

Book 'Cova da Moura nos títulos de imprensa'

Cova da Moura neighborhood in the press titles

This book, which I present to you, is based on my Master's Dissertation in Organizational Communication, or Communication in Organizations, and analyze the information content about the Alto da Cova da Moura neighborhood in the press titles, in an attempt to understand how the territory and the subjects related to it are portrayed in the press.

The initial research focused on two daily newspapers (Correio da Manhã and Público) and a weekly newspaper (Expresso), referring to the period from January 2006 to December 2007, whether they are news articles, reports or opinion. Then I include two more years of research between January 2011 and December 2012 as a time comparison factor. A comparative analysis between the three bodies of information.

The reason that triggered the urgency of the study and this consequent work came about by trying to understand the extent to which the media, and in particular the press, have responsibilities in the form of a social approach to a territory and its community. It has the capacity to create "a specific image and representations of collective persons, communities and individual citizens depending on how they state events, occurrences or even pseudo-events related to the subjects / subjects referenced" (Cádima and Figueiredo , 2003, p.12).

Conscious that the Alto da Cova da Moura neighborhood has a strong mediation and consequent 'negative' notoriety in Portuguese society, we start with a methodical observation of what is said in the press titles between January 2006 and December 2007 and between January 2011 and December 2012. This, with the purpose of we understanding the relevance that is given to the neighborhood through the meaning of the denominations [1] P that the newspapers use.

It is worth noting that the Alto da Cova da Moura neighborhood has been practically since the beginning of its existence a territory where any local events or by association, especially those that are considered negative, soon assume a national dimension and sometimes through the media and, in the specific case, the press. Resulting in the amplification of the facts and consequent construction and / or consolidation of an image about the neighborhood and its residents.

We have tried to observe how the events occurring in the Alto da Cova da Moura neighborhood, or directly or indirectly associated with it, are portrayed in the press titles, taking into account that they may infer new realities and senses to the reader. It is also due to the fact that the title as an advertisement of the information that supports it amplifies and legitimizes the importance of the event because it is "the first indicator of the" value "of information" (Serrano in Alves, 2003, p.12)

.

The comparative analysis of the three newspapers of the study will thus allow a greater comprehensiveness of the results according to the type of information body and the inherent editorial line, being popular or reference, and the type of public, being popular or of an average social stratum, middle-upper and superior of the Portuguese society. In addition, it will also analyze how each newspaper treats the Alto da Cova da Moura neighborhood in its titles, which are the social categories that stand out most in each of the newspapers and evaluate the importance that the theme assumes in each one according to the editorial characteristics of the medium.

Text translated into English using translate google.