

Id: 21170

Title: Cultural Journalism and representations: A content analysis of digital coverage about Brazil and Portugal (2012-2018)

Session Type: Individual submission

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Abstract: This paper aims to comprehend the main characteristics of culture coverage in the digital editions of a Brazilian and a Portuguese newspaper. It is the first step of a multimethod analysis within a larger project that will draw a complex map about representations of Brazil and Portugal in Cultural Journalism from both countries.

We understand Journalism as a social construction (Alsina, 2009) and Cultural Journalism as a mediator (Kristensen & From, 2017). News analysis allows the identification of maps of meaning about society in specific periods or territories (Hall, Chritcher, Jefferson, Clarke, & Roberts, 1978). Regarding Brazil and Portugal, countries that have a strong tie since the colonial period, it is hypothesized that colonial heritage is a driver of social memory and stereotypes that may be reflected in digital Journalism.

We considered audience, track record of cultural coverage and presence of specific online culture sections to select two newspapers that present themselves as national (Folha de São Paulo and Público). Our analysis was focused on 2012, when two atypical events happened (Year of Brazil in Portugal and Year of Portugal in Brazil) and 2018, the latest year available. We selected our sample using keywords (Brazil, Brazilian, Portugal, Portuguese, et cetera) from Factiva database and Folha de São Paulo's digital archive. Then we extracted all false positives and collected the links, resulting in a sample with 490 articles from 2012 and 638 articles from 2018.

We conducted a Content Analysis (Neuendorf, 2002) with the following variables: arts and culture sub-sector (e.g. music), geographical reference (core or periphery), journalistic genre, digital format, news value and protagonist (gender and nationality). This analysis considered concepts such as social representations (Moscovici, 1981), stereotypes (Tajfel, 1982), cultural memory (Assmann,

2008) and press as a technology of memory (Van Dick, 2007). We will present a preliminary panoramic view of the cross-country representations, specifically revealing the main differences in the coverage about Brazil by Público and about Portugal by Folha de São Paulo.

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