

MULTIPLE REFLECTIONS ON JOURNALISTIC ETHICS

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SBPJor / Sociedade
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AT A *TIME* OF SO MANY CHANGES BOTH IN THE PROFESSION AS WELL AS in the teaching of journalism, discussing ethics in the communication media appears to us to be essential. For this reason, our dossier brings together texts by experienced researchers who approach this relevant issue from different perspectives. Clóvis Barros and Sérgio Praça bring up new and old structures of the journalistic field in order to contemplate the possible effects on the definition of its ethics. Their argument is that ethics should also be studied beyond field theories. For these authors, Bourdieu's field theory solves a series of scientific problems, but normally ignores passing between fields. Would this be the best way to observe journalism in view of the transformations brought about by the digital social networks?

Barros and Praça reflect on this theme and present the results of interviews carried out with journalists who possess blogs and twitter, two of the newest tools in the journalistic field. They perceive that these journalists have the sensation of greater independence, but continue to be bound by their companies' norms. On the other hand, these systems of communication show that the public has participated to a greater extent and most certainly redefine journalism itself.

Sylvia Moretzohn also contemplates ethics in the era of technological convergence and presents various examples which compromise journalism's credibility. The author sustains the idea that to discuss ethics one needs to debate the establishment of limits, which are practically nonexistent in the network. On considering that the issue goes beyond the ambit of journalistic practice, she reviews some theories of cyberculture and digital journalism and argues that we are facing an immeasurable problem.

Francisco Karam also reflects on ethics in cyberjournalism, based

on an approach which discusses classical and present dilemmas. He also points to the need for good training in order to act in the face of ethical and moral problems which the journalistic profession requires. Luiz Martins da Silva in turn writes about communication's ethical horizon. In the author's opinion, communication without ethics does not exist. And authors Susana Herrera Damas and Carlos Maciá Barber present the results of a research work on journalistic ethics for the communication media journalists themselves. The research was carried out with journalists active in Madrid, but its design permits replication of the methodology in other parts of the world.

For this edition's dossier we have counted on the support of BJR's editing secretary, Rogério Christofolletti, who is also one of those who study journalism ethics. Besides the secretary, we extend our gratitude to all the publication's collaborators: authors,

counselors, proofreaders, editors, designers, scholarship holders and technicians. BJR would not reach its readers without the help of all of them. The review began in 2005 with the founding of the Brazilian Association of Journalism Researchers – SBPJor. Initially published in English, the publication's purpose is to disseminate Brazilian research developed in the journalism field. Since 2008, the review has also been published in Portuguese in response to the requests by the SBPJor members who work in classrooms of the more than 400 undergraduate courses in journalism in Brazil for the texts published in BJR.

In this edition, moreover, our readers will find articles which will certainly be debated in the classroom, in addition to those of the thematic dossier. Beatriz Becker and Juliana Teixeira perform an analysis of the narratives of television newscasts, showing how the latter construct political dimensions and identities. José Marques de Melo, the researcher honored in the last encounter of the SBPJor for the body of his work and for his devotion to journalism research, rediscovers the history of the introduction of the printing press in Brazil and the beginning of journalistic research.

Enjoy your reading!