

**BOOK  
REVIEW**

# *40 Years of Network Television News critical views*

ALFREDO VIZEU, FLÁVIO PORCELLO, ILUSKA COUTINHO (ORGS.)  
Florianópolis: Insular, 2009, 192 pgs.

Reviewed by **DÉBORA LAPA GADRET**

Aiming at a critical analysis of television and newscasts on the 40<sup>th</sup> anniversary of network news programming, Alfredo Vizeu, Flávio Porcello and Iluska Coutinho, as coordinators of study groups in the most relevant Brazilian research associations related to the field of communications – such as Compós, SBPJor and Intercom –, assembled in this book ten articles by professors and researchers from seven public universities in Brazil. Since it was *Rede Globo's Jornal Nacional (JN)* that on September 1, 1969 started network news, it is only natural that six of the texts of “40 years of network television news: critical viewpoints” have the oldest Brazilian newscast as a research subject.

In the introduction, Coutinho and Christina Ferraz Musse (UFJF) discuss how *JN* – produced at its beginning as part of a project of national integration, in view of the multiple identities of the Brazilian people – constructs through its narrative “the image of the country or the many possible and imaginable countries” (p. 27) in the feature series “Desejos do Brasil” (Brazil’s Wishes), broadcasted during the presidential election campaign in 2006. Also along the line of debating the construction of the national identity, Bianca Alvin (UFJF) offers an analysis of the notion of the distinctive Brazilian national character (*brasilidade*) formed in *Jornal Nacional's* coverage of the Brazil national soccer team. The identity constructed in the contents of the newscast, however, seeks to be in agreement with its audience. Having the public as the guideline of news programs, Iluska Coutinho aims in her second article in the book to reflect upon the conversion of the public to a character of *JN's* narratives. For this, she concentrates on the examination of the ways and reasons the popular sources are inserted in the news.

Michele Negrini (Unipampa) is concerned with the study of death as

a journalistic event. For the author, since the interpretations related to the termination of life are connected to cultural aspects, she investigates the significations present in the discourse of *Jornal Nacional* when in May 2009, Air France's flight 447 crashed in the Atlantic between Rio de Janeiro and Paris. Not focused on the content of *Jornal Nacional*, the article by Juliana Freire Gutmann (UFBA) has as its purpose the discussion of television resources used by *JN* to produce effects of reality, transparency, vigilance and authority in its presentation in order to reflect upon the specificities of journalism based on the expressive forms of this media.

Television resources that translate the peculiar characteristics of television news overlap with the networks' technological possibilities. With the intention of observing the way in which technology affects the discourse of power in TV newscasts and taking *Jornal Nacional* as a reference, Porcello (UFRGS) investigates how various local television stations, affiliated with national groups, present to the public their view of the news in accordance with their commercial interests and technological possibilities. Also focusing on local news programs, Musse and Mila Barbosa Pernisa return to the concepts of identity and belonging presented in the introduction of the book to investigate how the mythical narrative about "mineiridade" is presented in two local newscasts – one affiliated with the private channel SBT and the other with the public network *Rede Minas*.

Besides *Jornal Nacional*, the identity theme and the local newscasts, another guideline has a great impact on the articles of the book: digital technology. The text written by Vizeu and Águeda Cabral (UFPE) raises perspectives related to the changes in journalism due to the transition from analogical to digital technology and the new range of possibilities of social construction of reality because of non-linear editing. With the purpose of contributing with citizenship studies, Ana Carolina Temer and Tatiane Dias Pimentel (UFG) observed how the interactivity between newscast contents and the Internet has allowed the creation of a communication channel between audience and newsroom. For that purpose they examined *Jornal Hoje*, of *Rede Globo*.

Beatriz Becker (UFRJ) sees in the convergence of television and the Internet and in the model of digital television that is being implemented in Brazil the opportunity to educate the audience as active users. In a pedagogical perspective, she suggests a news analysis that results in a critical reading of newscasts and their new formats, uniting the research and practice of journalism in a process of building knowledge. This chapter dialogues with all the others in light of the main objective of the book: critical views of TV network news.

**| NOTES**

- 1 The feeling of belonging to the Brazilian State of Minas Gerais.

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