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**TEACHING AND
LEARNING METHOD
OF HISTORY OF
COMMUNICATION
AND JOURNALISM,
WITH RESEARCH AND
DATA SHARING WITH
THE MARKET, THE
SCIENTIFIC FIELD AND
SOCIETY**

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Abstract: From 2015 to 2018, while teaching History of Communication and Journalism to 16 classes at Faculdade Cásper Líbero, one of the first and most traditional journalism schools in Brazil and the Americas, I developed a teaching and learning method based on a strategy plural that stimulated research and data sharing with the market, the scientific field and society. In this article I share part of that strategy: the orientation method for researching the History of Communication and Journalism in Different Countries of the World; the orientation method for researching the History of Communication and Journalism based on the identification and study of Media Tycoons and Communication Empires; and, in this article, I also share the questions designed to build knowledge, review data, evaluate performance,

Keywords: History of communication; history of journalism; media moguls; communication empires; world journalism; Brazilian journalism; journalism research; journalism teaching.

GUIDE RESEARCH ON THE HISTORY OF COMMUNICATION AND OF JOURNALISM IN DIFFERENT COUNTRIES OF THE WORLD

Choose a different country (or receive it by lot). Identify which are the most impactful journalistic products in contemporary times and throughout the history of that country (influential in the country itself and/or in the world).

CLUES FOR THE DEVELOPMENT OF A RESEARCH SCRIPT ON THE HISTORY OF COMMUNICATION AND JOURNALISM IN DIFFERENT COUNTRIES OF THE WORLD

Lead the elaboration of the data from the following questions:

What are the printed newspapers, magazines, radio news, newsreels, television news, portals, websites, blogs of a journalistic nature that have had the most impact throughout the history of this country, or are most consumed by the general public, or are honored by the journalistic category, or are referenced by the international media?

Which communication organizations (public or private) are most powerful in this country?

What are the main journalism awards in this country and what products most awarded?

Who are the most respected journalists in terms of journalism opinionated? (columnists, anchors, etc...)

Characterize the profile of the most influential journalistic products, organizations and journalists (political position, line editorial, etc...)

Indication of useful research techniques for carrying out the research: conducting interviews, scheduling guided tours, carrying out a bibliographical, imagery, audiographic, filmographic survey and carrying out searches on sites relevant to the topic studied in each location, such as the websites of press associations, radio and TV in each country, from the vehicles of communication, journalists' unions.

GUIDE RESEARCH ON THE HISTORY OF COMMUNICATION AND JOURNALISM BASED ON THE IDENTIFICATION AND STUDY OF MEDIA TYCOONS AND COMMUNICATION EMPIRES

If you choose the Magnate and the Empire of Communication that you are going to study – in the case of Brazil, the magnates Marinho, Saad, Santos, Macedo, Mesquita, Civita, Frias, Líbero, Chateaubriand, Murdoch, Hearst, Pulitzer, among others

that you consider interesting; or the empires Globo, Band, SBT, Record, Estadão, Abril, Folha, Gazeta, Diários Associados, (etc.).

Regional empires, such as RBS in the south of Brazil, owned by magnate Sirotsky, are also quite relevant for understanding the history of communication and journalism at different scales of influence.

Still, empires with a global impact must be studied to understand the dynamics of the formation of the main means of media production throughout history, monopolies and oligopolies that have been structured and reinvented since the 19th century, such as those of Murdoch, Hearst and of Pulitzer. As well as contemporary empires, forged in the digital fabric and network, such as those of Gates, Jobs and Zuckerberg.

CLUES FOR THE DEVELOPMENT OF A RESEARCH SCRIPT ON THE MEDIA TYCOONS AND COMMUNICATION EMPIRES

Lead the elaboration of the data from the following questions:

Who was the creator(s) of this Empire? What motivated you? What is your trajectory/ education/occupation? What actions gave you the status of media mogul? What is your participation in the communication history of the society(ies) in which you built your empire? And in the history of journalism?

Investigate the evolution, extent, and social impact of this empire. What conquests gave you the status of communication empire? How was its constitution? What is the business model and how did this business develop? (Family? Political agreements? Economic agreements? IPO?). Identify the big “branches” or turning points in this story.

What are the specific areas of activity? Daily printout? Magazine? Radio? TV? (Open? To be paid?). Internet? (Portals?

Blogs? Social Networks?). Convergence of media and content? (All this together?). Means of production and distribution of your production? (Graphic? Satellite?, etc...). Is the action local, regional, national or international?

What are the media products in general (and, especially, journalistic) offered by this organization? Which ones have positively (or negatively) marked the history of communication (and journalism)? What are the big hits? And failures? What are the innovations in form and content? Positives and negatives?

What other characters or situations are relevant in this story of the media empire?

What did/does this empire do for the culture(s)? By the company(ies)? How do you participate in power relations in the society(ies) in which you operate? How did it impact the very history of this(these) society(ies)? Identify contributions and disservices, strengths and weaknesses.

What other aspects are worth exploring, based on your “journalistic flair”?

QUESTIONS DESIGNED TO BUILD KNOWLEDGE, REVIEW DATA, EVALUATE PERFORMANCE, ESTABLISH A SOLID TRAINING BASE AND ENABLE RESEARCH THAT LEADS TO THE ADVANCEMENT OF KNOWLEDGE IN THE HISTORY OF COMMUNICATION AND JOURNALISM

The following questions were elaborated from the classes taught by me, based on the following bibliographical references: Barbosa (2010), Ferraretto (2012), Ferrari (2003), Freitas (2012), Maia (2009), Mattos (2010), Romancini (2007), Sousa (2008) and Wu (2012).

I) The typographic system created by Gutenberg impacted the circulation of information from a technical and cultural point of view, changed the world and laid the foundations for the Journalism industry. Explain the transformations facilitated by this invention.

II) Read the sentences below and mark the alternative in which the correct ones are identified:

1. The Roman Acts can be considered the main pre-journalistic phenomenon of Antiquity; in the Renaissance, we saw the emergence of almanacs, news booklets, books, and we can consider the sheets (volumes, news, occasional or simply relations) as the main pre-journalistic phenomenon of that time.
2. In the 19th century, national news markets were formed and the international flow of news was organized, the Havas (France), Reuters (England) and Wolff (Germany) news agencies emerged, which became oligopolistic and global organizations. shared the news coverage of the world among themselves.
3. Godkin, Russell and Cheney were the first war reporters – Russell, of The Times in England, was the most influential and recognized war correspondent in the 19th century – they dissociated war from the ideas of epic and glamour.
4. In the first decades of the 19th century, the Party Press prevailed – political and partisan press, which emerged in Europe, with an emphasis on opinion; in the 1830s, in the USA, the Penny Press appeared – generalist, popular press, with an emphasis on news.

5. During the American Civil War (1861-1865) the telegraph was used intensively, the model of the inverted pyramid with lead was consolidated.

6. In 1874, a submarine cable connected Europe to Brazil, in this context, the information disseminated by agencies in Latin countries was subordinated to the strategic interests of European countries.

7. The 19th century press began to play an increasingly important role in the social construction of reality, that is, it is in it that, since then, the referents and images that we take as the real are built, accentuating the displacement of space public to the media.

8. In the 19th century, the emergence of the telegraph, telephone, railway, automobile, steamship, Koenig, rotary, stereotype, linotype, halftone, submarine cables, among other technological advances, boosted journalism in technical quality, gave speed to the production, and expanded the reach of news production and consumption.

- a) 1, 3, 5 and 8
- b) 2, 4 and 6
- c) 3, 5, 6, 7 and 8
- d) 2, 4 and 7
- e) 1, 2 and 4
- f) All
- g) None

III) Read the sentences below, about the phenomenon of the penny press in the 19th century, and mark the alternative in which the incorrect sentences are identified:

1 - The New York Daily Times (by Henry J. Raymond, 1851) – later, the mythical The New York Times – appeared in the first generation of penny press, presenting classic characteristics of the popular press; restructured by Adolph Ochs, it came to represent the quality informative press, an

exemplary reaction to yellowpress.

2 - Among other newspapers, The New York Sun (by Benjamin H. Day, later Moses Beach, 1833), The New York Morning Herald (by James Gordon Bennett, 1835) and The New York Tribune (by Horace P. Greely, 1841) are classic examples of the first generation of penny press in the USA; With respect to this generation of popular press, it is worth highlighting the cause journalism, developed mainly by the Tribune.

3 - The second generation of penny press became known as yellowpress– the name was borrowed from the first comic book in the world, the character Yellow Kid, by RF Outcault, published first in the World (Pulitzer), then in the Journal (Hearst); ayellowpress was also known for doing “dirty journalism” or muckraking – done by muckraker journalists, the term was assigned by President Roosevelt.

4 - For Joseph Pulitzer, news was “anything that could be talked about”; in order to conquer the market, William Randolph Hearst accentuated the Pulitzer prescription, recruited journalists from the competitor, lowered prices, increased print runs and, among other strategies, crossed the ethical line – as in the case of the Spanish-American War (1898), in which he came to fabricate stories and manipulate images, becoming famous for phrases such as “I make news” and “You make the photographs that I make the war”.

5 - With greater or lesser intensity, from one generation to the next, and keeping in mind the specificities of each newspaper, penny press was characterized by its low price; for the multifaceted and predominantly informative contents; for the promotion of human interest; for the accessible and attractive language;

by taking advantage of new means of communication to collect information, investigate facts, process and disseminate news; by incorporating visual information; by the emergence of new journalistic genres and by the increase in advertising investment.

- a) 4 and 5
- b) 2, 3 and 5
- c) 2 and 3
- d) 3 and 5
- e) 1
- f) All
- g) None

IV) Read the sentences below, about the beginning of the development of the press and journalism in Brazil, and identify the true ones:

1 - In order to print or to obtain printed material in colonial Brazil, the need to import or smuggle it from the mainland predominated – the model of control over the press carried out by the Portuguese, among other factors, collaborated to delay the development of the press in Brazil.

2 - Before 1808, the Dutch, the Jesuits and the government of the province of Rio de Janeiro, among others, made the first attempts to implant the press in Brazil, these initiatives did not manage to boost the development of the press in the country.

3 - From 1808, with the arrival of the Portuguese court, the press established and developed in Brazil; in this sense, the creation of the Royal Print (1808) was relevant, which was characterized by official censorship until 1821, not allowing the printing of anything against religion, the government and what was considered “good morals”.

4 - The Royal Print produced more than a thousand items: posters, pamphlets,

sermons and the first printed newspaper in the country – the Gazeta do Rio de Janeiro (September 1808), a newspaper written by Friar Tibúrcio José da Rocha, and a copy of Brazilian “aulic” journalism.

5 - Despite being a monthly printed in London, Correio Braziliense or Armazém Literário (June 1808) and its creator, Hipólito da Costa, exercised an activity closer to contemporary journalism than the so-called aulic journalism, Hipólito da Costa represented. Enlightenment ideals, and the Correio formed public opinion through combative journalism.

6 - In the period from pre-independence to the abdication of D. Pedro, newspapers were doctrinaire and propagandistic – with emphasis on passionate and controversial opinion articles, to the detriment of factual ones –, even so, journalism at the time failed to take a position on the issue of Independence, did not discuss the order to be established in the country, nor addressed the episodes that resulted in the removal of D. Pedro.

- a) 3, 4, 5 and 6
- b) 1, 2 and 4
- c) 1, 2, 3, 4 and 5
- d) All
- e) 5 and 6
- f) None

V) Check V (for True) or F (for false):

() One of the facts that marks the emergence of radio in Brazil is the foundation of Rádio Clube de Pernambuco, by Oscar Moreira Pinto, in Recife, on April 6, 1919.

() The first public radio demonstration in Brazil took place at the International Exhibition in Rio de Janeiro, in 1922, during the Independence Centenary Celebrations.

() In 1923, Rádio Sociedade do Rio de Janeiro (current Rádio MEC) was inaugurated;

it was created by a group of scientists, led by one of the main anthropologists in the country, Edgard Roquette-Pinto, who earned the epithet “father of Brazilian radio”; “work for the culture of those who live in our land and for the progress of Brazil” was his slogan.

() The public policies of Getúlio Vargas boosted the development of radio and cinema in Brazil; At the same time, Vargas exerted strong control over the production of radio and cinematographic content, even creating a department dedicated to censorship and the production of content favorable to his government.

() Cinejornal Brasileiro and the radio program Hora do Brasil are some of the Varguista creations that enabled Getúlio to communicate with the Brazilian people, praised his figure as president, portrayed a modern and progressive Brazil and promoted the values of work and duty civic.

() Repórter Esso (1941 to 1968) was even broadcast by Rádio Nacional, in Rio de Janeiro, by Rádio Record, in São Paulo, and finally, by Rádio Globo; Heron Domingues spent 18 years in charge of the program; radiojournal launched the first printed guide to guide broadcasters in the preparation of radio news; “eyewitness to history” was their slogan.

() In 1938, the American radio CBS presented the program “The War of the Worlds”, which simulated an invasion of Martians on planet Earth, the radio presentation was carried out by Orson Welles and the realism was such that a wave of panic took over the country.

() Pathe created, in 1908, in Paris, the first newsreel whose name and structure effectively appealed to the idea of a visual “newspaper”: the Pathé Journal, directed by Albert Gaveau; Pathé made several copies of the newsreel and sold it to cinema owners, thus, it began the massive diffusion of the informative message in that format; Pathé exported news

products to other countries; Pathé, however, did not manage to incorporate most of the innovations/experiments of cinema in the newsreel, such as, logical chaining (and not necessarily chronological), emphasis on rhythm, more appeal of the images, use of fixed and moving shots, montage of parallel actions, tracking.

() Among the Brazilian newsreels that marked an era, the following stand out: Rossi Atualidades, Atualidades Atlântida, Atualidades Cineac, Cinelândia Jornal, DEIP-Jornal de São Paulo, O Repórter em Marcha, Filme Jornal, Notícias da Semana and Reportagem Cinédia.

() Radio was not used in World War II to mobilize friendly public opinion, nor to break the information monopoly in occupied countries; the invention did not manage to contribute to spread the point of view of nations over long distances, nor to increase the morale of the population, much less, to captivate enemy public opinion.

- a) VVVVVVVVVV
- b) FFFFFFFF
- c) VVVVVVFVF
- d) FFFFFFFVFV

VI) Mark the incorrect alternative about the history of TV and telejournalism, in the world and in Brazil:

a) In 1936, the BBC opened its broadcast station, the world's first public TV; in 1939, in the US, NBC and CBS broadcasts begin -- specifically, on 20/04/1939, at the World's Fair in NY, NBC (then a subsidiary of RCA Victor) begins to emit images and sounds regularly, making it become the world's first commercial TV.

b) The first daily newscast, CBS TV News, in 1948, appeared in the United States with the birth of television – a means of communication that, since its inception, showed more vocation for the news genre than for entertainment.

c) From the use of videotape, a television news model classified by Jorge Pedro Souza as a Hollywood model was developed; this format, for the author, favored the spectacle and the mixture of genres in the production of contents, in addition, the figures of the anchors gained the status of stars, or heroes that make the news credible.

d) On 09/18/1950, TV Tupi – Radio Broadcast in São Paulo, the first broadcaster in Brazil, was inaugurated; and, on 09/19/1950, the first Brazilian newscast was aired: Imagens do Dia; in this first phase of TV in Brazil, having a television was a luxury.

e) On 04/1/1952, the first edition of Repórter Esso was broadcast on television, the program remained on the air until 12/31/1970, broadcast by Tupi in Rio de Janeiro, presented by Gontijo Teodoro and, in 1953, it became be broadcast by Tupi in São Paulo; it was a reference for the newscasts implemented in other broadcasters.

f) During the Dictatorship (1964-1985), TV Globo was inaugurated in RJ, on 04/26/1965, based on the controversial Time-Life agreement; the creation of Jornal Nacional, on 9/1/1969, with Hilton Gomes and Cid Moreira, established modernization parameters for telejournalism in the country.

VII) Add the correct alternatives, the result of this sum is the ANSWER: _____

[01] In 1963, Larry Roberts had the idea of putting computers to communicate through the telephone network, he designed the network in a decentralized way, this architecture is what prevents the Internet from being controlled by a single entity.

[02] In 1969, in the US, ARPA (Advanced Research Projects Agency) created the Arpanet – a national experimental computer network, created at the US Department of Defense.

[03] The term “hypertext” was coined in the 1960s by Theodore Nelson to express the idea of non-linear writing/reading in a computer system.

[04] In 1989, Tim Berners-Lee created the World Wide Web (WWW) – a worldwide set of databases designed according to Enquire, an information retrieval system based on the notion of hypertext and organization through links.

[05] Between 1992 and 1993, Marc Andreessen creates Mosaic – the first browser, which facilitates the use of the internet by the common user.

[06] In 1994, the Internet was publicly introduced and private networks such as America Online (offering online service since 1985), Prodigy (offering online service since 1988) and CompuServe (offering online service since 1979) began to offer Internet access.

[07] Among other pioneering cyberjournalistic experiences, the first newspaper specifically designed to be online was the San Jose Mercury Center (from the San Jose Mercury News) – already created with interactivity, a model for what came

next, but still focused on Silicon Valley’s tech-cultured elite.

[08] In 1995, The Wall Street Journal launches the personaljournal on the internet -- in the 1980s, the newspaper had already been a pioneer in launching the personaljournal on the Prodigy network.

[09] Digital journalism emerged in the mid-1990s, when print media began to migrate en masse to the internet, first with the transposition of content, then as adaptations and, finally, with creations geared towards the internet: this is the case from Los Angeles Times, Time (Time On-Line), The Washington Post, The New York Times, among others.

[10] In 1995, Jornal do Brasil launches JB On-line, the first Brazilian journalistic website; the newspaper created in 1891, by Rodolfo Dantas, became exclusively digital in 2010.

[11] In 1998, the first cases of national crossmedia (integration of printed and online media) appeared, as is the case of “Época” and “Época On-line” magazines – the press was launched with the cover “Read and Listen”, about the BNDES wiretapping.

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