

EDITORIAL

CONSOLIDATING OUR IDENTITY

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Associação Brasileira
de Pesquisadores em
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The objective of *Brazilian Journalism Research* (BJR) is to publish in the English language journalism research presently underway in Brazil's 22 postgraduate communication programs and other research environments. The aim of the journal is to introduce Brazilian journalism research methods and theories to the international academic community. On the way toward this goal, the journal intends to help build a recognized Brazilian journalism research identity.

It is not an unworthy task, however. BJR must first gain the confidence of its Brazilian academic peers in order to become a journal speaking for the national community. Simultaneously it has to become a solid reference for its international journalism research peers. Internally, the objective is being partially consolidated parallel to SBPJor's growth in the country. The large numbers of articles submitted to the BJR editorial staff are an indication of the peers' growing confidence.

On the foreign scene this position is more difficult to measure. Maybe it is still too early to do so. However, the increasing number of international academic meetings and institutional relationships that have been taking place in Brazil in recent years may be an indication of the country's gradual insertion into the worldwide discussions. One of the natural forums of this international integration is certainly BJR.

Internally, as I have said in previous editorials, BJR is part of a tremendous citizenship movement that has been taking place in Brazil in the last two or three decades. Within the scope of this movement, SBPJor and its journal are a small part of the growing media criticism crusade (inside and outside the academic and professional environments). Although the journal rigorously maintains its strictly scientific profile, it does not exist outside society's concerns. In this sense it seems

that the journal is indirectly helping to form critical thinking regarding journalism's social and political questions.

Concentrating firmly on journalism research, BJR intends to help construct a solid theory of journalism. This editorial policy helps BJR to build its own identity and also puts it in line with other national and international journals that are pursuing similar scientific objectives. Although journalism research is a broad field, it is definitely BJR's pertinent subject. What have been the predominant themes that have been contributing to the building of this identity?

In the three previous issues BJR has printed articles written by 37 Brazilian and 3 foreign journalism researchers. The theoretical and methodological approaches of these articles have varied enormously demonstrating the freedom of expression which, needless to say, is not only necessary but imperative.

It is still too soon to present synthetic tables of thematic tendencies of the articles that have been published in the four issues that have been printed up to now. But I believe that the trend is to follow the tendencies exhibited by other Brazilian journalism academic environments. In these environments, as some articles published in BJR have shown, there have been tendencies towards studying and analyzing news production, framing, journalistic language, specialized journalisms, web journalism, ethics, journalism history and a variety of journalism theories. I believe that these tendencies are not different from those displayed by other international journalism research forums.

Up to now, in a kind of summarized balance sheet, the main problems for BJR in consolidating the confidence of journalism research peers everywhere have resulted from 1) a weak competitive spirit among Brazilian researchers in general for publishing their research results; 2) a relative resistance of Brazilian researchers to writing articles in the English language; 3) deficiencies in research methods and procedures; 4) the lack of a specific research focus; 5) an ignorance of international scientific writing norms and poor paper presentation; 6) a poor response due to difficulties in spreading the calls for paper throughout the academic community. I believe these are the main problems, although there may be others.

In the present issue BJR is following its graphic and editorial pattern that has been strictly maintained since the first number. The dossier section contains three articles which attempt to present overviews or evaluations of three current research topics: press criticism, citizenship

journalism and political news coverage. The article section presents three articles about theoretical or methodological questions in journalism research. But the emphasis is on empirical research reports. There are five of these research reports. This emphasis on empirical research translates an editorial option of Brazilian Journalism Research since its beginning. Whenever possible I have insisted on the need for BJR to publish preferably empirical research reports in its article section and I have tried to make this a steady editorial policy. As usual, BJR also presents four book reviews.

I hope that the present issue helps to consolidate Brazilian journalism research's identity nationally and internationally, and that this issue also contributes to winning the recognition and the confidence of the Brazilian and foreign journalism academic communities. Enjoy your reading!

Luiz Gonzaga Motta
BJR Executive Editor

