EVOLUTION OF CULTURE DEFINITION AND SCOPE THROUGH MEDIA COVERAGE
THE CASE OF PORTUGAL

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Paper presented at:
XII International Conference - European Culture, Universitat Internacional de Catalunya, Barcelona (24-26 October 2013)
FIRST MOTIVATION

MY PHD PROJECT

CULTURAL JOURNALISM IN A DIGITAL ENVIRONMENT: NEW PRACTICES, MODELS AND POSSIBILITIES

PROGRAM UT AUSTIN | PORTUGAL COLAB
SECOND MOTIVATION


PROPOSAL: analyse the presence of cultural themes in the front pages of four daily newspapers (Público, Diário de Notícias, Correio da Manhã and Jornal de Notícias), one weekly newspaper (Expresso) and one newsmagazine (Visão), between 2000 and 2010.
To analyse the scope of culture and cultural journalism today, we can’t use definitions from the past.

The concepts of culture and cultural journalism are organic and evolutive.
CULTURE BEGAN TO BE “CLASSIC”

A singular characteristic of intellectualized individuals, reduced to higher arts and literature, whose origin dates back to Ancient Greece.
SCOPE AND DEFINITION OF CULTURE

THEN, IT EVOLVED TO AN ANTROPOLOGICAL APPROACH

In the mid XIX century, E. B. Taylor focused on the culture of a society, rather than of an individual and ways and practices of living, rather than artistical expressions.
In twentieth century, with the emergence of mass society, two great conceptions were articulated – one emerging from Marxist thought and the other from liberals – with different views on mass culture.

Adorno and Horkheimer, from Frankfurt School, who, in their famous book "Dialectics of Enlightenment," released in 1947, created the concept of cultural industry, apocalyptic symbol of the end of separation between the spheres of high and lower art.

Cultural Studies (1950’s), born in the famous School of Birmingham, who break with the distinction between elite culture and popular culture, not restricting culture to artistic production, but including all the expressions and values of a community.
From the mid-80s, the term "culture" began to be inseparable from the cultural industries and in the late 90s, from the creative industries. Today, it is consensual to say that culture has a double meaning, as expressed in the UNESCO Universal Declaration on Cultural Diversity (2002), representing not only the artistic common manifestations, but also the broad cultural spectrum of society – its modes of being and doing.
Creative industries brought to cultural journalism agenda themes related to creativity.

Creative industries take "traditional creative talents in the areas of design, representation, production and writing, and combine them with techniques of production and distribution of media (for scale) and new interactive technologies (for personalization) to create and distribute creative content for the service sector of the new economy" (Hartley, 2004: 143).

13 sectors: architecture, arts and antiques market, performing arts, films, videos and other audiovisual productions, graphic design, publishing industry, fashion, live and recorded music; crafts (arts and crafts); advertising; educational and leisure software; broadcast through radio, television and internet; writing and publishing.
SCOPE AND DEFINITION OF CULTURE

XXI CENTURY: MULTIMEDIALITY, DIGITAL STORYTELLING...

With the possibilities given by digital tools and platforms, along with social media and “professional-amateurs” (blogs, vlogs, etc.), cultural journalism was amplified and escaped from the journalistic nest.
SCOPE AND DEFINITION OF CULTURE

THE SCOPE AND DEFINITION OF CULTURAL JOURNALISM EVOLVED ALONGSIDE WITH CULTURE.

Today, cultural journalism is linked to the cultural and creative industries, covering both classical and popular culture, using both an anthropological and consumerist vision. We believe that this definition has already been anticipated by Rivera (2003), although in another context, and that reaches its peak in the definition given by Kristensen (2010).
SCOPE AND DEFINITION OF CULTURE

“A CONTINUUM BETWEEN ART, POPULAR CULTURE, LIFESTYLE AND CONSUMPTION”

(Kristensen, 2010)
BIG TRENDS IN PORTUGAL REGARDING CULTURAL JOURNALISM IN THE LAST YEARS

IN PORTUGAL, THE EVOLUTION OF CULTURAL JOURNALISM REFLECTS THE DEFINITION AND SCOPE PROPOSED BY KRISTENSEN.

THE CULTURE MEDIA COVERAGE IN PORTUGAL IS VERY HETEROGENEUS

POPULAR VIEW

CLASSIC VIEW

URBANISTIC VIEW

LIFESTYLE AND CONSUMER VIEW

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BIG TRENDS IN PORTUGAL REGARDING CULTURAL JOURNALISM IN THE LAST YEARS

IN PORTUGAL, THE EVOLUTION OF CULTURAL JOURNALISM REFLECTS THE DEFINITION AND SCOPE PROPOSED BY KRISTENSEN.

• CULTURE IS NOT FRONTPAGE NEWS

Público- in 2010, was present in 49% of all covers
Diário de Notícias – in 2010, was present in 35% of all covers
Correio da Manhã - in 2010, was present in just 12% of all covers
Jornal de Notícias - in 2010, was present in just 29% of all covers

Even when it is frontpage news, it is headline in only 13% of the cases.

And in 35% of the cases, they are teasers of their own cultural supplements.
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• CULTURE IS NOW CONSUMER-ORIENTED

Cultural objects are presented, more than ever, as consumer goods and, on the other hand, consumer goods are sometimes transformed into cultural goods linked to a specific lifestyle. What to see, what to dress, what to eat, what to listen...
BIG TRENDS IN PORTUGAL REGARDING CULTURAL JOURNALISM IN THE LAST YEARS

• MEDIA PROJECTS ARE LOOKING FOR A NEW POSITION IN THE MARKET, REGARDING CULTURE

Some changed from a classical view of culture to a consumer and lifestyle view; others rely on online and multimedia.

• MEDIA ARE VERY DEPENDENT OF THEIR CULTURAL SUPPLEMENTS

Although some cultural supplements of reference disappeared, newspapers are still very dependent of their supplements to make a difference in culture coverage.
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• CULTURE IS NOT JUST CINEMA AND MUSIC ANYMORE

Altough cinema, music and literature are still the most covered areas, others emerged in the last ten years (specially related to creativity) and are getting more and more attention:

• design
• architecture
• fashion
• material and imaterial heritage
• creative spaces and processes
• cultural entrepreneurism
• gastronomy (chefs, gourmet food and new spaces)
BIG TRENDS IN PORTUGAL REGARDING CULTURAL JOURNALISM IN THE LAST YEARS

• FRONTIERS OF CULTURE ARE MUCH LARGER

Cultural coverage is growing in Portugal, but not from a classic perspective, rather from a contemporary view of culture.

We are facing a reconfiguration of cultural space and, in that sense, of cultural journalism.
SCOPE AND DEFINITION OF CULTURE

“A CONTINUUM BETWEEN ART, POPULAR CULTURE, LIFESTYLE AND CONSUMPTION”

(Kristensen, 2010)
GRACIAS!