

The Image of the Journalist in Brazilian Film and Television
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Abstract: The representations of the journalist in Brazilian film and television, have been studied by different researchers who seek, through methodologies of film analysis, or by testing impressionists together elements that contribute to the understanding of the ethos of the profession. The work proposes a method of analysis of films, programs, news and soap operas of Brazilian television, with the same purpose for the study of the representations of the journalist in cinematographic works, with the peculiarity of using the so-called trajectory of the hero. We seek to understand how the relationship between these thematic police journalism programs and the audience was established and how these vehicles were registered as communicative practices. The research turned, fundamentally, to the articulation of communicational, social, and ideological analyzes of the television texts of each program with the concepts of a television genre, the way of addressing, and the model of promise. These theoretical-methodological references allowed the development of analyses that highlighted journalistic programs' production processes and what strategies they used to reach an audience, based on the articulation of television texts with historical, social, and cultural transformations.

Keywords: television, journalism, addressing mode, and gender.

Introduction

The starting point of this work is to understand Brazilian telejournalism from the articulation of the concepts of addressing mode, television genre and promise model as theoretical-methodological references capable of allowing the analysis of the reception of the main and most famous Brazilian television programs. TV.

The general objective of the work is to highlight the main addressing strategies of each program and how each one works with the premises of journalism. We seek to understand how these thematic journalism programs, films, soap operas and programs were related to the audience and how they were registered as communicative practices.

Some of the programs mentioned in the present research are considered as "thematic newspapers", as both assume common characteristics of TV news, "generic" brands that are culturally recognized in a news program, such as the provision of service, the approach to themes of public interest, the production and broadcasting of daily news, the use of live, the way they approach the facts, the way they articulate the television language used in the presentation of the news, the use of reporters, the programming in the exhibition grid, the actuality and frequency of their content, among other socially recognized brands. The fact that they were classified as thematic is also due to the predominance of daily news that addressed world affairs and even those related to the world of crime.

However, the movies, soap operas and programs mentioned will present how the role of the journalist is portrayed to the audience that is watching. Through these programs, we will be able to analyze the role of journalism in Brazilian entertainment.

Journalism on Television

The first section deals with journalism on Brazilian television. These newscasts cover the most relevant news of the day. However, these newscasts vary from each broadcaster, being distributed by Rede Globo*, SBT*, Band* and RedeTV*.

As the broadcasters vary, naturally they will also vary in the language in which these news are transmitted to their audience. The discursive elements will vary between more serious and more playful, more intense and lighter.

Repórter Esso (1941)



Premiered in August 1941, 'Repórter Esso'* was a reference for television news from other broadcasters. The sponsor of 'Repórter Esso' signed support for the newspaper with an American news agency, United Press International, and the articles started to have images. Without a fixed speaker, in November 1944, Heron Domingues* became the voice of the program. Reporter Esso did not report on suicides, crimes, and disasters that were not events of great repercussion.

In electoral campaigns whenever he spoke of a candidate, he spoke of others. The television version was launched in 1952, at the beginning, as professionals were not familiar with television and the equipment to record and transmit good images, the newscast initially presented the news in the format of a radio program. It was one of the most successful programs in the history of Brazilian TV, with an opening that was marked "Here speaks your Esso Repórter, an eyewitness of history". The last issue aired on December 31, 1970.

Type: TV News

Year: 1941

Genre: True Story-Biography-Documentary

Gender: Masculine

Ethnicity: White

Media Category: Radio and Television

Title: Anchor / Reporter

Description: Major: Positive

Jornal Nacional (1969)



On the air since September 1, 1969, shown by Rede Globo, initially with Cid Moreira* and Sérgio Chapellin*, which stayed for almost 27 years. William Bonner* and Lílian Witte Fibe* took office in April 1996. Years later, Fátima Bernardes* replaces Lílian. The newspaper has undergone several changes over the years, such as vignettes and presenters. However, it remains the newspaper with the highest audience in Brazil, being a model of organization.

A predominantly blue scenario, two computers on the bench, editing, choice of topics, scoops, an easy-to-understand language, and the relationship with guests and sources. The two presenters start by talking about the headlines, interspersing themselves in an agile way to capture the viewer's attention. Jornal Nacional is an example of credibility.

One of the points to highlight is how crimes are shown in the country. First, they show camera footage, then interviews with victims and sources. Another point to highlight, in several editions, is that JN makes live entries in the capitals of Brazil and/or other countries, exclusively narrating events in the world. Jornal Nacional (JN) is currently watched by around 80 million Brazilians every day. To keep the Jornal Nacional audience, Globo chose a presenter with a good voice and good looks, the station hired Cid Moreira, and he remained ahead of JN for more than 15 years.

A characteristic of Jornal Nacional is the pace of breaking news. It is usually very dynamic and, often, each news item has a video graphics aid to complement the audio information. The JN avoids improvisations, imposes a duration on the news, demands a good appearance from the presenters and scenery, and the voice of the presenters must have an adequate timbre.

Type: TV News

Year: 1969

Genre: True Story-Biography-Documentary

Gender: Masculine and Female

Ethnicity: Latino
Media Category: Television
Title: Anchor / Reporter, Correspondent
Description Major: Positive
Description Minor: Positive

Jornal Hoje (1971)



Jornal Hoje has greater freedom in the subjects and an editorial line that adds entertainment elements to the information. In this program, the presenters comment on the exhibition of articles, it is the most informal newscast of Rede Globo. The program is shown from Monday to Saturday at 1:20 pm, with an average duration of 30 minutes. It is presented at this time with the function of approaching more lightly what is happening at the moment. Pictures on tourism, well-being, health, arts, fashion, culture, and the job market as well as topics on economics, politics, and current affairs, with recent events. Journalists don't just stay on the bench, they use the space on the stage to present reports and interact. In the background, the newsroom appears as part of the scenario, the movement behind it makes it seem that the news is produced on the spot, giving more credibility and realism.

Type: TV News
Year: 1971
Genre: True Story-Biography-Documentary
Gender: Masculine and Female
Ethnicity: Latino / Black
Media Category: Television
Title: Anchor / Reporter, Correspondent
Description: Major: Very Positive
Description: Minor: Positive

Fantástico (1973)



It started on August 5, 1973. Created by Bonifácio de Oliveira*, the program is a combination of entertainment and journalism and is on Rede Globo's Sunday night schedule. The relationship between the presenters is relaxed, they interact and comment on information from the board or report. Fantástico addresses subjects of public interest and presents investigative reports, which may include reenactments, exclusive interviews, and approaches that show other points of the story and also humorous scenes. Its exhibition time is approximately two hours, split into seven blocks and also features cartoon and humor boards.

Type: TV News

Year: 1973

Genre: True Story-Biography-Documentary

Gender: Masculine and Female

Ethnicity: Latino

Media Category: Television

Title: Anchor / Reporter, Correspondent

Description: Major: Very Positive

Description: Minor: Positive

Bom Dia São Paulo (1977)



Bom Dia São Paulo premiered on April 19, 1977, several presenters passed by, among them journalists Rodrigo Bocardi* and Glória Vanique* (photo), one of the main characteristics of the newspaper is to have a looser language, it has a lightness because the presenters they seem to converse and are not bound by a script. The newspaper begins with images of the avenues of São Paulo* and in the 1990s, it was the first news program to be presented outside the studio, to celebrate the anniversary of the city of São Paulo.

It was the first television news program in the morning on the station and, according to Rede Globo, it emerged as a bet on dynamic journalism, with local news, live entries in several cities, and interviews in a more relaxed way. In the schedule from Monday to Friday, at 6 am, with about two hours of duration, it presents recorded and live information. Viewers can interact by sending information and comments on the topic, through WhatsApp and hashtags on Twitter.

Type: TV News

Year: 1977

Genre: True Story

Gender: Female and Masculine

Ethnicity: Latino

Media Category: Television

Title: Anchor / Reporter, Correspondent

Description: Major: Positive

Description: Minor: Positive

Jornal da Globo (1979)



Jornal da Globo* debuted on April 2, 1979, and is currently formed by a team of more than 15 journalists. It presents daily a summary of the main subjects of the day, mainly politics and economics with a perspective for the facts of the next day and produces great reports. Jornal da Globo is the last news program on Globo's schedule, and it airs around 00:00, with a duration of 40 minutes.

Type: TV News

Year: 1979

Genre: True Story-Biography-Documentary

Gender: Masculine and Female

Ethnicity: Latino

Media Category: Television

Title: Anchor / Reporter, Correspondent

Description: Major: Positive

Description: Minor: Positive

Globo Rural (1980)



Globo Rural* premiered on January 6, 1980. At first, it lasted 30 minutes, but it was widely accepted by the public, and months later, in August, the program lasted 1 hour. In its debut year, Globo Rural got elected the best TV journalistic program of 1980 by *Veja** magazine. And today, it is one of the best-known programs on Brazilian TV. They produce reports that document agriculture, culture, customs, and traditions throughout Brazil, using simple language that is easy to assimilate and using images and graphics. One of the characteristics of Globo Rural is its dynamism, the order of presentation of each block may vary from one edition to another. The body of the program is formed by 4 blocks with different duration times and the last block stands out for being bigger than the others, showing special articles. will be addressed.

Type: TV News

Year: 1980

Genre: True Story-Biography-Documentary

Gender: Masculine and Female

Ethnicity: Latino

Media Category: Television

Title: Anchor / Reporter, Correspondent

Description: Major: Very Positive

Description: Minor: Positive

Jornal da Cultura (1986)



Jornal da Cultura*, from TV Cultura (*Cultura TV*), produced in São Paulo, started to be presented by Carlos Nascimento*, who stood out in the coverage of the illness and death of Tancredo Neves*, the president of Diretas – Já*. The newscast began on August 1, 1986, and has the informative genre but with an educational-cultural nature. The

newscast features economic, political, general, and international editorials. Shown from Monday to Saturday, at 9 pm, with an average time of 55 minutes, *Jornal da Cultura* has four blocks, with the first block being the longest, with almost 30 minutes, while the others maximum of 15 minutes. It presents a clear and objective text, the simple and spontaneous style sets a conversational tone, which makes the audience attentive to the comments made by journalists and invited experts, *Jornal da Cultura* allows its guests to comment on the program from the beginning until the end after each news item is broadcast, there is a debate with the guests. In *Jornal da Cultura*, the use of covered notes is a strategy used to present the news.

Type: TV News

Year: 1986

Genre: True Story-Biography-Documentary

Gender: Masculine and Female

Ethnicity: Latino

Media Category: Television

Title: Anchor / Reporter, Correspondent

Description: Major: Neutral

Description: Minor: Neutral

Aqui Agora (1991)



Aired by SBT between 1991 and 1997, returning for a brief period in 2008, it was one of the first news programs to break with the classic format of telejournalism. It addressed topics related to violence and social conflicts, with the presenters' opinions.

The sensationalism of the program won over the audience, inaugurated a different way of reporting the events, and had a large audience and enormous repercussions. Recorded program, but it seemed to be live due to the language and almost uncut. However, with the years, the credibility was falling and the program ended in 1997, 6 years after the beginning. *Aqui Agora* showed poor urban scenarios, they used shaking cameras in their hands to portray the violent daily life of the city, and they showed the periphery of the city of São Paulo. The narration of the reporters was spontaneous, without following scripts. Little post-production, many times the news was aired almost as if it came from the street, the high point was the improvisation.

Type: TV News

Year: 1991

Genre: True Story-Biography-Documentary

Gender: Masculine and Female

Ethnicity: Latino

Media Category: Television

Title: Anchor / Reporter, Correspondent

Description: Major: Negative
Description: Minor: Neutral

Jornal do SBT (1991)



Jornal do SBT innovated Brazilian television journalism by featuring two women presenting a news program on open TV. The presenters wear evening dresses and short skirts. The news is pre-recorded. Jornal do SBT uses in a few situations, reporters in external recordings, not many reports and interviews, and the most used news presentation formats are the simple note and the covering note.

The format of interpretive journalism analyzes the facts in search of a certain type of audience. The program starts with the presenters on the bench, with a defined script, looking directly at the camera, calling attention to the main news from Brazil and the world. In this newspaper, the interaction between the presenters, exchange of glances, laughter, and gesticulation.

The characteristic setting consists of a shiny and transparent bench, strong colors, and two chairs for the presenters. Live entries, and coverage of the event, it has good accuracy but does not fully exploit the technologies.

Type: TV News

Year: 1991

Genre: True Story-Biography-Documentary

Gender: Masculine and Female

Ethnicity: Latino

Media Category: Television

Title: Anchor, Reporter, Correspondent

Description: Major: Neutral

Description: Minor: Neutral

GloboNews (1996)



Globo News* started on October 15, 1996. The first 24-hour journalism channel in Brazil, a proposal to present uninterrupted journalistic content and is one of the most-watched paid channels in the country, with daily newspapers, talk shows, and entertainment programs, was a pioneer in the Brazilian audiovisual market. The audience tends to be higher in cases of war, bombings, the death of great personalities, and other high-impact headlines.

Globo News follows a descriptive and testimonial model, with public interest discussions such as politics, economics, and sports. GN produces different themes and content to meet various niches such as Conta Corrente* (economy) and Starte (art and culture). Globo News also reruns the schedule, of each of its attractions at least three times, so expressions that indicate time such as “good morning” or “good night” are not usually part of the script. It has 17 presenters, 15 commentators, and 33 programs.

Type: TV News

Year: 1996

Genre: True Story-Biography-Documentary

Gender: Masculine and Female

Ethnicity: Latino

Media Category: Television

Title: Anchor, Reporter, Correspondent

Description: Major: Positive

Description: Minor: Positive

Linha Direta (1999)



Linha direta* was a police journalism program. Shown weekly from 1999 to 2007 on Rede Globo, the broadcaster with the highest audience in Brazil. It showed unsolved crimes, reconstituted through simulations, in which those involved have been on the run from justice for years or trials that have not reached a verdict. Crimes many times already judged, but due to incompetence of the Justice, the criminal was still free. At the end of the program, he showed a drawing to represent how the criminal would be so that viewers could get in touch if they found him. He sought to follow an engaging and dramatic script to persuade viewers. It can be said that the program treated the news with dramaturgy and fiction.

Type: Drama

Year: 1999

Genre: True Story-Biography-Documentary

Gender: Masculine

Ethnicity: White

Media Category: Television

Title: Anchor, Commentator, Host

Description: Major: Positive

Mais Você (1999)



MaisVocê*is a television program produced by RedeGlobo since October 18, 1999. Presented by journalist Ana Maria Braga* and the puppet parrot, the blonde José, controlled by Tom Veiga* (deceased in 2020), broadcast from Monday to Friday, at 8 am, lasting approximately two hours. Ana Maria carries out journalistic interviews, reports, and investigations of published news, in addition to carrying out works such as

cuisine, fashion, crafts, music, and others. In 2003 MaisVocê won an international award and the team traveled to Paris to receive the award.

The program also received an international award from the European Tourism Commission*, Genoa, Italy. In the inclusion of information genres, reporters were hired. These journalists help Ana Maria in the production of articles. The interviews, however, are carried out by the presenter and gained more space in 2005.

Type: TV News
Year: 1999
Genre: True Story
Gender: Female
Ethnicity: White
Media Category: Television
Title: Reporter
Description: Major: Positive
Description: Minor: Positive

Brasil Urgente (2001) and Cidade Alerta (2017)



Cidade Alerta*, on the air since 2017, on the Rede Record channel, and Brasil Urgente*, broadcast since 2001, on Rede Bandeirantes*, have characteristics in common: news about crimes and violence, addressing a topic of public interest and using more controversial language, to make it look more frightening and dramatic. The reporters go live, showing the persecutions and crimes and starring in police journalism. They provide live coverage of the events of the day on which the newscasts are shown. Both programs seek to make a connection with the viewer, investigative journalism/whistleblowing and public service, showing in real-time where to contact. They are sensationalists and do not investigate the event. As the programs seek to maintain agility in live and exclusive coverage, they sometimes experience embarrassing situations. It has a rhetorical and commentator language.

Type: TV News
Year: 2001 and 2017
Genre: True Story-Biography-Documentary
Gender: Masculine
Ethnicity: Latino
Media Category: Television
Title: Anchor, Commentator, Host
Description: Major Negative
Description: Minor Negative

Band News (2001)



It is the fourth most-watched news channel in Brazil, opened on March 19, 2001, Band News TV uses the slogan “Band News: the news in the first place”, and presents the news in 15-minute modules, which include news of the day, services, and small blocks on sport, fashion, culture, and meteorology. During Band News TV breaks, small blocks are shown, called Documento Band News, about personalities from sports, fashion, cinema, and curiosities. It has 12 presenters, 4 reporters, 5 international correspondents, and 7 commentators.

Type: TV News

Year: 2001

Genre: True Story-Biography-Documentary

Gender: Masculine and Female

Ethnicity: Latino

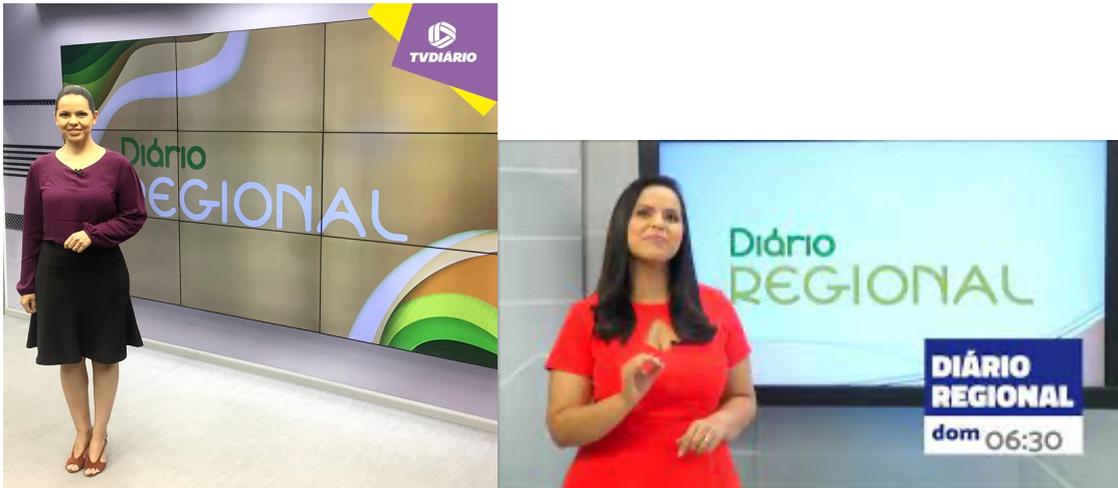
Media Category: Television

Title: Anchor

Description: Major: Neutral

Description: Minor: Neutral

Diário Regional (2002)



The Diário Regional Program* had its first exhibition on December 16, 2002, on TV Diário and is part of the Sistema Verdes Mares* de Comunicação group*, in the city of Fortaleza*. It remained on the grid for at least 17 years with a duration of 30 minutes and, in the end, it showed images of the highlights of the edition. It is a newscast that seeks to bring curiosities, news, facts, current events, and relevant information from all regions of the state of Ceará*, aimed at subjects focused on rural activities in the interior, such as the Economy, Agriculture, Climate, Tourism, Festivity, among others. The public can interact with the production of the program via email, telephone, website, or social networks.

Type: TV News

Year: 2002

Genre: True Story/Documentary

Gender: Female and Masculine

Ethnicity: Latino

Media Category: Television

Title: Anchor / Reporter, Correspondent

Description: Major: Neutral

Description: Minor: Neutral

Domingo Espetacular (2004)



Domingo Espetacular* premiered in April 2004, a characteristic of the program is the dramatic investigations and reenactments. Domingo Espetacular is established between investigative reporting and entertainment. With the editing, repetition of images, and striking speeches, the drama, and emotion of the facts increase. Shown on the nights of

Rede Record*, they produce reports on Security, Entertainment, Service, and Daily Life, in addition to an overview of the events that marked the week. With approximately 3 hours of display, it alternates between a story and a call, avoiding extensive content.

Type: TV News

Year: 2004

Genre: True Story-Biography-Documentary

Gender: Masculine and Female

Ethnicity: Latino

Media Category: Television

Title: Anchor / Reporter, Correspondent

Description: Major: Very Positive

Description: Minor: Positive

Record News (2007)



On the air since September 27, 2007, Record News has 34 presenters* and 26 journalism programs*, including 'Mundo Meio-Dia*', for international news, showing reports from the United States, Europe, Asia, and the Middle East. Screening of reports, journalistic and special documentaries, environment, and tourism are the main topics covered in the program. Belonging to TV Record, it initially had 150 exclusive journalists and 100 professionals from other areas. In 2012 it went through a crisis and Grupo Record fired 25 journalists for a reformulation, focusing only on TV news. In 2014, Record News was considered the seventh most admired open television vehicle in the country.

Type: TV News

Year: 2007

Genre: True Story-Biography-Documentary

Gender: Female and Masculine

Ethnicity: Latino

Media Category: Television

Title: Anchor, Reporter

Description: Major: Positive

Description: Minor: Neutral

Repórter Brasil (2007)



Starting on December 3, 2007, Repórter Brasil*, a newscast shown on a TV station that defines itself as public, TV Brasil*, Repórter Brasil is broadcast from Monday to Saturday, in two editions - in the afternoon and the evening, with an average of 53 minutes in length and covers topics such as economics, education, crime, family relationships, and scientific dissemination. It has the section 'Reporter Brasil explains', with experts in the area with contextualization and explanation of scientific concepts on the subject, mainly on science, but without defined periodicity. Because it does not have so many audiences, the newsroom does not receive many suggestions for topics and the language is simple, as part of the public has low education. So don't consult it with the public.

The agendas are created from the monitoring of the Executive*, Legislative*, and Judiciary* Powers, releases, most commented subjects on the internet, and suggestions from the journalists themselves. The international coverage is composed of images with off-screen narration, interspersed with live notes. Journalists are not divided into editorials and do not seek a scoop.

Type: TV News

Year: 2007

Genre: True Story / Documentary

Gender: Masculine and Female

Ethnicity: Latino

Media Category: Television

Title: Anchor / Reporter, Correspondent

Description Major: Positive

Description Minor: Positive

Profissão Repórter (2008)



In 2006, Profissão Repórter* was shown as a pilot episode later in the program schedule of Fantástico* with a duration of 9 to 12 minutes. But only in June 2008, it becomes part

of Rede Globo's programming, lasting an average of 30 to 40 minutes on Tuesday nights and divided into two blocks. The program is made up of a team of 8 to 10 recent graduates in journalism, who were part of Globo's internship program, went through all the stages of reporting, investigation, production and recording, and coordinated by award-winning journalist Caco Barcellos*, who works as a reporter, presenter and director. It was an innovation in telejournalism for showing the backstage of the news construction process.

The program uses the motto "The backstage of the news, the challenges of reporting, now in Profissão Repórter", says Caco Barcellos at the beginning of all programs. It uses two cameras, one to show the reporter's view and the other to show the interviewees and the reporters' expressions. Some scenes were performed with the front camera, with the journalist filming himself creating an elation between journalists and sources, allowing viewers to know the challenges of building the stories. It shows the search for characters and stories, the difficulties of reporters that sometimes are not well received. As he is more experienced, Caco Barcellos participates in the most controversial subjects, subjects that can arise unforeseen and the students are responsible for the subjects that are easier to conduct.

Type: TV News

Year: 2008

Genre: True Story / Documentary

Gender: Masculine and Female

Ethnicity: Latino

Media Category: Television

Title: Anchor / Reporter, Correspondent / Editor

Description: Major: Positive

Description: Minor: Positive

CQC (2008)



Launched on March 17, 2008, and ending in December 2015, by Rede Bandeirantes*, CQC* - *Custe o Que Custar* is a humorous television news program that uses special effects to create humor, addresses topics about sports, culture, entertainment, citizenship, and politics, and avoid conventional questions, as the show's website said "ask what no one has the courage", use ironic tone, jokes, but maintain seriousness in more serious matters.

Through its comic approach, the CQC deals with political issues, dealing exclusively with the 2010 elections. In the typical TV news scenario, with the presenters sitting behind a bench, the CQC logo, a background screen for displaying images, and a group of reporters who go to the streets to look for news, a striking feature is the dark suit that all the presenters wear. The show had 8 seasons, aired weekly, and lasted 2 hours.

The CQC was composed of eight members: Marcelo Tas* (director, actor, screenwriter, presenter, and journalist), Rafinha Bastos* ((journalist, actor, and comedian), Marco Luque* (actor, comedian, announcer, and presenter), Danilo Gentili* (publicist, comedian, writer, and cartoonist), Rafael Cortez* (journalist, actor, and musician), Felipe Andreoli* (journalist), Oscar Filho* (actor and comedian) and Monica Iozzi* (actress).

Which explains the popularity of the program. In some editions, Marcelo Tas said that the answers are displayed without “cuts and pastes” in the edition, thus avoiding manipulation. The popularity and success of CQC won many awards, among them: Best Humor program (2008), Innovative Format* (2008), Best Television Program (2008), Best Humorist (2009), Best Journalist of Culture and Electronic Media for Marcelo Tas* (2009), Best Humor Program (2010)

Type: TV News
Year: 2008
Genre: Comedy
Gender: Masculine and Female
Ethnicity: Latino
Media Category: Television
Title: Pack Journalists
Description: Major: Neutral

Conexão Repórter (2010)



In March 2010, Conexão Repórter* debuted on SBT, lasting an average of 50 minutes. An investigative program, which won awards for showing a controversial edition on cases of pedophilia within the Catholic Church, in Arapiraca*, Alagoas, Brazil*. Presented by Roberto Cabrini*, a journalist awarded nationally and internationally, for his investigative work, he also plays the role of reporter. The program aired on Mondays and was divided into street interviews, interviews and a studio presentation. During the broadcast of the program, viewers could interact on social networks. Reporter ended in October 2020.

Type: TV News
Year: 2010
Genre: True Story / Documentary
Gender: Masculine
Ethnicity: White
Media Category: Television
Title: Anchor / Reporter
Description: Major: Positive
Description: Minor: Positive

A Liga (2010)



Premiered in May 2010, A Liga* is a news program broadcast by Rede Bandeirantes, had four presenters – from the artistic branch, whether singers or actors, who took turns in the role of reporters. Each presenter has a moment to say what he felt and what he thinks about the displayed topic, the block lasts an average of 15 minutes. Classified as entertainment by the broadcaster itself, dealing with controversial issues, the production is similar to that of a documentary, as it brings lightness and entertainment to viewers. The presenters live a day of profession or condition of the interviewee, the reports are usually created from interviews.

The program addresses controversial issues that were taboo to society such as prison situations, luxury escorts, funk dances, the LGBT* community, and religious services. In 2016, in an episode, a little talked about topic in Brazil was addressed, the pacified favelas in Rio de Janeiro*. In this issue, one reporter went to the favela and another portrayed the police's point of view. The League used to use data, and images in addition to interviews.

Type: TV News

Year: 2010

Genre: True Story / Documentary

Gender: Masculine and Female

Ethnicity: Latino

Media Category: Television

Title: Anchor / Reporter, Correspondent / Editor

Description: Major: Positive

Description: Minor: Positive

Encontro com Fátima Bernardes (2012)



On the air since June 2012, the talk show Encontro com Fátima Bernardes, presented by the journalist who names the attraction, is a mixture of journalism, information, humor, and music. Fátima Bernardes* is one of the biggest female names in Brazilian journalism.

The program counts on audience interaction through social networks and even live, with Fátima talking to someone from the audience. In 2016, “G1 in a minute”* enters space, live broadcasts during the program to briefly report on the latest events in the world. The Meeting consists of three blocks, normally the invited band opens the first block and closes the three. Despite the defined blocks and programmed frames, it is not a predictable program, as it follows a script, but at times improvisations may occur.

Type: Talk Show

Year: 2012

Genre: Drama/Comedy

Gender: Female

Ethnicity: White

Media Category: Television

Title: Editor, Reporter

Description: Major: Positive

Conversa com Bial (2017)



Presented by journalist and writer, Pedro Bial* and in the form of a Talkshow, in Rede Globo. Conversa com Bial has been on the air since May 2017. The interview program with various topics, and a relaxed conversation. It deviates from the script and uses sensitivity to acquire new information from the interviewee's speeches. With about 45

minutes, censorship of 12 years, the format of the program is recorded, but the light cuts bring the feeling of being a live interview.

Type: Talk Show
Year: 2017
Genre: Drama / Comedy
Gender: Masculine
Ethnicity: White
Media Category: Television
Title: Editor, Producer
Description: Major: Positive

CNN Brasil (2020)



CNN Brasil* premiered on TV on March 15, 2020, available to pay-TV subscribers and on digital platforms. The movement around the station and contact with the public had already been made on social networks for at least six months to win people over before the premiere. CNN Brasil studied the public and saw that the best way to relate to them would be with simple language and interaction on social networks. Stories about politics, economics, trends, behavior, and the most talked about topics on the internet.

Type: TV News
Year: 2020
Genre: True Story-Biography-Documentary
Gender: Masculine and Female
Ethnicity: Latino
Media Category: Television
Title: Anchor / Reporter, Correspondent
Description Major: Very Positive
Description Minor: Positive

Journalism in the Soap Opera

The second section addresses the role of the journalist in Brazilian soap operas. As previously mentioned, telenovelas also contain broadcasters. However, they all share a similarity, which is the lack of information about the characters who play the role of journalists and generally these characters are mere co-adjuncts.

O Semideus (1973)



The soap opera "O Semideus"* by Rede Globo, had 221 chapters. Alex Garcia does special reports for a magazine. In the soap opera, Alex does a story about Hugo Leonardo, a businessman who was missing. He discovers Hugo's secrets and whereabouts. In a journalistic coverage of a sporting event, Alex meets the millionaire Adriana, with whom he falls in love. The journalist starts a story about the industrial empire of the Leonardo family at the same time that the president of the company is the victim of a conspiracy set up by his enemies.

Type: Movies Made for Television and Miniseries

Year: 1973

Genre: Drama

Gender: Masculine

Ethnicity: White

Media Category: Newspaper Job

Title: Reporter

Description Major: Positive

O Bem-Amado (1973)



Aired between January and July 1973, the first plot broadcast in color in Brazil, in the telenovela is Carlos Eduardo Dolabella* who plays Neco Pedreira*, editor-in-chief of the newspaper. 'A Trombeta'*. The journalist is an important character in the plot. News on political matters, those involved in public money. The Trombeta represented opposition thinking, with Neco at the helm of the newspaper. However, he has a relationship with Telma (Sandra Bréa)*, the mayor's daughter. The soap opera criticizes the military regime, humorously criticizes the Brazil of the military dictatorship, satirized the scheme

of a city administered by a colonel, and was censored in many parts. The trigger of the newspaper

A Trombeta is the publication of an interview with the doctor, the character Juarez Leão*, in which he denounces the actions of the candidate for mayor of the small coastal town of Sucupira, in Bahia*, Odorico Paraguaçu. Trombeta manages, in the headline, to build a negative image of Odorico, a bad leader, who has managed and managed his municipality poorly. Neco Pedreira intends to demoralize Odorico.

Type: Movies Made for Television and Miniseries

Year: 1973

Genre: Drama, Comedy

Gender: Masculine

Ethnicity: White

Media Category: Newspaper Job

Title: Editor, Producer:

Description: Major: Neutral

Um Sonho a Mais (1985)



Produced by Rede Globo, with 153 chapters, Um Sonho a Mais is a humor soap opera. Amélia Bicudo works on television, as a reporter, at Jornal do Amanhã*. She did absurd articles for Jornal do Amanhã, as a humor board within the telenovela. She decides to investigate and make a report telling the whole story of Volpone, a millionaire who announces that he has a serious illness and uses various disguises.

Type: Movies Made for Television and Miniseries

Year: 1985

Genre: Comedy

Gender: Female

Ethnicity: White

Media Category: Television

Title: Reporter

Description: Major: Positive

Vale Tudo (1988)



Airing from Monday to Saturday night, Vale Tudo* was a telenovela that narrates the conflicts that permeated Brazilian society in the late 1980s, plotting a panel on troubled Brazil such as ethics, honesty, immorality, and corruption. The novel marked the time for being realistic and using a sarcastic tone to criticize reality. The authors use the crisis of Tomorrow magazine to show the crisis of communication companies and other companies at the time.

One of the few telenovelas shown in Brazil that had great repercussions to become the subject of the main newspapers and magazines. In the novel is the journalist character, Solange Duprat* is a fashion producer for Tomorrow magazine, the girl from the soap opera who knows how to defend herself and fought the evil of the character Maria de Fátima* throughout the soap opera. In some episodes, there is talk about the possibility of firing Solange, after she becomes pregnant.

Type: Movies Made for Television and Miniseries

Year: 1988

Genre: Romance / Drama / Mystery

Gender: Female

Ethnicity: White

Media Category: Magazine

Title: Producer

Description: Major: Positive

O Cravo e a Rosa (2000)



O Cravo e a Rosa* is a soap opera that takes place in São Paulo in the 1920s, broadcast at 6 pm by Rede Globo, and presented the reality of Brazilian women in the 1920s. João Vitti* plays Serafim Amaral Tourinho*, a journalist from Rio who bought Revista Feminina*. Revista Feminina is for women, however, it is not carried out by women. He decides to move to São Paulo in search of fortune. He wants to win over the feminist character Catarina for the money, so he starts giving her driving lessons. In an attempt to win Catarina* to get closer, the journalist invites her to write an article for his Magazine, but feminist ideas, about her husband helping with the dishes and cooking, are not well received, as it would be an affront to society.

Type: Movies Made for Television and Miniseries

Year: 2000

Genre: Romance

Gender: Masculine

Ethnicity: White

Media Category: Magazine

Title: Miscellaneous

Description: Major: Neutral

Celebridade (2003)



In the soap opera Celebridade, aired on Rede Globo between 2003-2004, the character Renato Mendes (Fábio Assunção)* is the editor of the printed magazine 'Fama', in Rio de Janeiro. He portrays a successful but ambitious, unethical, and morally lacking journalist who works. Renato is known for discovering the intimacy of the famous and using it to enrich himself, publishing trivial matters and extravagances.

By having many readers that determine success and failure in the artistic environment, Mendes can quickly give fame or destroy the artist quickly. The character does not have friends but surrounds himself with people he considers useful to grow in his career and throughout the story. The editor-in-chief of the gossip magazine "Fama" spares no effort to get a scoop and uses his influences to publish articles and thus defame the image of music event producer Maria Clara Diniz*.

Type: Movies Made for Television and Miniseries

Year: 2003

Genre: Drama

Gender: Masculine

Ethnicity: White

Media Category: Magazine

Title: Editor, Producer

Description Major: Very Negative

Senhora do Destino (2004)



In the soap opera Senhora do Destino, also on Rede Globo and shown in 2004-2005, the mysterious and successful character Dirceu de Castro (played by Gabriel Braga Nunes*, in the first part of the soap opera, and José Mayer*, in the second part) is a reporter for the 'Diário de Notícias'*. A cautious journalist, he serves as a prestigious political columnist for a newspaper in Rio de Janeiro, Brazil. The work scenes show that the character has the freedom of working schedules and schemes, a privilege of journalists who have been in the profession for years.

In the telenovela, journalist Dirceu* de Castro helps Maria do Carmo* find her daughter, Isabel*, who was kidnapped by Nazaré Tedesco*. Dirceu investigated the kidnapping; published articles about the girl's disappearance; and, when he learned of the whereabouts, the journalist made a dossier to prove Nazaré's guilt, in addition to publishing news about the kidnapper's crimes in the newspaper where he worked.

Type: Movies Made for Television and Miniseries

Year: 2004

Genre: Drama

Gender: Masculine

Ethnicity: White

Media Category: Newspaper

Title: Reporter, Correspondent

Description: Major: Positive

Sinhá Moça (2006)



Sinhá Moça* was the first telenovela nominated for the International Emmy Award*, nominated in the drama series category. Augusto Castroneves* works to make his weekly newsletter, which he edits, viable. The owner of a printed newspaper, is a well-respected opinionated journalist. Typographer and journalist from the city, he is a defender of freedom of expression.

Type: Movies Made for Television and Miniseries

Year: 2006

Genre: Drama / Romance

Gender: Masculine

Ethnicity: White

Media Category: Newspaper

Title: Editor, Producer

Description: Major: Neutral

A Favorita (2008)



Zé Bob* is one of the protagonists of the telenovela, is an Investigative Journalist, works in the newsroom at the printed newspaper 'O Paulistano*'. He is exclusively dedicated to working, to the point of being questioned by his boss about the exaggerations in performance that put his health at risk. He is an honest journalist who wants to change the world through journalism, but he gets into a lot of fights because of the denunciations he makes. He doesn't receive a high salary, so he lives in a kitchenette in São Paulo. He goes after sources and investigations at any time, he faces many risks and suffers an attempt to intimidate him. His work material is destroyed and his pet dog is killed. At the end of the novel, Zé reveals material about a corrupt politician involved in arms trafficking and undergoes another attack, who is kidnapped before his wedding

Type: Movies Made for Television and Miniseries
Year: 2008
Genre: Drama / Mystery
Gender: Masculine
Ethnicity: White
Media Category: Newspaper
Title: Photojournalist
Description: Major: Positive

Paraíso (2009)



In the soap opera *Paraíso*^{*}, there are two journalist characters on the radio 'A Voz do Paraíso': Alfredo Modesto^{*}, a retired journalist but without academic training in journalism, he was introduced to the profession only in chapter 44 of the soap opera, with a lot of life experience and a peculiar way of seeing what is happening in the world and Brazilian politics, Alfredo is of good character and says that the journalist's job is often to teach, so he starts working on the radio doing voiceovers and advertisements.

And Otávio^{*}, an inexperienced, idealistic, and agitated journalist, after graduating, is frustrated by the lack of opportunities. He moves to Paraíso, for a job opportunity, and together with his advertising friend Ricardo, they inaugurate the radio A Voz do Paraíso. Alfredo makes a speech on the radio about democracy and public opinion, words that reveal the journalist's authority and experience. At another time, Alfredo writes an article for a printed newspaper in the city, denouncing the spending policy involving the mayor and the priest. The radio goes through financial problems due to the rejection of sponsorship and the inexperience of the communicators.

Type: Movies Made for Television and Miniseries
Year: 2009
Genre: Romance
Gender: Masculine (Alfredo Modesto)
Ethnicity: White
Media Category: Radio
Title: Podcaster
Description: Minor: Positive

Type: Movies Made for Television and Miniseries
Year: 2009
Genre: Romance
Gender: Masculine (Otávio)
Ethnicity: White

Media Category: Radio
Title: Cub Reporter, Student Journalist
Description: Major: Positive

Na Forma da Lei (2010)



The novel presents the story of five friends, who band together to avenge the murder of a classmate. Na Forma da Lei, da Rede Globo, shows the daily lives of young people united by an ideal of justice, debating issues of corruption and impunity. Among them is the journalist Ademir Rodrigues*, his task is to investigate, denounce and inform society through the printed newspaper.

It is Ademir who brings most of the police cases to the attention of the group, a courageous investigative journalist who, when called to work, is brilliant. The reporter participates in the investigation of a crime in which Maurício Viegas is involved. When investigating the death of the smallest Samuel, the journalist hears his parents, Isaac and Sara regretting the decision they had made. Ademir discovers that, in exchange for money, Isaac ordered his son to take on a murder he didn't commit. The reporter tries to find out who killed the boy and for what reasons.

Type: Movies Made for Television and Miniseries
Year: 2010
Genre: Drama / Action
Gender: Masculine
Ethnicity: Black
Media Category: Newspaper
Title: Photojournalist
Description: Major: Positive

A Vida Alheia (2010)



A Vida Alheia*, with a total of 20 episodes, was shown once a week in 2010, by Rede Globo, and narrates the routine of writing a weekly magazine of celebrity gossip. They produce controversial materials to get attention. The editor-in-chief and university professor of Journalism, Alberta Peçanha*, a rude, blackmailing, and unethical woman, who forces employees to be, does everything to sell the magazine and is after getting a scoop. Manuela* is the magazine's reporter, waiting for a promotion to the position. She does whatever Alberta* tells her and uses disguises to uncover a story. In the story, she has three photographers: Lírio*, who is concerned with limits, refuses some services that he deems unethical.

On the other hand, Chico* does it out of necessity, like taking a picture of the dead actor in the morgue, and Manolo* is a cynic capable of doing anything to get a good picture, including invading privacy. The news chief is called João*, he was promoted to the position after having a relationship with the owner of the magazine. Catarina is the owner of the magazine. She generally accepts Alberta's suggestions for the magazine, however, in the plot, it is unclear if she is a journalist. Tom*, an aggressive man, wants to be an actor, but he gets involved with Alberta and goes to work as a theater critic at the magazine. He flirts with most of the women in the newsroom. The owner of the company, Catarina Faissol*, and Peçanha*, publish materials even if they take a lawsuit.

The program also shows personal and affective problems that involve the magazine's employees. Magazine professionals are obliged to abide by the company's rules, even if they don't agree with something.

Type: Movies Made for Television and Miniseries

Year: 2010

Genre: Comedy/Drama

Gender: Female (Alberta)

Ethnicity: White

Media Category: Newspaper Job
Title: Editor, Producer
Description: Minor: Negative

Type: Movies Made for Television and Miniseries
Year: 2010
Genre: Comedy/Drama
Gender: Female (Manuela)
Ethnicity: White
Media Category: Newspaper Job
Title: Reporter, Correspondent
Description: Minor: Negative

Type: Movies Made for Television and Miniseries
Year: 2010
Genre: Comedy/Drama
Gender: Masculine (Manolo)
Ethnicity: White
Media Category: Newspaper Job
Title: Photojournalist
Description: Minor: Negative

Type: Movies Made for Television and Miniseries
Year: 2010
Genre: Comedy/Drama
Gender: Masculine (Lírio)
Ethnicity: White
Media Category: Newspaper Job
Title: Photojournalist
Description: Minor: Negative

Type: Movies Made for Television and Miniseries
Year: 2010
Genre: Comedy/Drama
Gender: Masculine (Tom)
Ethnicity: White
Media Category: Newspaper Job
Title: Critic
Description: Minor: Negative

Fina Estampa (2011)



Marcela Coutinho* is the dishonest journalist who has unethical attitudes to get a scoop. He spends time working as a correspondent in France and returns to Brazil. He gets the job of a special reporter at *Diário de Notícias* after doing a story about the wife of a famous wrestler.

He does anything for a scoop, pretends to sympathize with the situation for the person to vent, and for him to record everything on a tape recorder. The journalist investigates the past of the character, Tereza, a rich woman and discovers a big secret. Marcela threatens Tereza Christina* and takes her in the chest.

Type: Movies Made for Television and Miniseries

Year: 2011

Genre: Drama/Comedy

Gender: Female

Ethnicity: White

Media Category: Undefined

Title: Reporter

Description Major: Negative

Insensato Coração (2011)



Kléber Damasceno* supporting character, a reporter for a major newspaper, is a political journalist, which investigates economic crimes and denounces corruption. He worked for years in the economics and politics section, as a newspaper reporter, investigating economic crimes and denouncing corruption. He is competent, and fair, but loses his temper easily. He takes problems personally and often fights for no reason. He has prejudiced, sexist, and homophobic behaviors. The journalist refuses to cover a story on fashion economics so as not to get out of his focus and says that this is for "the girls". The newspaper is going through the transition from print to digital, Kleber does not accept the decisions of his boss, Álvaro, and publishes great stories in digital media and not for the printed newspaper, because he still believes that articles in paper have a greater impact than published news on websites.

The journalist has a drinking problem and is fired from his job after arriving at the newsroom drunk. Kléber begins to believe in the power of digital journalism and creates a blog called "Impunidade Zero", where he starts to work and write about crimes involving

Brazilian businessmen. The blog serves as a reporting channel and receives numerous visitors. Thanks to his investigations, the character Cortez is arrested and his blog is highlighted.

Type: Movies Made for Television and Miniseries

Year: 2011

Genre: Drama / Comedy

Gender: Masculine

Ethnicity: White

Media Category: Newspaper and Internet

Title: Columnist, Blogger

Description: Major: Transformative Positive

Ti-Ti-Ti (2011)



Adriano Novaes (Rafael Zulu)* is a respected journalist who writes about fashion and, later, gossip, in Moda Brasil magazine. He is a columnist for Moda Brasil magazine and maintains a blog to talk about fashion trends and the movement of this market in São Paulo. The journalist's credibility was built by the fact that he always checks the information before publishing it. Adriano is heterosexual, but he pretends to be gay to be respected recognized in the fashion market.

In some scenes, Adriano uses expressions from the English language, the journalist's credibility was built by the fact that he always checks the information before publishing it. Moda Brasil magazine existed both in the soap opera and on the internet, on an exclusive website created by Rede Globo, there was real news about national and international fashion trends and an advice column in which viewers sent letters.

Type: Movies Made for Television and Miniseries

Year: 2011

Genre: Comedy

Gender: Masculine

Ethnicity: Black

Media Category: Internet

Title: Columnist, Blogger

Description: Major: Positive

Totalmente Demais (2015)



Juliana Paes* plays Carolina Castilho, director of the magazine Totalmente Demais*. She studied Journalism, worked hard, and became the director of the magazine. She misses many opportunities when all the plots against the character Eliza* are discovered, Carolina* plotted to harm Eliza in the contest to reveal the new model who would be on the cover of the magazine, to win a bet and inherit the company. Her personality is arrogant, she uses ironies and mockery, but she is a fragile woman and disguises it. She decides to leave the magazine and start life in another neighborhood, after being unmasked in front of everyone.

Type: Movies Made for Television and Miniseries

Year: 2015

Genre: Comedy/Drama

Gender: Female

Ethnicity: Latino

Media Category: Magazine

Title: Editor, Producer:

Description Major: Transformative Positive

Império (2015)





Paulo Betti* as Téo Pereira is a columnist for a blog and publishes controversial material. Journalist Érika (Leticia Birkheuer)* is his assistant. Téo Pereira* is a cold gossip journalist who does everything for a scoop. Owner of the blog “Téo na Rede”, which feeds on sensationalist news, he spends most of his time working in his apartment with Érika. Téo is an experienced journalist who is not working in a large media outlet, he became an entrepreneur, because his news portal is his source of income.

He is a blackmailing character, who arouses the hatred of others. In a scene in which the character Cláudio Bolgari attacks Téo, the journalist provokes him, telling Cláudio that he knows his secrets, as he investigated him. Téo, in his speech, uses catchphrases known on the internet and at times uses English, Italian and French words.

Type: Movies Made for Television and Miniseries

Year: 2015

Genre: Drama, Comedy

Gender: Masculine/Female

Ethnicity: White

Media Category: Internet

Title: Columnist, Blogger

Description: Major: Negative

A Lei do Amor (2016)



Élio Battaglia Is a journalist who is not afraid to take risks in search of the news and had great confidence in himself. He will dedicate himself to investigating corruption and misuse of public money in the city of São Dimas*. He seeks to clarify his aunt's murder

and gets involved with Ana Luiza*, granddaughter of Magnolia*, his greatest enemy. He is murdered by Magnolia.

Type: Movies Made for Television and Miniseries

Year: 2016

Genre: Romance / Drama

Gender: Masculine

Ethnicity: White

Media Category: Newspaper

Title: Producer

Description: Major: Neutral

Journalism in the Film

The last section deals with the role of the journalist in Brazilian films. Some films are linked to the broadcasters of the aforementioned soap operas, sometimes because this link occurs, the journalist's profession in the films is also not very evident. The character's personal life always appears more than the profession itself. But despite having little appearance of his profession, Brazilian films approach very well the little that appears. The cut in the choice of films came from the strong and famous presence of these characters for Brazilian viewers.

O Pagador de Promessas (1962)



The film takes place in the Church of Santa Bárbara, in Salvador*, the farmer Zé do Burro*, is looking to thank the salvation of Nicolau, the animal that gave him his nickname, so he carries it across to the Salvadoran Church, thus fulfilling the promise. of the title. Zé do Burro's drama arouses the interest of the press.

Journalists are secondary characters, sensationalist professionals. To take advantage of humble people to take advantage. A reporter (unnamed) and the photographer, Carijó, are employees of Jornal da Bahia. The journalist is reprimanded by his superior for a report he did not like. The dialogue makes clear the disregard of the sensationalist vehicles for quality journalistic work. The reporter is instructed to continue to produce stories that sell and are not well-written stories.

At first, the journalist announces that Zé is a "hero" and that, soon, Brazil will know his story. The reporter gets information from Rosa, Zé's wife. And he asks a question about agrarian reform, a subject that Zé has no knowledge of, yet the reporter writes that the man is in favor of it. The reporter offers Zé support in a possible candidacy for the position of councilor, in exchange for exclusivity, not being able to give interviews to other

journalists. In one of the scenes, Marli, one of Zé's girlfriends, goes to get satisfaction with Rosa, exposing those involved to cycle with several of the photographers, they don't take long to stamp the rest of Zé do Burro on the cover of the city's newspapers.

The press turns Zé's life into a spectacle and Zé despairs when he is quoted in newspapers, radio, and television. The help that the press offered to Zédo Burro resulted in the death of the character. His body is laid on his cross and carried into the church by force by the simple people who accompanied all his suffering. And the journalist, says in the last scene makes "Manchete is a headline".

Type: Movies Made for Television and Miniseries

Year: 1962

Genre: Drama

Gender: Masculine

Ethnicity: Unspecified

Media Category: Newspaper Job

Title: Critic

Description: Major: Negative

Description: Minor: Negative

Bôca de Ouro (1962)



The journalist in this film follows a profile of sensationalism. He takes advantage of people to get information. The film starts in a newspaper office. Journalist Caveirinha is chosen to cover the death of Bôca de Ouro, the main character of the film. The journalist is surrounded by colleagues who, after the report on the end of the famous, would have a chance of winning the *Esse*, an important award for journalism.

Caveirinha* commits various evils. He humiliates, manipulates, and uses the source opportunistically and arrogantly to profit from the newspaper and receive the award, anything goes for the news. The journalist's movements take place in the newsroom, in Guigui's house, and on the streets. The journalist is shown collecting the news, generating intrigue, and invading the private space in search of an award.

Guigui*, an old girlfriend of Bôca, likes the attention that a member of the journalist. However, she tells her version of the story and, taking revenge on the boyfriend who abandoned her, makes Guigui reveal a crime committed by Bôca at the time they were still together.

Caveirinha, report everything he found to the contacts in the newsroom. And in that time, Guigui discovers that Boca was murdered and that he still feels something for him. She goes after the journalist and asks him not to divulge his story. Afraid of the consequences, Guigui tells a new story. Guigui's husband doesn't like the situation. So the journalist Caveirinha, afraid that this will interfere with the story, takes the couple on a ride in the reporting jeep.

The journalist makes use of psychology, pleasing the couple with words to get more information. Thus achieving a more tragic story. At the end of the film, the andmedia, journalists, are in the morgue to find out about what happened. Caveirinha loses exclusivity, as a radio reporter first informs about the death of Bôca de Ouro.

Type: Movies Made for Television and Miniseries

Year: 1962

Genre: Drama

Gender: Masculine

Ethnicity: Unspecified

Media Category: Newspaper Job

Title: Correspondent:

Description: Major: Negative

Description: Minor: Negative

Terra em Transe (1967)



Initially banned in Brazil, the film begins with the governor of the province of Alecrim*, in the country of Eldorado, giving up power to avoid a coup d'état. Journalist Paulo Martins, the protagonist of the plot, escapes from the governor's palace. The character is wounded and shares his story in the last moments of his life. In the course of history, we see Paulo Martins' relationship with the people. He becomes superior and violent.

Paulo, becomes a spectator, in which he sees and analyzes the situations he finds himself in, has a bad conscience of political and social problems, and only makes decisions as conscience strikes.

Martins is a character of contradictions in the society of Eldorado. Journalism is not present to a large extent in Paulo Martins' development. At one point, Martins is seen in the newsroom of a newspaper in Eldorado. The journalist no longer shows interest in the

environment, in which he spent a lot of time. However, at a certain point, convinced by his political allies, Martins made a story in the form of a newsreel, exposing the character and questionable attitudes of the former protector.

Type: Movies Made for Television and Miniseries

Year: 1967

Genre: Drama

Gender: Masculine

Ethnicity: White

Media Category: Newspaper Job

Title: Commentator

Description: Major: Negative

Description: Minor: Negative

O Bandido da Luz Vermelha (1968)



A fictional film about the life of Bandido da Luz Vermelha, a criminal who terrorized the city of São Paulo in the late 60s. The crimes attract the attention of the police and course the press. Journalism is represented in two ways in the film. The newspaper reporters who investigate the *Bandido's* performance and the work carried out by the police and the television presenters whose work in the studio is shown sometimes. And the other way, the voices of two announcers who, in a style close to that of police radio programs, provide commentary on the story. There is sensationalism, a journalistic production with exaggerations.

Type: Movies Made for Television and Miniseries

Year: 1968

Genre: Crime-Mystery

Gender: Masculine

Ethnicity: Unspecified
Media Category: Television and Radio
Title: Reporter, Correspondent
Description: Major: Neutral
Description: Minor: Neutral

Lúcio Flávio - Passageiro da Agonia (1976)



A film about the life of a famous criminal, journalist, and police reporter José Loureiro, gains fame writing books based on police cases. Print and radio journalists share space and headlines with television professionals. The television journalist, without a name in the plot, attracts more attention, with the anchor and the reporter providing the most recent information on the events of Lúcio Flávio's life. In one of the scenes, when Lúcio Flávio* is arrested, the reporter interviews the bandit's wife, Janice.

At the scene of the press conference, after being arrested for a robbery he had not committed, Lúcio Flávio meets several journalists, who ask him several mediocre questions. When faced with the truth, journalists are silent. In certain moments of melodrama, the spectator feels sympathy for Lúcio. The journalist characters serve to spread the truth about the 'criminal-hero'.

Type: Movies Made for Television and Miniseries
Year: 1976
Genre: Crime-Mystery
Gender: Masculine
Ethnicity: Unspecified
Media Category: Television and Radio
Title: Reporter, Correspondent
Description: Major: Negative
Description: Minor: Negative

Um Céu de Estrelas (1996)



Um Céu de Estrelas, from 1996, directed by Tata Amaral*, portrays the police and the press surrounding the place after a man kept his girlfriend trapped at home. Dalva (Allelyona Cavalli)* receives her ex-boyfriend Vítor (Paulo Vespucci)* at home, to say that she won a hairstyle contest and is on a trip to Miami*, USA. The melodrama is manifested when there is a confrontation between Vítor and Dalva's mother, where the mother dies, and in television coverage, when television journalism invades the private space.

The situation is controlled with the interference of telejournalism and the police. The journalist covers the event, interviews the lieutenant for the police action, a neighbor who claims to be a kidnapping, and the public watches the events. There is an intention to narrate the facts, but how to inform without having information? Would television journalism be to blame for the tragedy? Characteristic of sensationalist journalism, in which the live fact is first speculated and then the real situation is reported.

Type: Movies Made for Television and Miniseries

Year: 1996

Genre: Drama

Gender: Masculine and Female

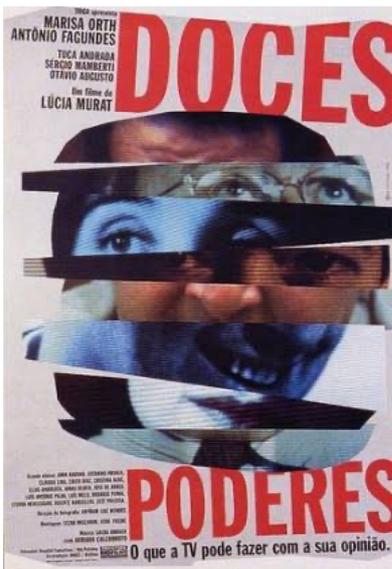
Ethnicity: Unspecified

Media Category: Television

Title: Commentator, Host

Description: Minor: Negative

Doces Poderes (1996)



Doces Poderes, directed by Lúcia Murat*, in 1996 has as its protagonist Bia, a television journalist who dialogues with Bob, a journalist who is moving to political marketing. It tells the story of a love triangle involving a newspaper director, a writer, and a political campaign manager, which takes place during the elections in Brazil. The film is presented in a didactic way, with some melodramatic moments.

The journalist Bia, is a professional of the press and puts herself on a solitary crusade against the political interests of the station in which she works. The film shows the television journalist involved at the center of the clash between media, press, and politics. Bia, a journalist of integrity, wants to provide impartial and informative coverage.

Alex is Bia's chief editor and right-hand man at first. The character demonstrates not having a defined party. Guilherme, help Bia at work. One of his jobs is to cut out a political debate to favor a candidate. Bia doesn't like the idea because it goes against ethics. Bia is the only professional with integrity and impartiality. In front of a broadcaster that it makes indiscriminate use of its media power to achieve its political goals. The journalist is surrendered in a war in which advertising and marketing win over journalism

Type: Movies Made for Television and Miniseries

Year: 1996

Genre: Drama

Gender: Female (Bia)

Ethnicity: White

Media Category: Newspaper Job

Title: Reporter, Correspondent
Description: Major: Positive

Cidade de Deus (2002)

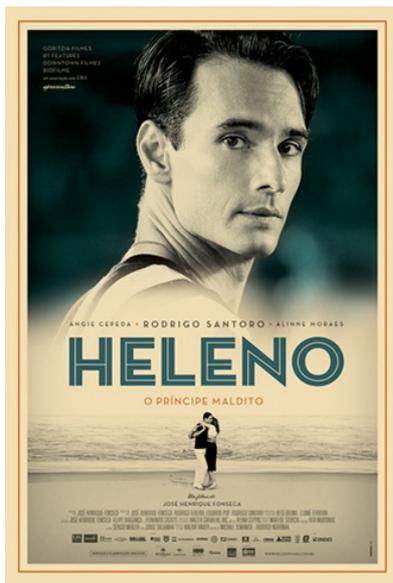


The film portrays the story of Buscapé, a poor, black young man with no opportunities living in Cidade de Deus, one of the most dangerous places in Brazil. As the narrator, Buscapé presents several characters and stories from his point of view. Even with the difficulties and fighting the pressure to become a bandit, Buscapé finds in photojournalism the opportunity to have a different future from his neighbors and escape violence. In the film, he shows how the press and the police treat favela residents. The first contact Buscapé has with a journalist is watching a photographer take explicit photos of a fallen body.

The sensationalist is the only one interested in reporting the suffering of the people of the favela*. In the film, the journalist's image is linked to tragedies, when something happens in the favela. And apparently, it's linked to the police. When a journalist appears, so do the police and vice versa. However, the figure of the journalist has a transforming role in Buscapé's life, who dreams of working in the profession. He photographs the reality of the place, to change the image of where he lives. The character follows a journalist profile. Buscapé uses a camera given to him by a criminal Buscapé is the journalist who tries to bring to the world the reality in which he lives, but which the rest of the world ignores and pretends not to see. He selects what information will come out of the favela, and chooses the least compromising photo to put on the front page of the newspaper.

Type: Movies Made for Television and Miniseries
Year: 2002
Genre: Drama
Gender: Masculine
Ethnicity: Black
Media Category: Photography
Title: Photojournalist
Description: Major: Transformative Positive

Heleno – O Príncipe Maldito (2012)



'Heleno, o Príncipe Maldito', a film released in 2012 by director José Henrique Fonseca* and starring Rodrigo Santoro*, is a biography of football player Heleno de Freitas*, from the 1940s. The film shows the moments of glory and decadence of a great Brazilian player. In the course of history, records of sports journalists opine on Heleno's games. The vehicles are printed newspapers, radio, magazines, and cinema. The printed newspapers feature more references, with 20 film appearances. There are scenes of sports journalists working.

In one, the broadcaster waits for the players outside the locker room and insists on interviewing them, however, no player pays attention. In another scene, there is an interview with Heleno in the Rádio Nacional studio*, the first interview of a football player on Brazilian radio, according to the announcer's voice. In another moment, an interview with Heleno, in which the presenter, well dressed, in a suit and tie, maintains a formal behavior, without showing intimacy.

Type: Movies Made for Television and Miniseries

Year: 2012

Genre: True Story-Biography-Documentary

Gender: Masculine

Ethnicity: Unspecified

Media Category: Newspaper Job

Title: Sports Journalism

Description: Minor: Neutral

Aquarius (2016)



Aquarius is a thriller movie. Clara*, the main character, is a 65-year-old, a retired music journalist, mother of three adults, widow, and writer. A character who uses music as a way of understanding the world and reconnecting with the past. The last resident of an old three-story building, the Aquarius building, a building in Recife-Pernambuco*. Diego Bonfim* wants to finish the building to build a high-end skyscraper, and his arrival is not announced which then generates a conflict with Clara. The offer is around 2 million reais, but Clara continues to decide not to move. Clara faces the people who want to take her away from Aquarius at any cost. The film mixes between past and present, with dialogues such as Clara's interview with a young journalist about the use of streaming and vinyl platforms, And Clara's meeting with a journalist friend, in a building where the old cinema used to be.

Type: Movies Made for Television and Miniseries

Year: 2016

Genre: Drama/Mystery

Gender: Female

Ethnicity: White

Media Category: Undefined

Title: Miscellaneous

Description Minor: Neutral

Introduction

This is the first study of the image of Brazilian television and film journalists. It analyzes 56 programs, both from pay channels and open TV. It also includes a list of all programs by job title and one of programs by year. TV Globo, which is open TV, has a record audience and most of the programs listed are from this station. A professor who has studied media messages points out that "people tend to consume a culture that conforms to their own attitudes, values and behaviors".

The news are usually formed by teams of men and women, in soap operas and movies usually have only one journalist character. Who can follow different areas magazine and newspaper journalists, bloggers, TV and radio presenters. For some reason, many characters follow an anti-ethical idol, perhaps for this reason many believe that journalism works more on sensationalism.

The general objective of the work is to highlight the main addressing strategies of each program and how each one works with the premises of journalism. We seek to understand how these thematic journalism programs, films, soap operas and programs were related to the audience and how they were registered as communicative practices.

Some of the programs mentioned in the present research are considered as "thematic newspapers", as both assume common characteristics of TV news, "generic" brands that are culturally recognized in a news program, such as the provision of service, the approach to themes of public interest, the production and broadcasting of daily news, the use of live, the way they approach the facts, the way they articulate the television language used in the presentation of the news, the use of reporters, the programming in the exhibition grid, the actuality and frequency of their content, among other socially recognized brands. The fact that they were classified as thematic is also due to the predominance of daily news that addressed world affairs and even those related to the world of crime.

However, the movies, soap operas and programs mentioned will present how the role of the journalist is portrayed to the audience that is watching. Through these programs, we will be able to analyze the role of journalism in Brazilian entertainment.

Literature Review

As a theoretical foundation, there was a previous study of the image of the journalist in Brazil, based on an exploratory and investigative bibliographic study, through articles, newspapers, magazines, synopses and comments from viewers. However, it was necessary to watch some of the programs mentioned to get more information, on the Netflix, Youtube and Globoplay platforms.

The Image of the Journalist in Popular Culture Project's online IJPC Database was also important in the search for certain information. The search engines provided the information for each program, informing the plot and making it easy to determine genre, type, media category and description.

The representations of the journalist in Brazilian film and television, have been studied by different researchers who seek, through methodologies of film analysis, or by testing impressionists together elements that contribute to the understanding of the ethos of the profession. The work proposes a method of analysis of films, programs, news and soap

operas of Brazilian television, with the same purpose for the study of the representations of the journalist in cinematographic works, with the peculiarity of using the so-called trajectory of the hero. We seek to understand how the relationship between these thematic police journalism programs and the audience was established and how these vehicles were registered as communicative practices.

The research turned, fundamentally, to the articulation of communicational, social, and ideological analyzes of the television texts of each program with the concepts of a television genre, the way of addressing, and the model of promise. These theoretical-methodological references allowed the development of analyses that highlighted journalistic programs' production processes and what strategies they used to reach an audience, based on the articulation of television texts with historical, social, and cultural transformations.

Find and review 56 news programs for more information on this study. Through blogs, netflix, globoplay* and official channels of Rede Globo, SBT, TV Record, the specific search of the programs. Most of the programs were or are shown by Rede Globo, the largest broadcaster in Brazil.

Many articles, stories, synopses came from newspapers, magazines, and Internet publications dealing with journalism.

Methodology

The methodology used was exploratory and descriptive research. The first part was to research the soap operas and films in which the role of journalism was applied in some way. Therefore, a research of journalist characters was carried out and, in sequence, a search for the plot in the respective soap operas and films, to find out how the character was developed in the plot.

Each film is categorized by decade, genre, genre, ethnicity, media category, title, and description. These results have been verified multiple times to confirm accuracy and consensus. A journalist is defined as anyone who performs the role of a journalist: collecting and disseminating news, information and commentary, regardless of medium. Some shows have found it difficult to determine whether a character's image is positive, neutral, or negative. Often, a central character will combine in two attributes.

However, any researcher can examine the appendices, check the coding of each program, read the reviews, watch and determine if the description should be revised. We divided the characters identified as journalists into major and minor categories.

The choice of 56 programs that portray journalism, old programs, those that lasted a short time on television, current programs and some that are successful in the country.

Each show is categorized by decade, gender, gender, ethnicity, media category, title, and description. These results were checked and rechecked to confirm accuracy and consensus.

A journalist is defined as any person who performs the role of a journalist: collecting and disseminating news, information and commentary, regardless of medium.

The most difficult category to determine was whether a character's image is positive or negative. Often, a central character combines positive and negative attributes. Obviously, some of these decisions are debatable even after hours of debate. This is a

subjective category. However, any researcher can examine each appendix, check the coding of each film, read the comprehensive reviews, view the film, and determine whether the description should be revised.

We divided the characters identified as journalists into major and minor categories. A journalist is defined as any person who performs the role of a journalist: collecting and disseminating news, information and commentary, regardless of medium.

Results and Discussion

The following 10 tables and graphs summarize the results by decade, genre, gender, ethnicity, media category, job title, and descriptions of the journalist's professional and personality traits.

Table 1: Decade

A breakdown by years appears in Table 1. A total of 56 programs were documented, 4 of them aired in 2010.

Years	Programs
1941	1
1962	2
1967	1
1968	1
1969	1
1971	1
1973	3
1976	1
1977	1
1979	1

1980	1
1985	1
1986	1
1988	1
1991	2
1996	3
1999	2
2000	1
2001	2
2002	2
2003	1
2004	2
2006	1
2007	2
2008	3
2009	1

2010	4
2011	3
2012	2
2015	2
2016	2
2017	2
2020	2

Total 56

Table 2: Genre

The shows were separated into generally accepted genres to see how the journalist's image was treated in action, adventure, animation, drama, comedy, crime-mystery-thriller, romance, satire/parody, science fiction/horror, sitcom, sports, true history-biography-documentary

Soap operas usually follow a drama and comedy line.

Note that in many movies and novels, 2 genres may be included. The plot may involve drama and comedy, for example

Considering the programs that have 2 types of genres, the types were placed in the percentage, totaling 69.

Many fit into just two genres, such as the soap opera that fits as comedy and drama, for example, the most expressed genre is told. We can understand more about this in the table below:

Action-Adventure	Drama	Comedy	Crime/ Mystery/ Thriller	Romance	True Story/ Biography/ Documentary	Total
1	23	12	5	4	24	69 programs

1,4%	33,3%	17,4%	7,2%	5,8%	34,8%	100%
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Points scored

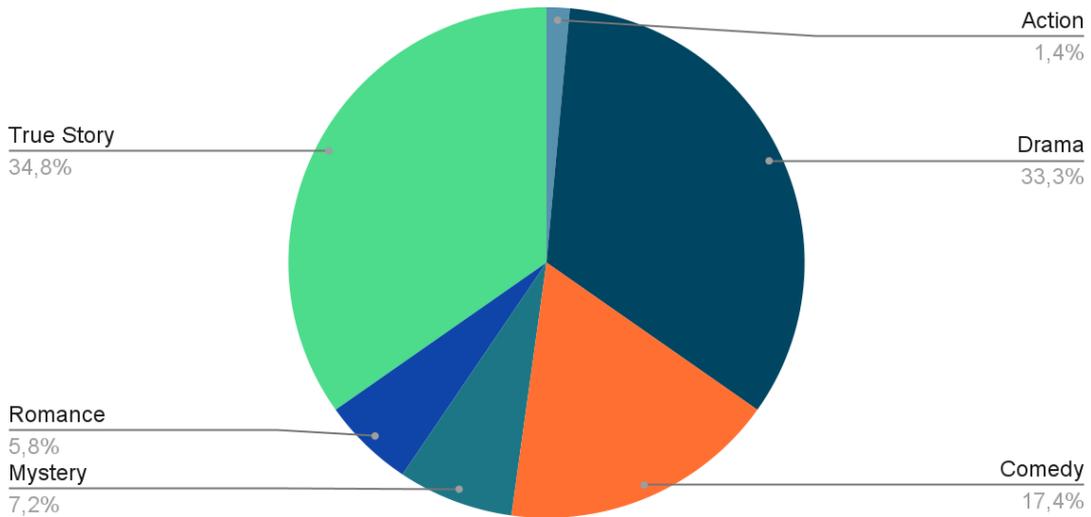


Table 3: Gender

Journalists featured in films and television programs are mostly men. Although there were more male journalist characters in general, the women they also appear with important roles.

Women journalists are seen as strong in their careers. Journalists show dedication to the profession, and will do almost anything to get the story. Program journalists display courage and determination.

In the news there is usually a group of reporters and editors, only in some specific programs, shorter programs, which is only one reporter/editor as in the case of 'Conversa com Pedro Bial' and 'Encontro com Fatima Bernades'

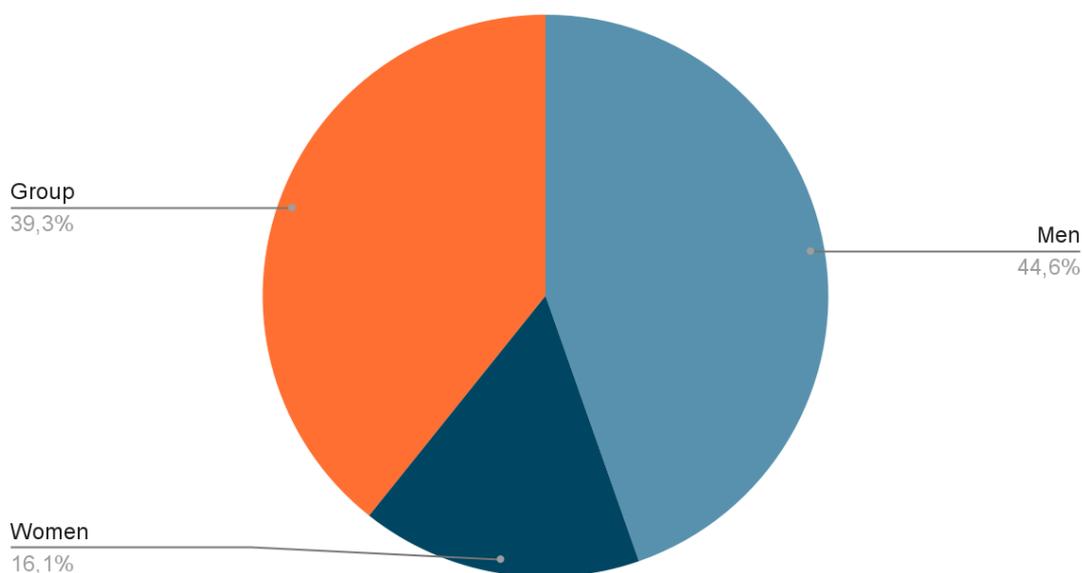
In movies and soap operas, most journalist characters are men. Apart from the group, the male journalist has more roles with 25 characters, the women journalist has 9.

Journalists featured in films and television programs in Brazil are predominantly male, with 44.6%, followed by a team of journalists with men and women, 39.3%. Despite the man being seen exercising more the role of journalism, in many soap operas and films women took prominent roles representing positively the career.

Of the 18 male journalists, 9 have a positive image and of 7 female journalists, 5 have a positive image, that is, the proportion shows that female journalists generally show a better image in films and soap operas. Women journalists appeared as reporters, editors, producers, presenters.

Men	Women	Group	Total
25	9	22	56
44,6%	16,1%	39,3%	100%

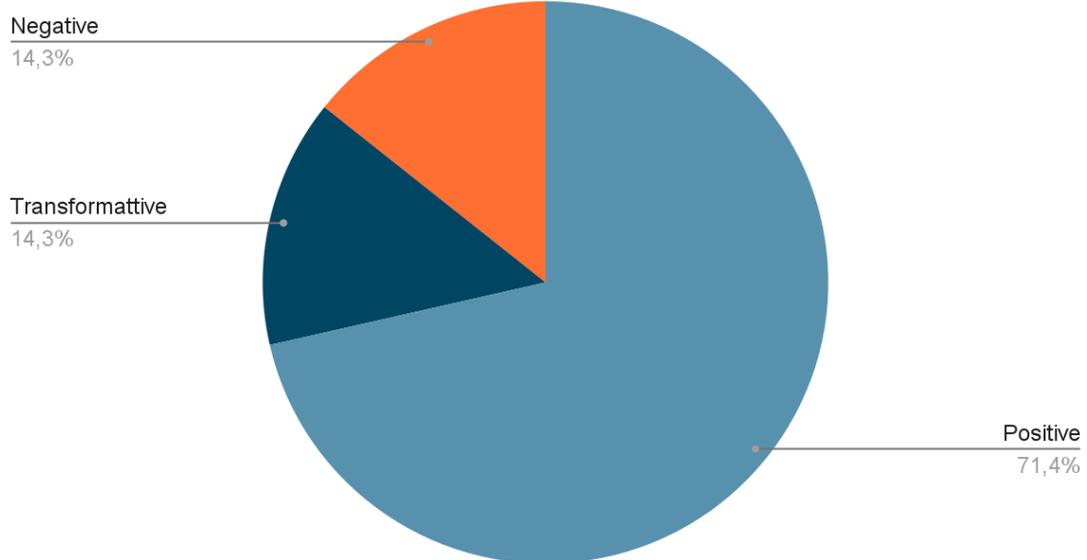
Points scored



Genre	Very	Positive	Transfo	Transfo	Negative	Very	Neutr	Tota
	Positive		r-mattive	r-mattive		Negativ		
			Positive	Negativ				
Men	0	9	2	0	4	1	2	18
Wome n	0	5	1	0	1	0	0	7
Group	4	10	0	0	4		10	28

Female Major Characters by Gender:

Points scored



Male Major Characters by Gender:

Points scored

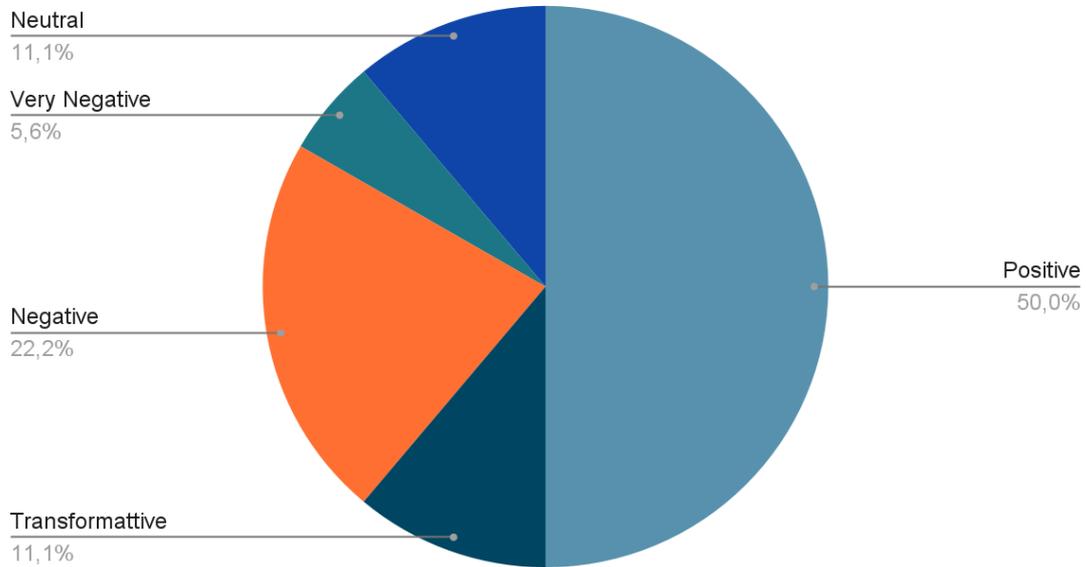


Table 4: Ethnicity-race

Brazilians are considered Latinos, so it can be said that in all programs ethnicity fits Latina. Seen by Brazil, some characters are considered 'white' and others 'black'. It can be concluded that blacks were more prominent on television in the 21st century. People of color were ignored by the media throughout the 20th century and this reality was mirrored in movie after movie and TV show after TV show. While blacks and other people of color are making gradual inroads, progress has been painfully slow. In the news, considering having a group of journalists of different ethnicities, we will consider as Latinos.

Whites and Latinos are the majority of journalists portrayed in Brazilian soap operas and films, with 42.9% and 39.3% respectively. While black journalists make up only 7.1% on screen.

Other people of people were not identified, 10,7,7 percent were not considered programs, which means they were not identified as multicultural or unidentified as white or by considering the expert group in the specified of news

Black journalists have stood out more in this century, when looking at the old programs, they did not have different ethnicities. While blacks and other people of color are making gradual inroads, progress has been slow.

White	Black	Hispanic/Latino	American Indian/Alaskan Native	Asian	Native Hawaiian/Pacific Islander	Not specified	Total
24	4	22	0	0	0	6	56
42,9%	7,1%	39,3%	0%	0%	0%	10,7%	100%

Points scored

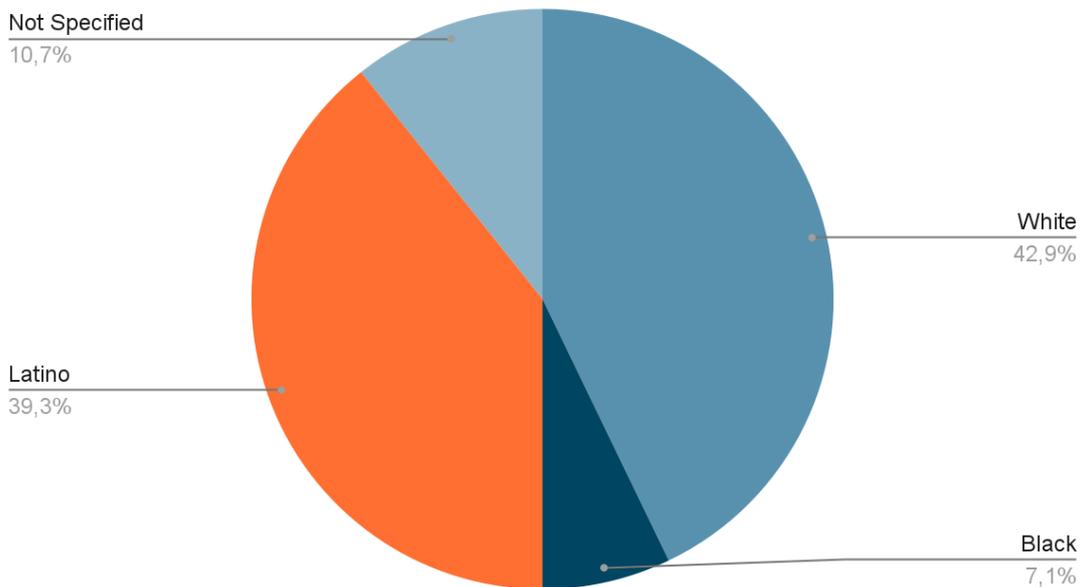


Table 5: Media Category

Many characters are included in televised newspapers. They are shown in the categories of producers-anchors-TV presenters they also play important roles in Brazilian television.

There are several specific positions. Reporters and editors are often the most publicly recognized journalists. Most of the programs cited are television news.

In *Insensato Coração*, the journalist Kleber initially works in newspapers and then goes on to work on the Internet, producing material for a blog, with this being counted two categories

In *“Terra em Transe”* and *Lúcio Flávio Passageiro da Agonia*, they have two categories of media: television and radio, the two ways they used to convey information.

In other words, when the program uses more than one information vehicle, all are contacted in the table.

Newspaper	Television	Magazine	Radio/ Podcast	Internet/ Blogger	Documentary	Fotography	Undefined
15	29	4	4	3	0	1	2
25,9 %	50%	6,9%	6,9%	5,2%	0%	1,72%	3,4%
Total							58
							100%

Points scored

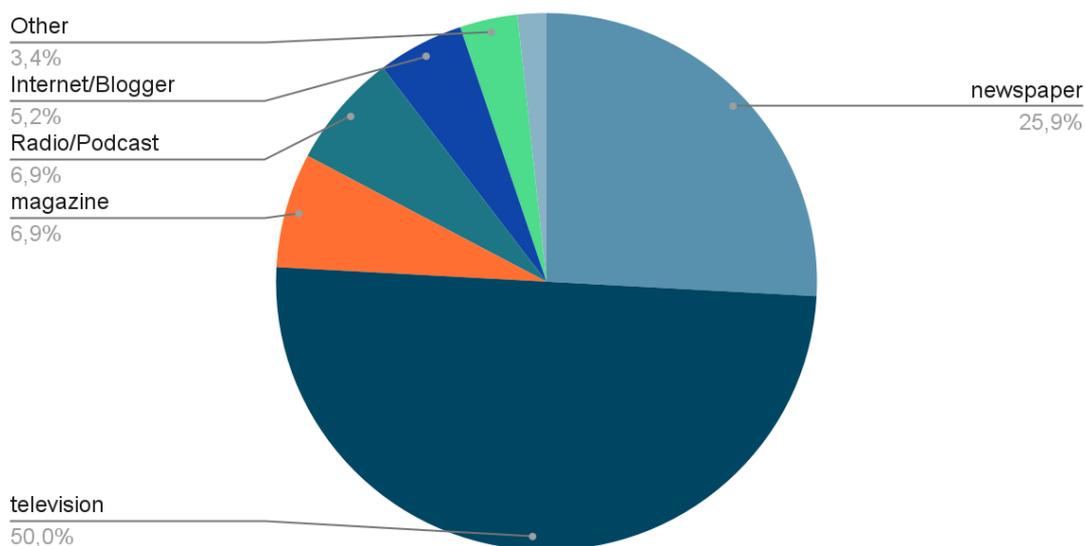


Table 6: Job Title

There are 10 specific roles, as reporters and their editors are often the most publicly recognized journalism professionals. Reporters most of the journalists portrayed (42.9%), significantly the best represented work. The Anchors rank second, accounting for 32.9% of journalists on the programs. Photojournalists (5.7%), blogger (4.3%), critic (2.9%)

In the soap opera Paraíso, there are 2 characters, Alfredo fits in the position of podcaster and Otávio, as a journalism student. In television news, the group of journalists continue in the positions of anchor, reporter and in some cases as editor.

In the soap opera A Vida Alheia, the group of 5 journalists have different positions, each position is counted in the table below.

Anchor-Host-Commentator	Columnist-Blogger	Critic	Reporter	Editor-Producer	Photojournalist/News camcorder	Student	Sports journalist
23	3	2	30	2	4	1	1
32,9%	4,3%	2,9%	42,9%	2,9%	5,7%	1,26%	1,26%

Radio/Podcaster	Several	Unidentified news team	Total
1	3	0	79
1,4%	4,3%	0%	100%

Points scored

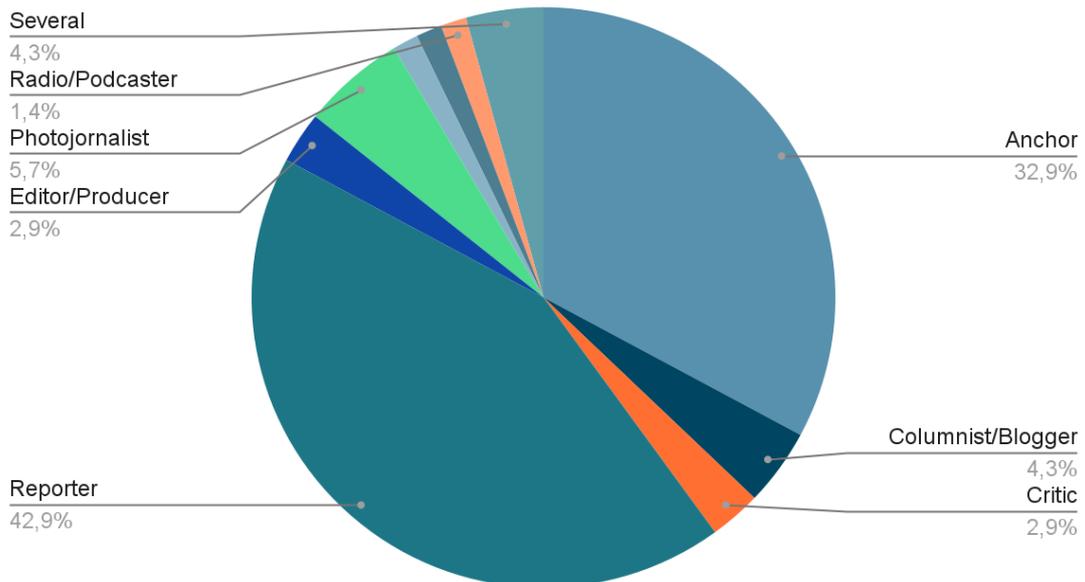


Table 7: Descriptions of Major and Minor Characters

It is common for the journalist character to have a positive or neutral image, in some soap operas and films the journalist is already treated in a sensationalist way, which leaves a negative image. In the works, the journalist becomes a villain when he tries to harm another character through lying stories.

News programs are generally positive, about 45% approve of journalists in this mode. In films and soap operas, the journalist portrays a negative image, presenting 16.7%. Only 8.3% are classified as very positive and a transformative positive image, when the journalist starts in a bad way and improves at the end of the program. Characters that have no definable traits and are listed as neutral make up about 23.3%.

Very positive	Positive	Positive transformattive	Negative Transformattive	Negative -ve	Very negative	Neutral	Total
5	27	3	0	10	1	14	60
8,3%	45%	5%	0%	16,7%	1,7%	23,3%	100%

Points scored

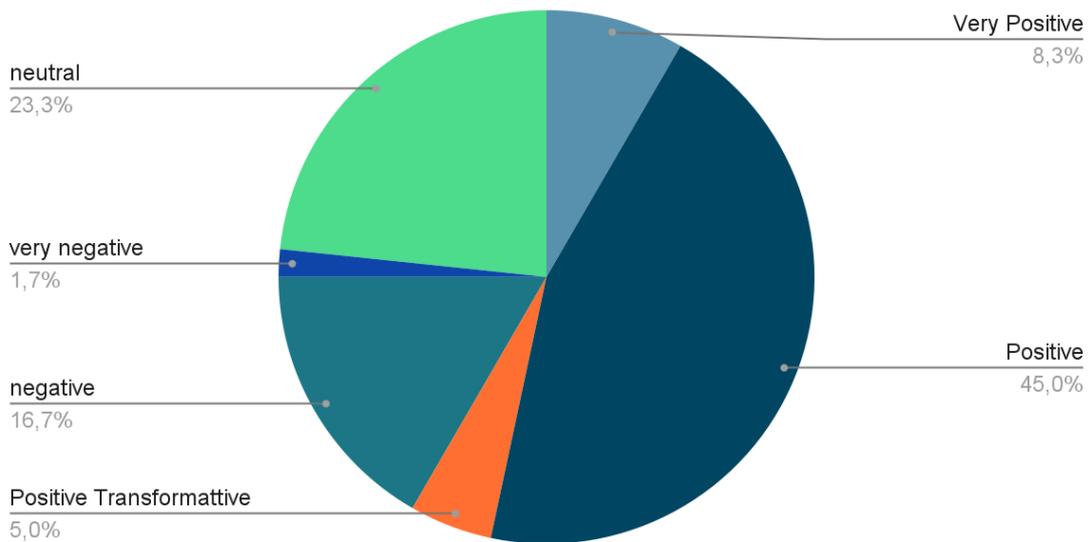


Table 8: Major Characters by Description

It is common in the news for journalists to convey a positive or neutral image. In some soap operas and films, the journalists can have a negative image, for working with

sensationalism. Most journalists are mostly positive, trying their best to inform the public and expose the bad guys.

Consider major as the main, important journalist in the plot. In the news, it's the journalists who stay on the bench, talking about the latest news

In soap operas and films, it is when the journalist has a valuable role, in which he is important for the plot to happen. As we can identify in the table below:

Very positive	Positive	Positive Transformative	Negative Transformative	Negative	Very negative	Neutral	Total
5	23	3	0	8	1	10	50
10%	46%	6%	0%	16%	2%	20%	100%

Points scored

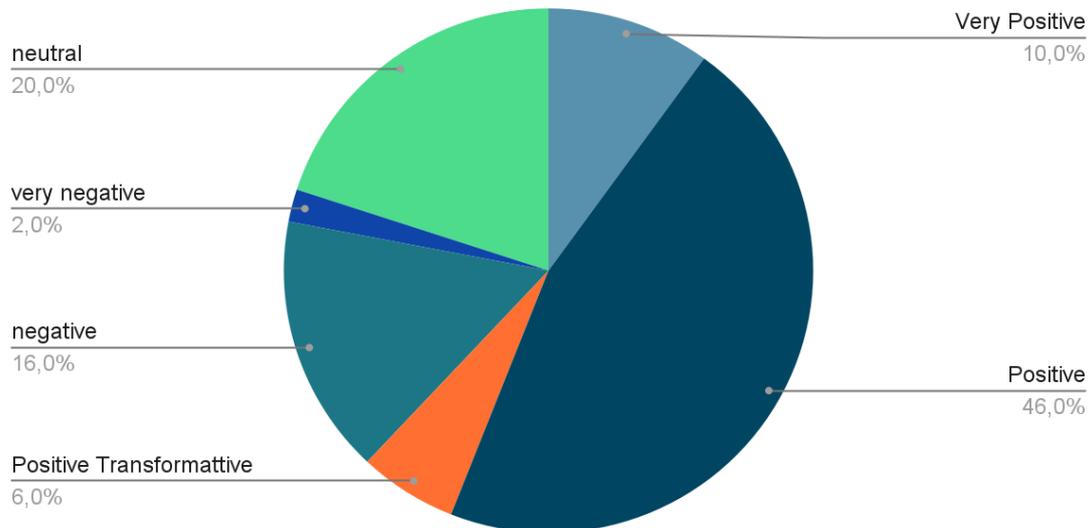


Table 9: Minor Characters by Description

As we can see in the table below, minor journalist characters have also been portrayed positively or neutrally.

Regard minor journalist who doesn't appear as much, small role in the plot and groups behind the main journalist (major). In the table, journalists with a small role in the plot, few scenes or a group of journalists who stay behind the scenes to assist journalist major in the news.

In the news, this group of journalists who stay behind the scenes work in the investigation and editing of the report, so that the main journalist can present, usually their characteristics are positive, with the construction of direct material that is easy to understand for the public.

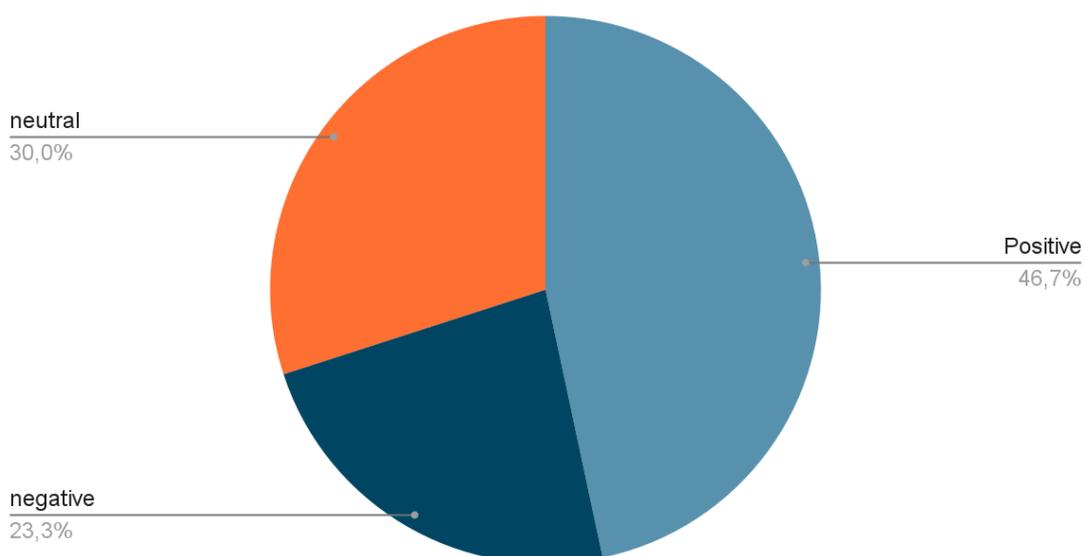
In soap operas and films, minor journalists are usually those who go in search of a scoop, going beyond ethical limits to get a scoop.

While minor journalist characters were also portrayed quite positively, there were negative portrayals when it came to minor characters, particularly when they work unethically creating sensationalist stories for tabloid publications. Even so, minor journalists total 30, those with a negative image total 23.33%.

About 30% were portrayed as neutral, meaning they were simply doing their job without fanfare or recognition, appearing at press conferences or other group news events, or simply filling an essay. While there are negative portrayals of journalists on the shows, they are often not the main characters. As with most popular culture, paparazzi and tabloid reporters often provide the worst images of the journalist from this bias.

Very positive	Positive	Positive Transformative	Negative Transformative	Negative	Very negative	Neutral	Total
0	14	0%	0	7	0	9	30
0%	46,66%	0%	0%	23,33%	0%	30%	100%

Points scored



Conclusion

We can conclude that although there were some surprises in this first analysis of the image of the journalist in Brazilian television and cinema, a good part of the journalists become positive that this audience to gather news and information friendly to their point of view.

However, a larger portion of the main characters are strong and generally pleasant. White skinned journalists make up the majority of journalists portrayed, black characters appear little, regardless of ethnicity, they act the same way, showing professionalism. Journalists often work for traditional media, they also write blogs and often stories for magazines, newspapers and the internet. Most journalists are positive, many show great courage and convey true information.

We can conclude that although there are negative portrayals of journalists in films and soap operas, they are not usually the main characters. Through the analyzes carried out, we can also say that these secondary characters are mostly men and of white ethnicity. As in most popular culture, paparazzi and tabloid reporters often provide the worst images of the journalist.

What is now needed is research to discover if these positive images of the journalist have any effect on an audience trained to believe that the mainstream newsgatherers of the country create “fake news” and are not to be trusted.

Endnotes

*thematic newspapers: Newspapers have generic content, as they publish news and opinions that cover the most diverse social interests. They report specialized content in economics, business, entertainment, and sports, among others...

*Rede Globo: 57 years on television, it is the second largest commercial television network in the world

*SBT: Sistema Brasileiro de Televisão (SBT) is a Brazilian open commercial television network founded in August 1981 by businessman Silvio Santos

*Band: Aired on May 13, 1967. It is the fourth largest television network in the country in terms of audience and revenue.

*RedeTV: RedeTV coverage! has five own stations and is the 5th largest TV network in Brazil.

*Cid Moreira: Cid Moreira, is a Brazilian journalist, announcer, and presenter active since 1947. Cid is famous for his grave and singular voice, which imposes the sensation of an echo on the spectators.

*Sérgio Chapellin: is a former journalist, former reporter, former announcer, and former Brazilian television presenter. In September 2019, after almost fifty years at Globo, the journalist decided to retire.

*William Bonner: is a Brazilian journalist, publicist, and TV news presenter. He is editor-in-chief and presenter of Jornal Nacional, on TV Globo.

*Lilian Witte Fibe: started her television career at Rede Bandeirantes, as an economic commentator

*Fátima Bernardes: is a Brazilian journalist and presenter associated with Rede Globo. She began her career at the station in 1987 as a reporter and became nationally known in 1989 as a presenter at Jornal da Globo.

*Bonifácio de Oliveira: is a Brazilian publicist, entrepreneur and television director.

*Rodrigo Bocardi: is a Brazilian journalist and presenter.

*Glória Vanique: Journalist She started her career in the 1990s, working on radio and TV.

*São Paulo: the financial center of Brazil is among the most populous cities in the world

*WhatsApp: is a cross-platform instant messaging and voice calling app for smartphones. In addition to text messages, users can send images, videos, and PDF documents and make free calls via an internet connection.

*hashtags: is a term associated with subjects or discussions that you want to index on social networks, inserting the hash sign (#) before the word, phrase, or expression.

*Twitter: is a social network and microblogging service, which allows users to send and receive personal updates from other contacts

*Veja magazine: Brazilian weekly distribution magazine published by Editora Abril on Wednesdays. the magazine deals with varied themes of national and global scope. Among the frequently discussed topics are political, economic, and cultural issues.

*Carlos Nascimento: is a Brazilian journalist, known for covering events that mark the history of Brazil and the world, such as the terrorist attacks of September 11, 2001, has been the presenter of TV Globo's broadcast for long hours.

*Tancredo Neves: Tancredo Neves was a Brazilian lawyer, businessman, and politician who consolidated his political trajectory during the Fourth Republic

*Diretas – Já: a popular political movement that aimed to resume direct elections for the post of President of the Republic in Brazil, during the Brazilian military dictatorship

*Conta Corrente: daily economics news that presents the financial market in the world, and highlights the impacts of the economy on the viewer's pocket. Experts and experts in top news, talk about economics and new businesses, comment on the markets, and support economics, finance, pensions, and investments, among other subjects.

*(Notícias Globo) 33 programs: Almanac; File N; Cities and Solutions; Dossier Globo News; In quotes; Open Space Science and Technology; Open Space Literature; Open Space Health; Facts and Versions; Globe News Document; Globo News Alexandre Garcia; Globo News Miriam Leitao; Globo News Specials; Globe News Panel; Manhattan Connection; Millennium; Mundo S/A; Around the World; soiree; Borderless; Start; via Brazil

*Ana Maria Braga: Brazilian television presenter, chef, and journalist

*Tom Veiga: Louro José was a puppet doll that mixed control of a parrot with remote technology. He was played by former coordinator Tom Veiga, responsible for his voice and manipulation until his death.

*Rede Bandeirantes: known as Band, is a Brazilian open commercial television network, belonging to Grupo Bandeirantes. Aired on May 13, 1967

*Sistema Verdes Mares: a Brazilian media conglomerate. Its headquarters are in the city of Fortaleza. Its superintendent and entrepreneur are Edson Queiroz Neto. It has television and radio networks and internet sites.

*Ceará: northeastern Brazilian state

*TV Brasil: is the public television network of the Brazilian Executive Branch. It belongs to Empresa Brasil de Comunicação, the country's government media conglomerate.

*Executive: power of the government of the state of a country, it has an executive that administers the public interests, fulfilling the legal orders.

*Legislative: power of the State to which, following the principle of separation of powers, the legislative function is assigned.

*Judiciary: guarantees individual, collective and social rights and resolves conflicts between citizens, entities, and the State.

*Caco Barcellos: Brazilian journalist, television reporter, and writer specializing in investigative journalism, investigation, documentaries, and major reports on social and violence.

*Marcelo Tas: Journalist, communicator, educator, professor of innovation and communication, developer of educational content for companies and universities

*Rafinha Bastos: Brazilian comedian, journalist, businessman, screenwriter, actor, YouTuber, and podcaster. He is one of the forerunners of the stand-up comedy movement in Brazil.

*Marco Luque: former football player, actor, voice actor, comedian, announcer, and former presenter of Brazilian television. Known for his characters, performances in the theater, and for the presentation on the stand of the humorous CQC

*Danilo Gentili: comedian, presenter, writer, Brazilian cartoonist, reporter, publicist, actor, and entrepreneur. Gentili is recognized as one of the forerunners and creators of the stand-up comedy movement in Brazil.

*Rafael Cortez: Brazilian comedian, presenter, singer, and YouTuber. He has a degree in Journalism. He made his television debut as a reporter and later host of the show CQC

*Felipe Andreoli: Brazilian journalist, comedian, and reporter.

*Oscar Filho: Brazilian presenter, actor, reporter, comedian, and writer. In humor since 2003, he is recognized as one of the forerunners of the stand-up comedy movement in Brazil.

*Monica Iozzi: Brazilian actress and presenter

*Best humor program = transfer to cultural journalism, then criticism of the state of São Paulo

*Marcelo Tas: is a Brazilian presenter, actor, screenwriter, director, and writer

*Arapiraca: is a Brazilian municipality in the state of Alagoas, Northeast Region of the country.

*Roberto Cabrini: Brazilian television journalist, specializing in investigative journalism and international coverage. He won top national awards as an investigative reporter and covered six wars.

*LGBT: acronym that stands for Lesbian, Gay, Bisexual, and Transgender.

*Rio de Janeiro: municipality, capital of the homonymous state, located in southeastern Brazil. The largest international tourist destination in Brazil, Latin America, and the entire Southern Hemisphere, the capital of Rio de Janeiro is the best-known Brazilian city abroad

*Fátima Bernardes: Brazilian journalist and presenter associated with Rede Globo. She began her career at the station in 1987 as a reporter and became nationally known in 1989 as featured in Jornal da Globo.

*G1 in a minute: news bulletin aired by TV Globo in conjunction with the station's news portal, G1

*Pedro Bial: Brazilian television presenter, journalist, actor, writer, filmmaker, and poet. Mainly on television,

*Carlos Eduardo Dolabella: was a Brazilian actor. He had prominent work on TV between the 1970s and 1990s

*Sandra Bréa: Debuted as an actress in soap operas and comedies on Globo in the early 1970s, and achieved success as the rebel Telma in *O Bem-Amado* (1973), which placed her among the station's biggest stars.

*Bahia: northeastern Brazilian state with landscapes ranging from the tropical coast to the arid Sertão

*Fábio Assunção: a Brazilian actor and theater director, known for his work in TV Globo soap operas. He won several awards for his television performance.

*José Mayer: Brazilian actor. He began his career in 1963 in the theater

*International Emmy Award: is given by the International Academy of Television Arts & Sciences in recognition of the best television programs initially produced and aired outside the United States

*Juliana Paes: Brazilian actress. She is known for her work in TV Globo soap operas.

*Paulo Betti: Paulo Sérgio Betti is a Brazilian actor, author, and director. He already counts more than 40 plays, having directed 12 of them.

*Letícia Birkheuer: a former Brazilian model, Debuted as an actress in 2005

*São Dimas: is located neighborhood in the northern part of the Brazilian municipality of Juiz de Fora, Municipality in Minas Gerais

*Salvador: Salvador, the capital of the state of Bahia in northeastern Brazil, is known for Portuguese colonial architecture, Afro-Brazilian culture, and tropical coastline

*Tata Amaral: is a Brazilian filmmaker cited by several critics as one of the most important directors of Brazilian cinema from the 1990s

*Allelyona Cavalli: Brazilian actress and theater director

*Paulo Vespucchi: Brazilian Actor, Director, Screenwriter. He made his film debut in *A Sky of Stars*, which won him the Best Actor award at the Trieste International Film Festival, in Italy.

*Miami: an international city in the extreme southeast of Florida

*Lúcia Murat: Brazilian filmmaker and former member of the armed struggle against the military dictatorship in Brazil

*Favela: group of low-income housing poorly constructed and lacking in infrastructure

*José Henrique Fonseca: Brazilian filmmaker, director, screenwriter, producer, and actor

*Rodrigo Santoro: Brazilian actor and voice actor. He is the winner of several awards

*Heleno de Freitas: Brazilian footballer. He played as a center-forward, considered the first "problem ace" in Brazilian football.

*Recife-Pernambuco: Recife, the capital of the state of Pernambuco, in northeastern Brazil

*Globoplay: digital video and audio streaming platform on demand developed and operated by Grupo Globo. Launched on November 3, 2015, it was consecrated in 2020 with the mark of 20 million users and became a national streaming leader

White – a person having origins in any of the original peoples of Europe, the Middle East or North Africa.

Black or African-American – a person having origins in any of the Black racial groups of Africa.

Hispanic or Latino – a person who classifies him/herself as Mexican, Mexican-American, Chicano, Puerto Rican, Cuban or anyone who indicates that they are of Hispanic, Latino, Latinex or Spanish origin.

American Indian or Alaska Native – a person having origins in any of the original peoples of North and South America (including Central America) and who maintains tribal affiliation or community attachment.

Asian—a person having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent including Japanese, Chinese, Korean, Vietnamese, Cambodian, and residents of Hong Kong, Malaysia, Pakistan, the Philippine Islands, and Thailand.

Native Hawaiian or Other Pacific Islander – a person having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands.

Unspecified – Mostly groups of journalists who are not easily identified by ethnicity. Also includes journalists who do not fit specifically into ethnic categories, or were not identified as major or minor characters. This category can include mixed-race characters.

See definitions of each job title in the Introduction to the Appendices on the ijpc.org website

Anchor, Commentator, Host: a person who presents news and information on television, radio, the Internet, podcasts, or other media. A news presenter also known as newsreader, newscaster, anchorman or anchorwoman, news anchor or simply anchor. This category also includes commentator – a person who adds analysis and occasionally opinion to his or her news reports for any media, usually radio or television. Also can be a television, radio or Internet talk show host, radio announcer, meteorologist, or anyone who presents information orally or in print.

Columnist, Blogger, Podcaster: a person who writes a regular column or opinion piece for a newspaper, magazine, pamphlet, Internet site, podcast or any other medium.

Critic: a professional judge of art, drama, film, music, food, literature or any form of human activity, specializing especially in the evaluation and appreciation of literary or artistic work such as a film critic or a dance critic. Forms and expresses judgments of the merits, faults, value or truth of a matter.

Cub Reporter, Student Journalist: a person who is young and inexperienced and works in all media. An aspiring reporter who ends up in the job, a novice reporter, a trainee. Knows little about journalism. First job in journalism. An intern. Someone who works on a newspaper broadcast or multimedia project in school or as an extracurricular activity.

Editor, Producer: a person who assigns stories and edits copy for a newspaper, magazine, broadcast, Internet or other media. Usually referred to as a city editor, managing editor or editor-in-chief. This category also includes producer and executive producer – a person who controls various aspects of a news or information program for television, radio, the Internet and other media. He or she takes all the elements of a newscast or information program (video, graphics, audio) and integrates them into a cohesive show. Title includes the producer of a specific news program, a field producer, a producer in charge of news and/or information programs. If the journalist is primarily working as an editor – gathering the news, writing the stories, headlines and editorials, being the person responsible for the production and distribution of the newspaper – we use that job title (editor). If the journalist does little as an editor, but acts mostly as the owner making publishing decisions, we use that job title (publisher). The same is true for television and radio, the Internet and other media where the journalist is either actually producing the program or just in charge of the program.

Employee: a person who works in any media with a nondescript job such as editorial assistant, any newsroom employee, printer, and miscellaneous worker in composition, telegraph operator, copy boy or girl, office boy or girl, newsboy or girl, web developer, graphic designer, audio and video technician, multimedia artist, digital media expert. Also includes printer's devil, typically a young boy who is an apprentice in a printing establishment. Also includes production staff, technical staff, stage crew, staff personnel, any miscellaneous employee working in a multimedia situation.

Executive: a person in print, broadcasting or the Internet who is in charge of the news/information department. Executive in charge of news or any other information product. A management position. Newsreel supervisor. director of news in any medium. Head or director of a department in a media company.

Illustrator, Cartoonist: a person who provides decorative images to illustrate a story in a newspaper, magazine, or other media. A commercial artist-journalist. A cartoonist who creates drawings that depict a humorous situation often accompanied by a caption. Drawings representing current public figures or issues symbolically and often satirically as in a political cartoon. A caricaturist: drawing humorous or satirical cartoons. A political cartoonist.

Photojournalist: a person who creates still or moving images in order to tell a news story. Titles include photographer, documentarian, cameraman, shooter, stringer, paparazzi, newsreel shooter, and anyone else using a photographic device to make a photographic record of an event. Also includes newsreel cameramen and women, and documentary producers, writers, and directors.

Publisher, Media Owner: a person who is a successful entrepreneur or businessman who controls, through personal ownership or a dominant position, a mass media related company or enterprise. Referred to as a media proprietor, media mogul, media baron. A publisher usually specifically refers to someone who owns a newspaper or a collection of newspapers.

Reporter, Correspondent: a person who reports news or conducts interviews for newspapers, magazines, television, radio, websites, or any other organization that disseminates news, information, and opinion. Referred to as a journalist, a newspaperman or woman, newsman or woman, a writer, a sob sister, a magazine writer, a writer of non-fiction books, a freelance writer for any multimedia.

Real-Life Journalist: a person who exists in real life. Uses real name and real occupation in a fictional film or TV program. He or she is not played by an actor.

Sports Journalist: a person who writes, reports or edits sports news and features for any media. Includes writers, reporters, editors, columnists, commentators, hosts, online specialists. Includes sportscasters and correspondents.

War Correspondent, Foreign Correspondent: a correspondent is a person who contributes reports to a variety of news media from a distant, often remote, location, often covering a conflict of some sort.

Press Conference Journalists: a person who attends a news conference or press conference in which newsmakers invite journalists to hear them speak and, most often, ask questions.

Pack Journalists: a person who joins other reporters chasing after stories. They often travel in

packs, usually armed with television cameras and microphones. They cover fast-breaking news by crowding, yelling, shouting, bullying and forcing their way into breaking news events. They often show up with their lights, cameras, microphones and digital recorders as they shout out questions to the usually reluctant newsmaker in question. Pack journalism is also defined as journalism practiced by reporters in a group usually marked by uniformity of news coverage and lack of original thought or initiative. A pack of journalists can also be a group of reporters, photojournalists, war correspondents, freelance writers, even newsboys, following a story or a specific activity. Any group of journalists covering the same story at the same time.

Miscellaneous: Individual journalists unidentified in the film or TV program or any media. Usually in the background functioning as editorial and technical staff.

Press Conference Journalists: a person who attends a news conference or press conference in which newsmakers invite journalists to hear them speak and, most often, ask questions.

Unidentified News Staff: Use of the news media – newspapers, magazines, radio, television, Internet, multimedia – by some unidentified news personnel or by some monolithic news organization as a significant plot point. Examples include articles or pieces that expose scandals and wrongdoing, provide erroneous information (such as a fake death), alert principals about some important news or events.

Major Character (Major) – a major character influences the outcome of the story or event. He or she is usually a leading character played by a major actor of the time.

Minor Character (Minor) – a minor character does not play a significant role in the development of the film or TV program. He or she is usually a part of a larger group – i.e., journalists in a news conference or roaming around in packs, or those journalists who function as a part of the editorial or technical staff.

Very Positive: This is the journalist as a heroic character. This is the journalist who does the right thing, who fights everyone and anything to get the facts out to the public. He or she often exposes corruption, solves a murder, catches a thief, or saves an innocent. Everything he or she does is in the public interest. This is the

kind of image that makes the public believe that journalists are invaluable to any democracy. Journalists in a film would be evaluated as Very Positive (VP) if they have the following characteristics:

*Shows that the journalist is an unqualified hero – he or she does everything possible to get a story out to the public resulting in making the world a better place to live.

*Shows the public that journalism is an important profession that holds the public interest above all else, that without journalists representing the public interest, corporations, government, and individuals would do terrible things. It makes the viewer feel that journalists are essential to making democracy work and to give the public the kind of information it needs to make informative decisions in a democracy.

*Presents an unvarnished image of the journalist as a heroic, important member of society.

Positive: These journalists will do anything to get a story that they believe is vital to the public interest, to the public welfare. They try to do their job without hurting anyone, basically people trying to do the right thing, but often frustrated by the system. They may be flawed, they may make mistakes, they may drink too much or quit their jobs in disgust, but they always seem to end up by doing the right thing by the end of the story.

*Shows the journalist often doing wrong things in pursuing stories that are in the public interest. The good the journalist does, however, outweighs the bad.

*Shows the public that even when journalists are offensive, their jobs are important in making a democracy work.

*Presents an overall impression that the journalist is more of a hero than a villain.

Transformative Positive: a journalist who conveys a negative image throughout the film constantly doing negative things (unethical behavior, drinking heavily, stealing, wearing disguises, committing crimes to get a story), but who in the end serves the public interest and transforms into a positive image.

Transformative Negative: a journalist who conveys a positive image throughout the film, but ends up not serving the public interest and using the news media for personal, economic, or political gain.

Negative: These journalists are villains because they use the precious commodity of public confidence in the press for their own selfish ends. They use the power of the media for their own personal, political, or financial gain. They care less about the public interest than their own interests. They are interested in making more money, gaining power, doing anything to get what they want.

*Show that the journalist ignores the public interest in favor of personal, economic or financial gain, thus losing the public's respect.

*Shows the public that journalism is – more often than not – a profession that is more concerned with personal gain than serving the public interest. It makes the public suspicious of journalists and creates a bad impression of what journalism is all about.

*Presents an overall impression that the journalist is more of a villain than a hero.

Very Negative: These journalists often engage in unethical and often unlawful activities getting what they want at all costs, even committing murder or serious crimes. They are manipulative and cynical. Often, they are publishers who use their power to corrupt government or business, to take advantage of the public. They are cheaters who are only interested in what is good for them, no one else. They usually are involved with the tabloid or sensationalistic press and often make up the anonymous news media chasing after individuals without regard for their privacy or safety.

*Show that the journalist is an unqualified villain who has no redeeming value, who has no concern for basic values, who will do anything to get what he or she wants regardless of the damage caused.

*Shows the public that journalism is a profession filled with arrogant, morally bankrupt individuals who only care about themselves and not about the public or an individual. These journalists ignore the public interest completely.

*Presents a clear image of the journalist as a villain who engages in unethical and often unlawful activities including crime and murder.

Neutral: These journalists usually make up the anonymous members of the press corps and usually can be seen at press conferences taking notes or reacting to what the person is saying. They are usually nondescript characters who are simply there as journalists doing their job without offending anyone. They are often in the background and figure slightly in the plot or action of the film or television program. They are not major characters

Complete List of The Image of the Journalist in Brazilian Film and Television

1941

Repórter Esso

1962

O Pagador de Promessas

Bôca de Ouro

1967

Terra em Transe

1968

O Bandido da Luz Vermelha

1969

Jornal Nacional

1971

Jornal Hoje

1973

Fantástico

O Semideus

O Bem-Amado

1976

Lúcio Flávio - Passageiro da Agonia

1977

Bom Dia São Paulo

1979

Jornal da Globo

1980

Globo Rural

1985

Um Sonho a Mais

1986

Jornal da Cultura

1988

Vale Tudo

1991

Jornal do SBT

Aqui Agora

1996

GloboNews

Um Céu de Estrelas

Doces Poderes

1999

Linha Direta

Mais Você

2000

O Cravo e a Rosa

2001

Brasil Urgente

Band News

2002

Diário Regional

Cidade de Deus

2003

Celebridade

2004

Domingo Espetacular

Senhora do Destino

2006

Sinhá Moça

2007

Record News

Repórter Brasil

2008

Profissão Repórter

CQC

A Favorita

2009

Paraíso

2010

Conexão Repórter

A Liga

Na Forma da Lei

A Vida Alheia

2011

Ti-Ti-Ti

Fina Estampa

Insensato Coração

2012

Encontro com Fátima Bernardes

Helena – O Príncipe Maldito

2015

Império

Totalmente Demais

2016

A Lei do Amor

Aquarius

2017

Cidade Alerta

Conversa com Bial

2020

CNN

Brasil