

How cultural journalism press coverage is changing in Portugal: a study about the first decade of the XXI century

Carla Batista

FCSH / CIMJ

Abstract

This paper is part of a broader research project, centred on how the main Portuguese newspapers are covering cultural issues from 2000 to 2010. Using content analysis, we are classifying the front pages of 5 selected newspapers (*Público*, *Diário de Notícias*, *Jornal de Notícias*, *Correio da Manhã*, *Expresso*) and one newsmagazine (*Visão*), in order to find visibility strategies used by the different newspapers, ranging from quality to tabloid, regarding cultural news topics. As revenue models of traditional media come under threat, the result has been an ever-diminishing space for cultural journalism and criticism. Subjected to contemporary forms of bureaucratization and marketization fostered by ICT's, increasing time pressures and changing patterns of news consumption, cultural journalists are driven to fit the requirements of mainstream news agendas. We will present and compare the findings from 2000 and 2010, showing how cultural journalism is increasingly shaped by the creative industries paradigm. Our SPSS database indicates how cultural journalism is increasingly attracted by events and happenings fostered by cultural marketing strategies, such as music and film festivals and launchings, book releases and popular culture single events. The performative arts and the political and economic dispute over cultural resources are become invisible even in the front pages of quality newspapers, leading to a distorted public understanding of culture, as an amputated and detached field.