

**CONTEMPORARY
MEDIA AND
JOURNALISM IN BRAZIL**
当代巴西的媒介与新闻业

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SUMMARY 要点

- Economics and politics 经济与政治
- Communication and Media 传播与媒体
- Journalism 新闻业

1. ECONOMICS AND POLITICS 经济与政治



26
STATES

211 MILLION
PEOPLE

26个州
2.11亿人口

INDICES 一些指标

- UNDP – one of 10 most unequal countries 世界最不平等国家之一
- Employability and Education indices - 79th position 就业和教育排名第79
- 2003-2013 : over 29 million left poverty 2900万人脱贫
- 2014-2015 : 4 million returned to poverty 400万人又回归贫困
- Unemployment rate rises after 2014 – 12 million (young, women and black people) 失业率升高（年轻人、女性、黑人）
- De-industrialization (manufactures 34% more expensive) 去工业化
- Minimum wage 260 euros a month 最低收入：每月260欧元
- China is the principal importer-exporter 中国是其最大贸易伙伴

2. COMMUNICATION AND MEDIA

传播与媒体

Marinho Family



ORGANIZAÇÕES
GLOBO

O GLOBO

Quality newspaper

**RADIO
GLOBO**

Radio station



TV station



GLOBOSAT
Paid TV producer

EXTRA **ÉPOCA**

"Popular" newspaper

Weekly magazine



GLOBO.com

Web portal

EXPRESSO

Tabloid

Civita Family



veja

Weekly magazine

Assad Family



GRUPO BANDEIRANTES DE COMUNICAÇÃO

RB

RÁDIO BANDEIRANTES

Radio station



TV station

**BAND
NEWS**

Paid TV station



Radio network

BAND.
com.br

Universal Church of the kingdom of God



RECORD

TV station



REDE ALELUIA

Radio network



**RECORD
NEWS**

Paid TV station



Internet portal

iurd tv
www.iurd.com.br

Frias Family

FOLHA DE S.PAULO

Newspaper

UOL

Internet portal

The Brazilian
legislation related to
media and journalism
is out-dated (from
1962) and ineffective
相关法律法规已经过
时和失效



Brazil did not collect official data on its media system, until five years ago, when the government started generating data about national consumption and viewership

官方媒介数据直到五年之前才开始收集

DATA FROM 2016:

The most widely used medium by Brazilians is still **television**. 电视最受欢迎

In second place, the **internet**, which Brazilians spend the most time on – five hours a day. 互联网排名第二

THERE IS ONE CELL PHONE FOR EVERY PERSON IN BRAZIL

the most commonly used
device to access the internet
人手一台手机，也是最常用
的上网工具



USE OF INTERNET:

- Brazilians use **social networks** more than any other site. 社交网络最流行
- Since 2013, Brazil has had the **second highest** number of Facebook users in the world. 拥有世界第二大的Facebook用户数
- Brazilians increasingly use social networks to **access the news** 更多人使用社交网络看新闻

WHATSAPP: THE TOOL MOST USED BY BRAZILIANS 最受欢迎的聊天工具

1. Allows for quick communication via texting and photos, using Wi-Fi or a minimal amount of data;
2. Allows for recorded voice messages, a very useful resource for Brazil's less educated population;
3. Allows for producing and sharing videos.



WhatsApp

MEDIA NETWORK IN BRAZIL

Across the country, today's Brazilians have greater access to the production and dissemination of information than at any other moment in history.

The internet enabled this access for **all age groups**, for people from all social and educational backgrounds and provided a wider perspective on Brazilian politics, allowing for unrestricted access to information about the corruption investigations in course.

媒介繁荣发展，互联网促进信息流通和政治清明。

1. Brazil produces **soap operas** which are featured in international outlets. 巴西的肥皂剧很流行
2. The country has only a small number of national **printed newspapers**, all of which are produced in Rio de Janeiro or in São Paulo, in southeastern Brazil. 非常少的全国性报纸，仅在里约或圣保罗以及巴西东南部生产
3. There is also a large number of **regional printed newspapers**, which reserve a considerable percentage of their columns for reproducing national and international rather than local news. 地方性报纸较多，多转载全国和国际新闻，较少自制地方新闻
4. The printed newspapers also have an **online platform**. 报纸都有网站
5. Even the **community radio stations**, when facing the barriers put up by Brazilian legislation, have migrated to the web as an alternative solution. 即便是社区广播，也开始向网站转型

3. JOURNALISM IN BRAZIL

巴西的新闻业

JOURNALISM EDUCATION 新闻教育

- The first journalism courses in Brazil date from the 1940s. 第一门新闻学课程1940年代开始
- Nowadays, a journalism **degree** is not required, but this is an ongoing debate, because companies prefer to hire journalists who have a degree. 新闻专业学位越来越重要
- There are **350 journalism courses** in Brazil. 目前有350门新闻课程
- The new **journalism program** will train students in various platforms, as the job market requires more skills in photography, video, editing and even marketing. 新闻学专业培养学生的多媒介平台报道能力
- There are **50 Postgraduate Programs** in the area of Communication with Master and PhD courses. 目前在传播领域有50个研究生项目

CONTEMPORARY JOURNALISM 当今的新闻业

- There was a **downgrade of the profession**, followed lower salaries and the removal of various labor rights. 专业下滑
- The basic **salary** of a journalist working 42 hours/week is around 350 Euros/month . 记者每周工作42小时，基本工资350欧元/月
- **Young women** – around 25 years old – are the majority in the profession. 年轻女性是主力军
- The professional is **dangerous**, there are uncountable cases of censorship, intimidation, lawsuits and even death. 工作面临很多威胁
- Brazil ranked **fourth** in the world in journalist deaths in 2016. 记者死亡率排名第四

The way Brazilians get their news has been completely changed by social networks, especially by their access via cell phone. 社交媒体改变了巴西人的新闻消费习惯

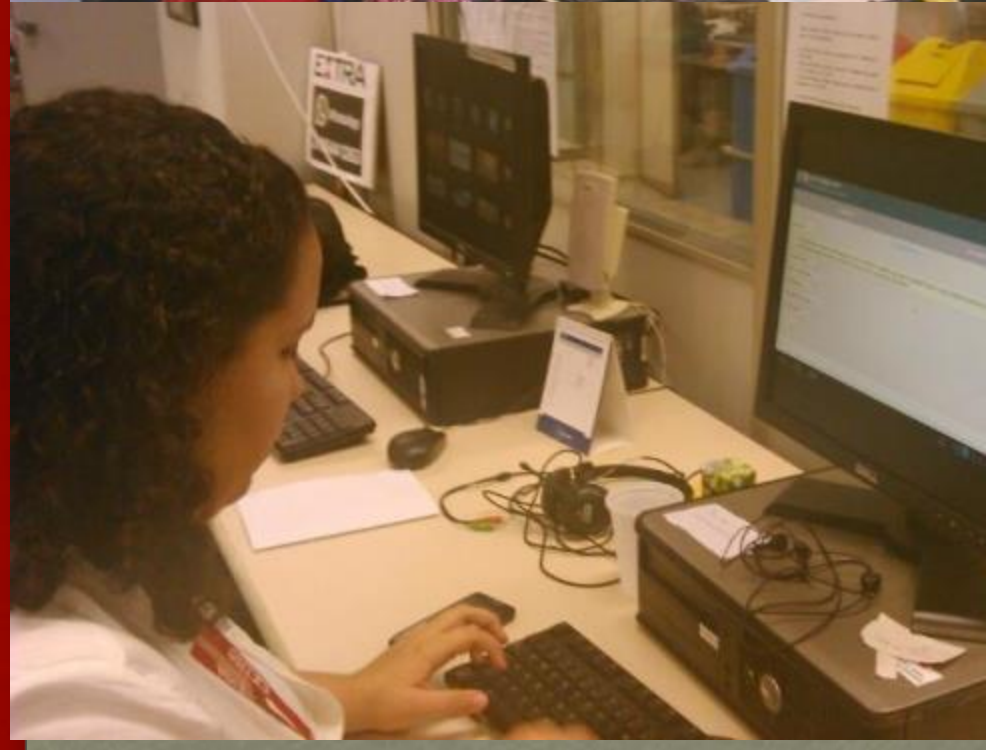


巴西报纸开始吸纳 用户自制内容

The popular newspaper “Extra” created a newsroom for reader-produced news– using photos, videos, texts and audio from WhatsApp.

“Extra” was a pioneer in the use of this app for journalism and even had full-time reporters to collect, check and edit the information they received

from the **5 thousand reader-reporters** throughout the city.



THE READERS BECAME THE REPORTERS

Soon after the newspapers' success, many other outlets followed the model and production via audience became widespread.

However, over the last year, Extra's production via WhatsApp plunged, because the readers migrated to TV or radio where **their recordings get more visibility**. 用户开始转向为电视或广播提供内容，获取更高可见度



iPad

07:13

56%



Tweet



CBN RIO 
@cbnrio

Nosso ouvinte Roberto Ferreira registrou de Santa Teresa a fumaça dos ônibus incendiados no [#Catumbi](#)



Twete sua resposta

JOURNALISM IN TROUBLE 新闻业的问题

- The Brazilian newspapers have chosen the **objective news production model**, leaving the reader free to interpret the news. 客观的生产模式
- Journalism concentrates on the production of news, **not on explaining and questioning** the importance of the issues and how it affects people's everyday lives. 只生产新闻，不解释和质疑其重要性和影响力
- This has been one of the reasons for the present crisis, which affects not only the information on the web, but also journalism as a whole. **The flow of rumors** is huge and fed by the speed of information. 谣言盛行

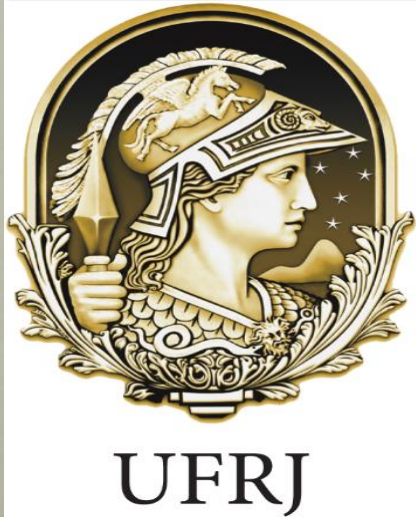


In the contemporary environment, we have so much access to the production and circulation of information, **the journalist's role is increasingly necessary** and we must reflect on the profession in the face of these new scenarios. 信息爆炸时代，新闻记者的角色更加重要



It is important to emphasize Kaarle Nordestreng's research on BRICS, which allows for a comparison of the countries' media networks and also addresses what it means to be a journalist in these five nations, while generating data that today allows us to analyze similarities and differences as well as to potentially establish mutual partnerships. 金砖五国的记者比较研究非常重要

Thank you!



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