

# 43 Language in the mass media during the period of 1975-1990

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RICARD FITÉ LABAILA

Until 1975, the year that general Franco died, the use of the Catalan language in the mass media was purely testimonial. The author states this while bearing in mind that the first important point of inflection in the history of Catalan journalism in this period was the appearance of the "Avui" newspaper, on April 23, 1976, the first one to be written entirely in Catalan since the Spanish Civil War. The "Avui" does not take the specific characteristics of the language used by journalists into account, and sets itself the task of being a substitute for school in Catalan, at that time non-existent.

The article reviews the successive Catalan media. Radio 4, until the appearance of "Televisió de Catalunya" in 1983, and "Catalunya Ràdio", dependent on the Catalan Autonomous Government. These marked the second point of inflection as far as the evolution of the language is concerned. "Diari de Barcelona", reappears in Catalan in 1987, with a level of language more appropriate to the one used by journalists. Finally, "El Temps", a weekly newspaper in Catalan, appears, an example of modernity and normalisation.

# 50 The birth and crisis of radio journalism

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JOSEP M. MARTÍ

In the early days of radio, seventy years ago, it was considered to be a curious invention, and not a means of communication, informs the author of this article. And he goes on to add that radio journalism was truly born on the day that it thought it more appropriate to go further than the news published in the newspapers. That is what happened in the U.S.A. In Catalonia, news incorporated itself gradually, reaching programmes like "La Palabra" (1930).

During the civil war, the radio was in the hands of the people in power, in both camps. Once the war was over, Franco's regime granted the monopoly of news to "Radio Nacional". Programmes worthy of

mention like "Hora 25" (1972), "La Nit", etc., appeared once the dictatorship came to an end. On the night of that February 23, the Spanish and Catalan radio stations, passed the final test.

The FM wavelengths, in which Catalonia is a pioneer, were an important event in Catalonia.

However, at present, the radio also has its problems: among others, making news spectacular, the exclusiveness of mediation, the production routine and labour instability.

## 58 The regional press

GONÇAL MAZCUÑÁN

The theme of the article is that of the change of the country's regional press in the last 15 years. A situation of profound transformation that, as far as journalists are concerned, has gone from voluntarism to professionalism.

The transformation of the regional press has been extremely profound. We now find an average, a small, and big-sized press. The last of these is taking great steps towards becoming a model in the daily newspapers. (Segre, Diari de Tarragona, Diari de Girona, Diari de Lleida, La Mañana, Diari de Terrassa, Diari de Sabadell).

The author analyses the growth figures in the regional press, until 1989, based on the interest of the readers looking for local events closer to them in it. At this point it is necessary to think about the regional readers' interest in events, for example, international events. Because all of them affect people either directly or indirectly.

## 120 65 The press offices: professional deviation or a new speciality?

JORDI NEGRE

The period analysed in this collection of articles coincides, as the author states, with the implantation and progressive development of the so-called press offices. Since 1980, these press offices have been installed, as completely new news elements, both at official and private business levels.