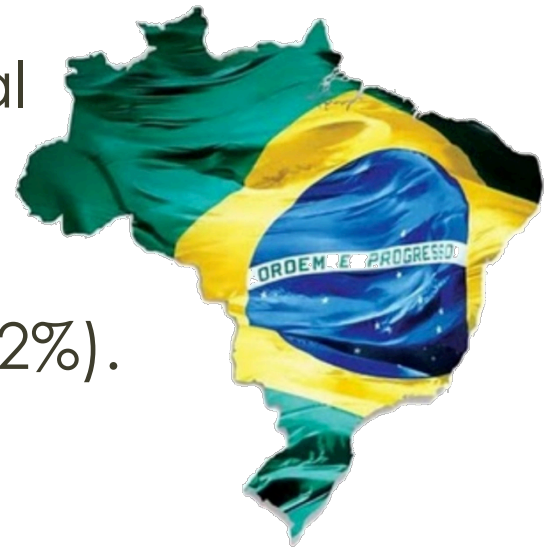




# **Transformations in the news**

# Journalism in Brazil

- Brazil: the largest media Market in South America.
- Day-to-day production and digital technology.
- Brazilians consume news online (72%).



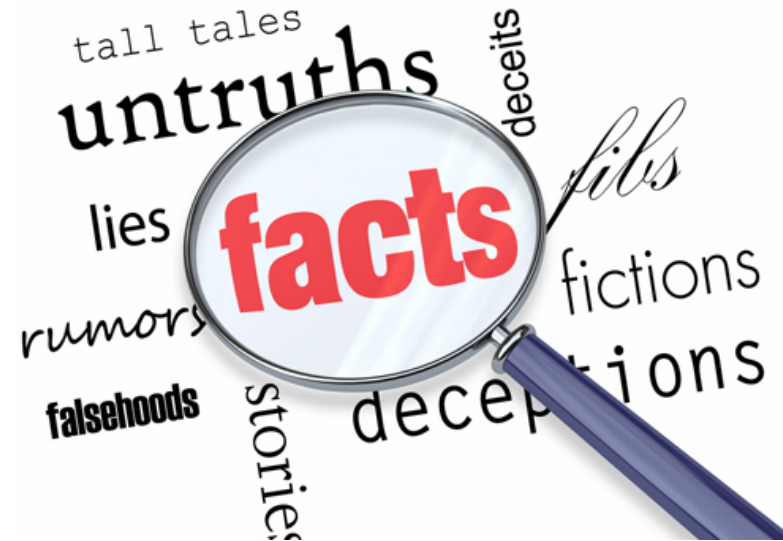
# Changes in Journalism

- News discourse: objectivity.
- Modernization of journalism in Brazil.



# “Factual” nature of Journalism

- “Opinion journalism” to commercial journalism.
- Journalistic happening and socio-historic fact.
- Fact: a concept constructed by the information system.



# News

- CNN: “something that is happening”.
- The New York Times: “All the news that’s fit to print”.
- Journalism is more than an exclusive category.



# Journalists and public

- Journalists: actors mobilized to determine the facts and then transform them into a media event.
- Public space: becoming visible.



# The credibility of the press

- Position of a witness: mediator between the scene of the event and global society.
- Reducing the “moral rights” of the witness, increasing the “right to communicate”



# New Journalism in Brazil

- Corporate journalism x anonymous blog authors.
- Segmentation and diversification in the direction of a “civic” or community communication.





# Changes in Brazilian Journalism

- Configuration of forces in society.
- Brazilian journalists in Silicon Valley giants.





# Thank you!

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