

EDITORIAL

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SBPjor / Associação
Brasileira de
Pesquisadores em
Jornalismo

AUDIOVISUAL JOURNALISM: FROM TRADITION TO THE NEW PARADIGMS

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The current BJR issue's main topic is *Audiovisual Journalism: from tradition to the new paradigms*, taking audiovisual journalism to be that which integrates sound and image matrixes in order to create a narrative that prioritizes information. A stylebook with this same title, written by Walter Sampaio in 1971 and published by Vozes Editora and University of São Paulo, assembled theories and techniques in the field of radio, television and cinema. If this same book were to be published nowadays we would notice the absence of cinema (formerly represented by cine-news features in movie theaters), the presence of the Internet's influence and the evident effects of the advent of the network society and its consequences for journalism. This latter context calls for serious theoretical and practical reflection especially in relation to the fields of journalism and audiovisual production because of the changes that digital technology has brought about in journalism practices and education and the changes in how information is now socially appropriated.

Societies are experiencing a new historical moment in the sphere of news circulation and the sharing of audiovisual content in different media. The previous material boundaries between media and/or supports have now been replaced by the content hybridization processes in which multiple and distinct platforms and screens converge. The process as a whole entirely alters the way in which the spectator acts and interacts with such content.

In the academic field, this debate has awoken growing interest

among researchers in various regions of Brazil. Within the scope of the SBPJ, we can highlight the existence of a Broadcast Journalism Research Network. Since 2005, this network has been publishing the results of studies in the form of scientific articles, conference panels and individual papers and also by publishing books that contribute to the formation of the theoretical and methodological basis that is needed to describe and delineate contemporary perspectives in journalism. According to Porcello (2011, online), the researchers' social role in this field "is to be attentive to these changes, so as to know how to anticipate them and evaluate the impact they will cause on people"; a commitment that has been firmly underscored at the SBPJ meetings at which 157 papers on audiovisual journalism have been presented. In the sphere of the Brazilian Society for Communication Studies – Intercom, a specific research group dedicated to studying news broadcasting, established within the ambit of Division I (Journalism), made it possible to organize various meetings of researchers and, in the period from 2009 to 2012, 127 papers on news broadcasting were published in its various national congresses, not to mention innumerable other works produced by undergraduate student research.

Brazilian Journalism Research – the BJR dossier seeks to foster this debate. It assembles eight articles that discuss different practices and approaches related to present day audiovisual journalism. Lluís Más Manchon, professor at the Universidad Autónoma de Barcelona, in the paper *Rhythm Structure in News Reading* conducts a discussion on an unusual aspect of journalism studies: the intonation journalists use in radio and television newscast reading.

The article "Telejornalismo e Convergência: rumo a um telejornal de marca de grupo?" [TV Journalism and Convergence: towards a news-casting group brand?] written by Alfredo Vizeu, Tenafle Lordêlo and Priscila Medeiros, researchers attached to the Federal University of Pernambuco, discusses the ways in which convergence processes of two news broadcasting groups are being put into practice in the newsrooms and how media organizations are adapting in order to unify their brands. Beatriz Becker, a researcher from the Federal University of Rio de Janeiro, presents a different slant in the debate about convergence in news broadcasting with a study on the effects of digital tools being used on the RJTV and G1 internet news broadcasting sites, both of them produced by Globo Organizations. Her article is entitled "Convergência x Diversidade: Repensando a qualidade das notícias na TV" [Convergence X Diversity: re-thinking the quality of TV News]

Juliana Freire Gutmann, from the Federal University of Bahia, has taken up the challenge of studying the language specificities of news broadcasting. In her paper “O que dizem os enquadramentos de câmera no telejornal? Um olhar sobre as formas audiovisuais contemporâneas do jornalismo” [What do the camera framings have to say in TV News Programs? A look at contemporary forms of audiovisual journalism] she analyses the uses and senses attributed by the camera frame in the broadcast presentations. Studies about radio broadcasting are represented in the current BJR issue by the article “Rádio com Imagens: uma proposta de sistematização do uso de vídeos em páginas de emissoras de rádio” [Radio with Images: an attempt to systematize the use of videos on radio station web pages], signed by Débora Cristina Lopez Freire, professor at Federal University of Santa Maria. She studies the way videos are diffused in the radio news station Internet sites in Brazil and Spain.

Elaide Martins’s text “Telejornalismo na era digital: aspectos da narrativa transmídia na televisão de papel” [News Broadcasting in the digital age: aspects of transmedia narratives in broadcast versions of printed media] makes an evaluation of the new possibilities in audiovisual journalism, offered by the phenomenon of media convergence. Martins, who is professor at the Federal University of Ceará, concentrates her research on the show TV Folha, which is based on the the Brazilian newspaper Folha de S. Paulo. It is broadcast in real time on the Internet portals UOL and Folha.com, and also by a public broadcast television channel, TV Cultura de São Paulo. This same show is studied by Fabiana Piccinin and Demétrio de Azeredo Soster, professors at the University of Santa Cruz do Sul, in the paper “Da anatomia do telejornal midiaticado: metamorfoses e narrativas múltiplas” [On the anatomy of the mediatized news broadcast: multiple metamorphoses and narratives]. For their analysis of TV Folha they use the four movements that have stemmed from the ‘mediatization’ process of journalism: auto-referentiality, co-referentiality, decentralization and dialogism.

The paper “Jornalismo audiovisual: da tela da tv para outras telas” [Audiovisual journalism: from the TV screen to other screens], signed by Francisco Machado Filho and Mayra Fernanda Ferreira, from the Júlio de Mesquita Paulista State University, discusses the theoretical assumptions that might orientate audiovisual information content production on different platforms. Fernanda Ribeiro and Tiago Mainieri, both from Federal University of Goiás, close this dossier with the article “O telejornalismo como ferramenta para a comunicação pública: estudo

sobre a abordagem de casos de violência contra a mulher no telejornal ‘Bom Dia Goiás’ da TV Anhanguera” [News Broadcasting as a public communication tool; a study on the coverage of cases of violence against women in the TV news program ‘Bom Dia Goiás’ run by the Anhangueira TV Channel]. The paper seeks to understand whether broadcast journalism contributes to the exercise of citizenship, by analyzing a local TV news program.

Articles

In the articles section, where authors are free to choose their topic, BJR opens with the article “Regimes de convocação do ambientalismo nas revistas brasileiras de negócios” [Environmentalism convection lines in Brazilian business magazines], signed by José Luiz Aida Prado and Vinicius Prates, from the Pontifical Catholic University of São Paulo. The authors investigate the communication contracts and convection regimes of the Brazilian economics and business magazines *Exame* and *Época Negócios* in calling attention to environmental issues. They also analyze how the media reports published in these magazines manage to handle environmental antagonisms while at the same time preserving the liberal paradigm of their overall communication line. Another paper in this issue is “Os sites de notícias podem estimular a deliberação online? Um estudo dos comentários de leitores postados no Folha.com” [Can news sites stimulate online deliberation? A study of comments posted by readers on the site Folha.com], contributed by Rafael Cardoso Sampaio and Samuel Anderson Rocha Barros, from the Federal University of Bahia, analyzes the discursive tools and the political positioning published in 260 posts. In another article, “False, Inaccurate and Incomplete News: challenges facing journalists in voluntary rectification. The Spanish experience”, Antonio López Hidalgo and Ángeles Fernández Barrero, both professors at Universidad de Sevilla (Spain) have chosen the coverage of the existence of weapons of mass destruction in Iraq to analyze the difficulties that journalists have to admit and rectify false and inaccurate information in newspapers. In the article “Multisupport at full charge. The case of the Canadian enterprise Quebecor, 1995-2010”, Florence Le Cam (Université Libre de Bruxelles, Belgium) and François Demers (Université Laval- Québec, Canadá), make a study of the Canadian group Québecor highlighting the changes in employee activities and the strategies used to manage the group’s finances in the media convergence process context.

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