

**MEDIA, DEMOCRACY AND
SOCIAL RIGHTS IN
BRAZIL**

World Crisis: freedom of press

- ⦿ New technologies
- ⦿ Economic changes
- ⦿ Practical Threats: Military presence in Brazil's political history

The Military Question

- From the Monarchy to the Republic



“Proclamação da República”, by Benedito Calixto, 1893.

Military Coups

- 1889: Proclamation of the Republic
- 1930: Revolution of 1930
- 1937: “Estado Novo” Coup (Declaration of the “New State”)
- 1945: Overthrow of Getúlio Vargas
- 1961: Legality Crisis – quasi civil war
- 1964: Overthrow of João Goulart – establishment of the Military Dictatorship

A Crisis in Mediation

- ⦿ Mediation: original action of any cognition
- ⦿ Intermediation: implicit dualism
- ⦿ Traditional Press: an intermediary between the citizens and the public sphere

The historical prestige of the press

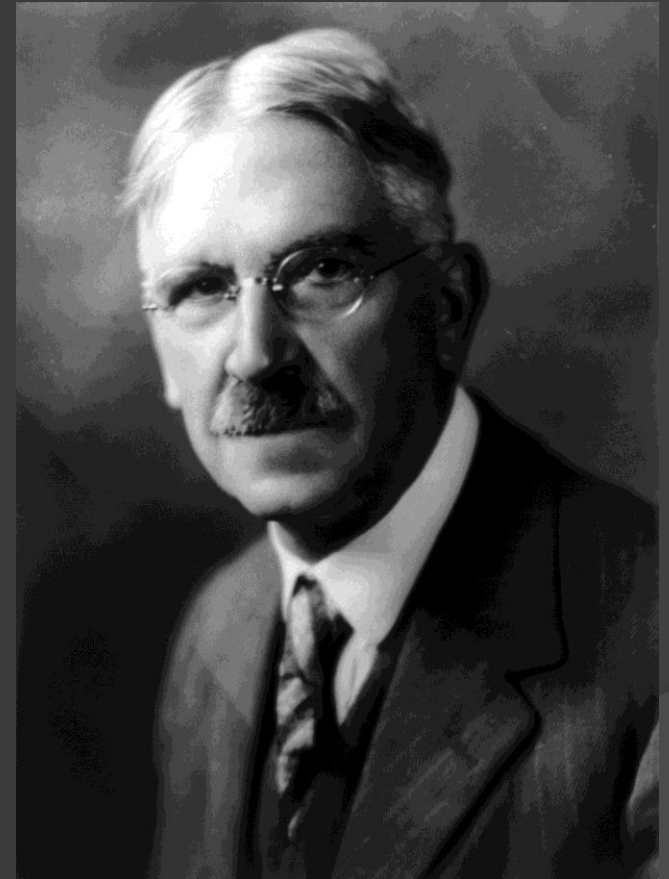
- ◉ Commitment to the ethics of liberalism
- ◉ Assurance of freedom of thought
- ◉ The newspaper as a republican entity



Newsroom of the *New York Times*, 1942. Photograph by Marjory Collins. Library of Congress.

Journalism as a political project

- ◉ John Dewey: journalism as a means of education and public debate
- ◉ The dogma of “the people’s sovereignty”: an implicit communication pact
- ◉ Journalism’s historical project – collective ideals and the cause of truth



John Dewey, 1859-1952.
Library of Congress

Press becomes “Media”

- ⦿ Media: a “way of life” articulated with the market and with information technologies
- ⦿ Emptying (Twilight) of classic liberalism
- ⦿ Expansion of the traditional public space
- ⦿ Weakening of the ethical demand for free expression of the civil subjectivity

Mediatization

- Concept: Description of the articulated functioning of social institutions (and individuals) with the media
- The world described as an image managed by a technological code
- Changes in social configuration
- Articulation of electronic technology with human life

Use of cell phones and internet in Brazil

- ⦿ According to a research conducted by the Brazilian Institute of Geography and Statistics, between 2005 and 2011 in Brazil, one can identify an increase in the use of cell phones and the internet
- ⦿ In 2005, 55,7 million people owned cell phones in Brazil – in 2011, the number was 115,4 million
- ⦿ During the same period, there was a 143,8% increase in the number of internet users, in the country*

***Source: Brazilian Institute of Geography and Statistics**

<http://saladeimprensa.ibge.gov.br/noticias?view=noticia&id=1&busca=1&idnoticia=2382>

A Sociocultural Mutation

- ⦿ Changes in communication technology: television, telephones, cell phones, broadband connection, among others
- ⦿ Changes in the landscape of media consumption
- ⦿ New Technologies of communication: creation of their own **mediation channels**

Conclusion: Information in the present

- ◉ Brazil's 1988 Federal Constitution: Information as a citizen's universal right
- ◉ Ambiguity: media as both a social right and as a partner of the financial capital and the neoliberal State
- ◉ The media as the collective intellectual of the exclusive freedom of the market
- ◉ Media as an interpreter of itself, while being the organic mouth of the market