

QUALITY IN THE TEACHING OF JOURNALISM

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SBPJor / Sociedade
Brasileira de Pesquisa
em Jornalismo

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THE TEACHING OF JOURNALISM HAS ALWAYS BEEN A CONCERN AMONG RESEARCHERS IN THIS field. In 2008 in Brazil, the demise of the journalist diploma and the need for more appropriate training of this type of professional was once more much discussed. Professor José Marques de Melo, one of the founders of the SBPJor (*Associação Brasileira de Pesquisadores em Jornalismo – Brazilian Association of Journalism Researchers*) and the entity's first member emeritus, was named by the Education Ministry to preside over a committee for the purpose of revising the curriculum guidelines of the Journalism courses in Brazil. Among the members of this committee is a representative of the SBPJor, Luis Gonzaga Motta. Other institutions are also participating in the committee, such as the FENAJ (*Federação Nacional dos Jornalistas – National Journalists' Federation*) and the FNPJ (*Federação Nacional de Professores em Jornalismo – National Federation of Journalism Professors*).

Therefore, there could not be a more timely moment for the BJR, in this edition, to discuss the state of the art of journalism teaching in Brazil and in other parts of the world. In his dossier, Xosé López Garcia, professor at the University of Santiago de Compostela, in Spain, offers an x-ray of journalism teaching in Latin America, Spain and Portugal. López gives emphasis to the Brazilian system which offers post-graduation on the master and doctorate level, and shows what can be learned from our country's experience. He also highlights the changes in the journalism curriculum with the transformations of the digital era and points out some paths taken in Europe with the Bologna Treaty.

What are the challenges in teaching journalism in the era of media convergence? This question is a constant among researchers in this

field. Brazilian professors Lorena Tárzia and Simão Pedro Marinho review the bibliography on media convergence with emphasis on journalism. They also interview Brazilian students to learn how they have adapted to this process of transformation of journalism. The authors' idea is to discover teaching strategies to make the students proactive with the emergence of media convergence and the development of participative journalism.

This edition's dossier also includes a charting of research on participative journalism in Brazil, with emphasis on the methodology of each study of this phenomenon. Holanda, Silva, Quadros and Palacios review these research works in order to provide details on methodology, trends and influences. Among the studies highlighted by the authors is that of Marcelo Träsel. Winner of the *Adelmo Genro Filho* Award accorded by the SBPjor in the master's dissertation category, the researcher performs an analysis of the content published by the public on the *Wikinews* and *Kuro5hin* news sites. The author points out that the pluralizing of sources contributes to democracy.

In the articles section, Amy Schmitz Weiss and Carla Schwingel discuss the publication systems utilized in digital dailies in Brazil and in the United States with a focus on the delicate relation between content and production. In their opinion, the systems were frequently created without any thought given to readers or to journalists. Since the systems' structures have influence on content presentation and quality, the authors note some of the implications which arise in online and participative journalism.

Beatriz Dornelles, professor in the Postgraduate Program in Communication at the Pontifical Catholic University of Rio Grande do Sul (PUC/RS), believes in the end of the journalistic practice which advocates neutrality, impartiality and objectivity. The mainstream media adopt today many practices utilized by communitary journalism, public journalism, popular journalism, etc. That is to say, the incentive for public participation in the debate on events which occur in society has transformed the way journalistic is done.

Marta Maia reflects on the *rule of transparency* as an element of democratization of the journalistic production process. Journalist and economist Maria Lúcia Jacobini notes how the newspapers *Folha de S. Paulo* and *O Estado de S. Paulo* treat the market concept in editorials on economic issues. The data obtained in the research indicate that there is a simplification of the concept which reduces the perspective of the financial market.

Kati Caetano, professor in the Master in Communication and Languages Program at Tuiuti do Paraná University, analyzes how documental images are utilized in different communication media and emphasizes their communicational implications. On the Web, for example, esthetic elaboration is relegated to second place when images made in the heat of the moment of the events enter the scene. For the author, in this case the most important aspect is the role of the enunciator as a participating subject in the event.

Professors Dalva Ramaldes and José Luiz Aidar Prado, based on semiotics analysis, show how the magazines *Veja* and *Isto É* constructed the image of President Luiz Inácio Lula da Silva in the 1989 presidential campaign. The result forms part of the research "*A invenção do outro na mídia semanal*" (The invention of the other one in the weekly media), which has the support of the National Research Council (CNPq).

Starting with this number, the BJR will be bilingual at the request of many Brazilian researchers who would like to work with the magazine's articles in undergraduate journalism classes. The English edition came out first, but the Portuguese version will soon be online. For its preparation, the BJR needed to expand its team. The new secretary of the editorial staff is Professor Rogério Christofoletti, and Professor Álvaro Larangeira is taking over the revision of the BJR's Portuguese edition.

Enjoy your reading!