

Contemporary BRICS Journalism

Non-Western Media in Transition

Edited by
**Svetlana Pasti and
Jyotika Ramaprasad**



Internationalizing Media Studies

 **Routledge**
Taylor & Francis Group

ISBN 978-1-138-21732-4

9  781138 217324

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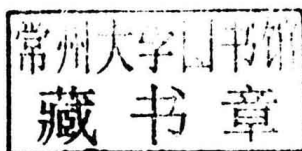
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First published 2018
by Routledge
2 Park Square, Milton Park, Abingdon, Oxon OX14 4RN

and by Routledge
711 Third Avenue, New York, NY 10017

Routledge is an imprint of the Taylor & Francis Group, an informa business

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British Library Cataloguing-in-Publication Data

A catalogue record for this book is available from the British Library

Library of Congress Cataloging-in-Publication Data

A catalog record for this title has been requested

ISBN: 978-1-138-21732-4 (hbk)

ISBN: 978-1-138-21733-1 (pbk)

ISBN: 978-1-315-44092-7 (ebk)

Typeset in Bembo
by Apex CoVantage, LLC



Printed in the United Kingdom
by Henry Ling Limited

CONTEMPORARY BRICS JOURNALISM

Contemporary BRICS Journalism: Non-Western Media in Transition is the first comparative study of professional journalists working in BRICS countries (Brazil, Russia, India, China, and South Africa). The book presents a range of insider perspectives, offering a valuable insight into the nature of journalism in these influential economies.

Contributors to this volume have conducted in-depth interviews with more than 700 journalists, from mainstream and online media, between 2012 and 2015. They present and analyse their findings here, revealing how BRICS journalism is envisioned, experienced, and practiced in the twenty-first century. Compelling evidence in the form of journalists' narratives reveals the impact of digital culture on modern reporting and the evolving dynamic between new media technology and traditional journalistic practice. Insightful comparisons are made between BRICS countries, highlighting the similarities and differences between them. Topics include professionalism, ethics and ideals, community journalism, technological developments in the newsroom, and the reporting of protest movements.

This book's ambitious analysis of journalistic landscapes across these non-Western nations will significantly broaden the scope of study and research in the field of journalism for students and teachers of communication, journalism, and media studies.

Svetlana Pasti is Docent of Journalism and Media Studies at the Faculty of Communication Sciences at the University of Tampere, Finland. She is the author of two monographs and more than 20 peer-reviewed chapters and articles in platforms including *The Global Journalist in the 21st Century*, *European Journal of Communication*, and *Nordicom Review*.

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FOREWORD

Daya Kishan Thussu

Journalism is facing many challenges, both as an industry and as a profession, with a declining readership for newspapers and increasing apathy towards television news, as more and more news consumers receive their information from online sources rather than so-called legacy media. Many studies – both academic and industry-based – are being conducted to delineate this unfolding process. However, relatively little academic research on the changing contours of journalism in major non-Western countries has so far been published, particularly in a comparative framework. The BRICS group – Brazil, Russia, India, China, and South Africa – is one such absence in international research on journalism, despite the fact that these large and diverse countries have some of the world's most dynamic and fast-growing media.

Since it was coined in 2001 by Jim O'Neill, then a Goldman Sachs executive, the BRIC acronym has continued to feature in international political discourses. South Africa was added to the group in 2011 on China's behest, to make the grouping more global by including the African continent – a key site for Chinese investment and influence. In operation as a formal group since 2006 and holding annual summits since 2009, the study of media in the BRICS countries, and journalism in particular, has been very limited. One key reason is the differences in media systems as well as the scale and scope of economic development within this group of nations.

At a time when newspaper circulation is steadily declining in mature Western markets, the growth of the newspaper industry is extremely impressive in countries such as India. China already hosts the world's largest Internet, and its blogging population and increasingly vociferous social media are influencing mainstream journalism. Driven by the mobile Internet, users for online content in India are expected to reach 600 million by 2020, according to industry estimates. Russian cyber-journalism too is expanding, as is the case in the other two BRICS nations,

Brazil and South Africa, as digital connectivity enables production, distribution, and consumption of online journalism.

Against this background, the present volume reports on the micro level of journalism in the BRICS nations, drawing on in-depth interviews with more than 700 journalists in BRICS countries, working in traditional media as well as online news outlets and operating in 20 cities, including national capitals and provincial cities to provide a rich, fulsome, and holistic picture.

In this ethnographic study of journalism practices in the BRICS countries, the authors provide insightful data about the challenges and opportunities that journalists face on a day-to-day basis. The editors deploy five distinctive themes to analyse the extensive data specifically collated for this book. These are journalistic professionalism, newsmaking in the digital age, the ethical dimension of journalism, gender imbalances in journalism, and changing journalistic practices.

In addition, the book also provides a comprehensive comparative framework for three key issues: technological change and its impact on journalism in two BRICS democracies, India and Brazil, a comparative analysis of journalists and protests in more controlled media environments of Russia and China, and the role of community radio for the right to communicate in Brazil and South Africa.

Contemporary BRICS Journalism: Non-Western Media in Transition is the first book-length study of evolving journalism practices in some of the world's biggest and fastest growing countries. Such studies contribute significantly to comparative media research and for further internationalization of media and communication as a field. The editors, Svetlana Pasti and Jyotika Ramaprasad, do an admirable job in synthesizing such extensive and diverse data in a comparative and collaborative project. Their endeavours will surely advance our understanding of international journalism.

ACKNOWLEDGEMENTS

This book owes its completion to our contributors and their national teams in the BRICS countries, all of whom have accompanied us at various times on this five-year-long journey to implement the study and then write the chapters of this book. We express our very deep gratitude to all of them. At the Tampere Research Centre for Journalism, Media and Communication at the University of Tampere, Finland, where the BRICS project was initiated and coordinated, we have benefited from the invaluable support of Kaarle Nordenstreng, Heikki Hellman, Katja Valaskivi, Virginia Mattila, Aila Helin, and Riitta Yrjönen. We are very grateful to the series editor Daya Kishan Thussu and the team at Routledge.

