

INTRODUCTION

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SBPjor / Associação Brasileira de  
Pesquisadores em  
Jornalismo

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The final edition of the **Brazilian Journalism Research** for 2016 offers a few ideas about journalism, looking at three points in particular: observing innovations within journalism; applying, adapting or even developing research methodologies for the field; and discussing the role of journalism in society.

These concerns are somewhat voiced throughout the ten articles that make up this edition, including the ones for the dossier's theme "Professional journalism in the digital age", coordinated by Professor Beate Josephi from Sydney University in Australia. The original idea for this special edition was to discuss how professionals manage the limits of journalism, limits that are permanently being challenged not only by innovations in technology, but also by the collaborations, competition and conflict between journalists and other actors involved in this practice in some way or another (the public, sources, press offices). This affirmation, already visited in other works by Denis Ruellan (1993), serves as a starting point for questioning the role that professionalism plays in managing these relationships and understanding how that role affects changes and tenure in journalism.

However, as Josephi herself noted, the readings the

researchers did on the dossier's theme were mostly focused on the process of acquiring or developing new skills in journalism through appropriation of the capabilities that digital technology offers. This leads these researchers to reassert the discussion on professionalism. In fact, they see the innovations in journalism strengthening the role media professionals have in society (and not the other way around).

There is a proliferation of analyses highlighting the dynamics of change in journalism, not only for this dossier, but also in a few articles on other subjects. Two such articles with this perspective are "Interactive Multimedia Reports: Innovation, Production and Advertising Revenue" by Liliane de Lucena Ito and Mauro de Souza Ventura; and "The Potent Audience and Changes in Journalism: a look at the Spanish *lavanguardia.com* and the Latin American *diariodepernambuco.com*" by Giovana Borges Mesquita. The first paper analyzes how two newspapers from the city of São Paulo invested in and created special formats as part of their monetizing strategy. The second paper is an analysis on how audience interaction induces change to some of the steps in journalism production.

Both these articles are based on qualitative methods of research – as are the studies from Francouer and Marques-Hayasaki et.al which are also included in the dossier. This edition does contain input from many methodologies such as quantitative content analysis (Carvalho and Mitozo), discourse analysis (Gadret and Reginato), studies in visual sociology (Gruszynski et. al.), cartography (Queiroz and Becker). This diversity appears to have also lead toward an important splitting of any ghetto methodologies in research journalism, particularly in Brazil. Without getting into a discussion on methodological relativism, it is possible to map out trends for choosing and adapting methods according to the varied objects and interests in journalism studies. This leads to a scientific maturity within the field. Proof of this can be found in the War proposal used for promoting the Applied Research in Journalism (ARJ) by developing a methodology capable of articulating knowledge towards journalism. The solution is the Journalistic Agenda Guide (JAG) which "aims to provide a tool for referencing and setting parameters for editorial decisions when selecting themes to make up an organization's journalism agenda."

Lastly, **BJR** is more and more becoming a space for discussing the role of journalism in society. This was a concern in the last edition in the article “Journalism and Democracy”, published in a very uneasy time in the history of Brazilian politics. Yet this connection between journalism and social practices is reiterated in some articles on how journalism promotes discussion on political elections (Carvalho and Mitozo), builds a public agenda (Guerra) or helps disseminate science throughout the public (Queiroz and Becker). This last example is an analysis of scientific journalism initiatives conducted by Brazilian universities to make their scientific and technological productions more accessible. As the authors highlighted, this kind of initiative is extremely important “to help reduce the scientific illiteracy prevalent in Brazil today”.

Nevertheless, understanding the social role journalism has and its impacts on society cannot be confused with the media's aspirations to become the only institution that produces the truth. Revealing how these mediums develop their strategies to ensure that they accomplish this is the objective of Gadret and Reginato's article on how the truth in journalism is built on TV Globo's institutional discourse. Through the analysis of seven institutional campaign videos, the authors were able to show that the medium had managed to build its own image into an institution responsible for mediating access to the truth. Journalism emerges here as an objective practice, indifferent to differences and individualities. The truth becomes an inherent value in journalism and resists even despite changes to how information is produced.

The plurality of objects, theoretical approaches and methodologies in the ten articles that make up this edition is comparable to the wide range of themes and geography (national and international) published in the **BJR** over the last few years. These values guide our practice as editors of this edition. We search to provide readers with a sample that represents the best in research journalism.

Happy reading!

| REFERENCE

Ruellan, Denis. **Le Professionnalisme du Flou. Identité et savoir-faire des journalistes français.** Grenoble: PUG, 1993.