherent knowledge in and on the field of Journalism and incorporate, at the same time, the wealth of different reflections on journalistic practices and reconfigurations of its mediations at the present time as communication processes in distinct historical and cultural contexts.

This edition seeks to transcend views which tend to compartmentalize Journalism studies in rigid positions, stimulating instead recognition of the advances obtained in the scientific comprehension of this field by different currents of thought. It expresses multiple views of journalistic practice by means of possible dialogues between distinct areas of knowledge, in a movement which surpasses dualities and heads in the direction of reinforcing the scientific status of communication research works which assume Journalism to be a subject for investigation by means of diverse approaches, in harmony with the theme of the VIII National Encounter of Journalism Researchers: **“Challenges of Journalism Research: interdisciplinarity and transdisciplinarity”**, event which took place in São Luis, Maranhão, in November 2010.

The articles by Muniz Sodré, Christa Berger and Stuart Allan

brought together in the Dossier propose to identify similarities between different scientific approaches to journalistic activity, in a movement of recognition both of the field's singularity and identity as well as of its relations with other areas for a greater comprehension of this phenomenon nowadays. Muniz Sodré emphasizes that communication cannot be comprehended just as a mere transfer of content from one point to another faced with mediatization and the market rhetoric and reveals the need for relating journalistic practice with the cultural entirety in its mutations associated with the effects of the new information and communication technologies. Christa Berger suggests that Journalism dialogues with the Social Science and Language disciplines, at the same time that their authors point out issues which will be transformed into subjects for study of the theories of the journalism field itself, observing the dynamics of the circulation of wisdom in experience and in social and scientific practices. Stuart Allan seeks to question traditional concepts of journalistic identity, based on a reflection on the differences in treatment of the feminine and masculine genders. He observes a set of stereotypes which reflect prejudice against the feminine sex and discrimination against women in the daily routine of the newsrooms in British and American cultural contexts. His critical thought leads the reader to question the ethnic diversity of the production routines of journalism and reflect on the place of the Other in the choices of journalists and in the mediations of journalistic practices in everyday social life.

The six works in the Articles section seek to question and go deeply into theoretical issues, express empirical research results and also establish dialogues with other areas of knowledge capable of contributing to the comprehension of the singularities of the discipline and of the professional practice of Journalism in contemporary times. Journalistic narratives and the different forms of management, production, circulation and consumption of information are analyzed in different ways, from different theoretical and methodological perspectives. By means of a historical approach, the article by Diego Andres Salcedo and Adriana Maria Andrade de Santana analyzes the way in which the postal stamp contributes to the construction of the representation of Brazilian journalistic activity, taking into consideration the conception of this artifact both as media as well as semiotic text, and its close relation with the press.

The works by Edson Fernando Dalmonte and Marcelo Kischinhevsky express critical thoughts about the reconfigurations of journalistic mediation in contemporary times, taking into consideration

the challenges which the digital technologies impose on Journalism research and their effects on the production routines. Taking as a parameter inquiries regarding ethical issues which involve the communicational experience mentioned, Edson Fernando Dalmonte proposes a reflection on the possible redefinitions of communicational activity, in contrast to journalistic activity, and by means of the study of a Petrobras blog created to be a channel for direct communication with the society and a place for presentation of the official version of information concerning the state-owned company, observes that the company has opted for a non-mediated communication model which presupposes the redefinition of the places of speech and of visibility. Based on the theoretical framework of the Political Economy of Communication and on studies of convergence, the article by Marcelo Kischinhevsky seeks to trace a panorama of the radio journalism currently practiced in the city of Rio de Janeiro, focusing on the reconfiguration of the production routines of radio-broadcasted contents, analyzing especially the professional environment of the media convergence process.

Production routines also constitute the theme of the work by Isabel Siqueira Travancas. The author suggests that journalists have their own routines established by the process of ascertainment, writing and dissemination of information, and proposes a reflection on news production based on ethnographies carried out in Brazilian newsrooms, identifying similarities and differences between the professional practices of different media, at a time of profound transformation of Journalism. The current changes associated with the specific practice of photojournalism and their interactions with photographic collectives are discussed by José Afonso da Silva Jr. and Eduardo Queiroga in an investigation of new systems of image construction, recapturing precedents of the history of photography associated with journalism. The use and value of the image in the initial multimedia experiences for digital journalism are also dealt with in this edition by Joan Francesc Fondevila Gascón in an empirical study of news construction processes, observing means of taking advantage of the insertion of video and photography in the preparation and presentation of news content by journalistic companies in Spain. And the books *Jornalismo Literário: uma introdução*, by Gustavo de Castro, and *O Percurso Interpretativo na Produção da Notícia*, by Josenildo Luiz Guerra, are reviewed here by Célia Ladeira and Rogério Christofoletti respectively.

We cannot help noting that the monopolization of the press within the communicative and entertainment conglomerates is

increasing more and more; however, at the same time, we recognize that the mobile technologies and networks have actually created new forms of informational mobility, as well as autonomous and collaborative production of contents, including journalistic texts. If we consider this change of perspective in relation to the journalist's activities in previous epochs of capitalism, there is a need for the rethinking not only of professional activity but also of Journalism research and teaching, recognizing its importance as one of the main instruments of political resistance in any epoch, and also seeking the diversity inherent in the quality of the social practice of journalism in its different dimensions. We consider this edition of *Brazilian Journalism Research* to be an important contribution in this endeavor.