

WHAT WE KNOW ABOUT THE ECONOMIC CRISIS THROUGH THE USE OF METAPHOR. METAPHORICAL CONCEPTUALIZATIONS OF THE CRISIS IN THE PORTUGUESE PRESS

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ABSTRACT

We tend to conceptualize abstract and intangible domains by similarity with more concrete domains and we ground this metaphorical mapping on the individual as well as collective experience. This paper aims at analyzing the conceptual metaphors that structure the Portuguese press journalistic discourse about the financial and economical crisis, therefore making this a communicatively efficient discourse. The analysis is based on a corpus of news and opinion articles from national and economic newspapers issued in the last few months. It follows the framework of Conceptual Metaphor Theory (Lakoff & Johnson 1980, 1999) and other research areas in Cognitive Linguistics (Geeraerts & Cuyckens 2007). The more productive conceptual metaphors regarding the crisis have as source domains the human body, particularly its states of illness (CRISIS IS ILLNESS), atmospheric and geophysical disorders (CRISIS IS STORM/EARTHQUAKE) and war (CRISIS IS ENEMY). These metaphors are grounded on patterns from bodily experience, such as the relationships of "in-out", "up-down" and "force". This *embodiment* of the crisis metaphors makes them cognitive models with relevant ideological functions.

KEYWORDS

Cognitive linguistics, cognitive and cultural model, conceptual metaphor, economic discourse, embodiment, financial/economical crisis, ideology, image schemas, journalistic discourse

HOW IS CITIZENSHIP REPRESENTED IN THE MEDIA? – AN ANALYSIS OF THE COVERAGE OF THE PORTUGUESE PUBLIC BROADCASTER OF THE 2009 LEGISLATIVE ELECTION

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ABSTRACT

This article is an analysis of the ways in which members of the public participate and are represented in the news coverage of the Portuguese public broadcaster of the campaign for the legislative elections of 2009. We tried to uncover all the situations in which public opinion (individually and in group) is invoked, through the analysis of the several tools journalists use to give “sense” to the various pieces that compose a newscast. This article concludes that in spite of the existence of frequent situations in which public opinion is present in the journalistic product, it is journalists and politicians who define the background and issues discussed throughout the electoral period, leaving the citizen with a passive and purely reactive role.

KEYWORDS

Citizenship, public service, political journalism, electoral campaign

ON RECEPTION, HISTORY AND MEMORY: EPISTEMOLOGICAL AND METHODOLOGICAL REFLECTIONS

JOSÉ RICARDO CARVALHEIRO

ABSTRACT

Compared to the retrospective study of media technologies, texts and institutions, the history of reception has been neglected,

although it is of considerable value both to the understanding of how audiences' practices came to be what they are now and to denaturalize its present forms. This text argues, firstly, about the relevance of historical research in the field of reception. Secondly, it examines theoretically the concept of reception, trying to figure out what potentials and inadequacies it comprises for historical approach. Reflection on theory is followed by methodological concerns and some empirical data from a pilot research on media reception in the 1940's and 1950's in Portugal, based on oral sources.

KEYWORDS

Reception, history, memory, life stories

WHAT PLACE IS GIVEN TO NEWS REPORT AS A JOURNALISTIC GENRE? EVALUATION OF CASES FROM CORREIO DA MANHÃ, DIÁRIO DE NOTÍCIAS AND PÚBLICO

RUI MIGUEL GOMES

ABSTRACT

This article seeks to delineate how the story as a genre of journalism is integrated in three national daily newspapers, *Correio da Manhã*, *Diário de Notícias* e *Público* in distinct four weeks, between July 2010 and April 2011. The constraints of various kinds that guide the editorial fall into the background to make, remembering the underlying reality and bounding of the options assumed by newspaper editorials. Objectify and check the small preponderance of report in the newspapers is focused mission proposed using the analysis of the content published on the timeline mentioned. The identification of reports will permit that they are organized according to the features, space and prominence

they have in reporting presented to readers and, consequently, the competitive media market.

KEYWORDS

Report; gender news; newspapers; internet

**THE PRESS, POWER AND CENSORSHIP.
ELEMENTS FOR THE HISTORY OF CENSORSHIP
PRACTICES IN PORTUGAL**

FRANCISCO RUI CÁDIMA

ABSTRACT

In this paper we present a brief overview of the genealogy of Portuguese censorial system, its practices and strategies, since inquisitorial censorship to the emergence of freedom in the 1820' post-revolution. Paradoxically, in this period, one may observe significant sources of tension among the different sensitivities, interests and post-twenties ideologies, so to speak, and some of the most relevant names in opinion journalism, at that time, and politicians and publicists who were determinants to the radication of liberal ideas in Portugal, in the nineteenth century.

KEYWORDS

Press, history, censorship, freedom, opinion

FACEBOOK, SOCIAL NETWORKS AND THE RIGHT TO BE FORGOTTEN

FRANCISCO RUI CÁDIMA

ABSTRACT

There is an increasing concern among internet users in the area of privacy and protection of personal data, namely on the interaction and registration in the main social platforms. In this paper we take the example of Facebook and its multiple cases throughout its brief history, to think about an issue more radical, which is also being currently the subject of European legislative framework: “the right to be forgotten”, i. e., the monitoring, by the user himself, of our digital footprint, and not by any algorithm of any social network.

KEYWORDS

Social Networks, Facebook, Privacy, Personal data, Right to be forgotten

PORTUGUESE JOURNALISTS’ SELF-REGULATION: AN OVERVIEW

CARLOS CAMPONEZ

ABSTRACT

This paper analyses Portuguese journalists’ ethics in the last 30 years. In particular, it question if it is appropriate to speak of journalist self-regulation, given the Portuguese organization model of journalists, the crisis of unionization, the end of the Board Press, the weakness of the model of professional sanctions, the juridification of ethics and the creation by the State of a system with powers to advise on ethical conduct. The issue is not minor:

self-regulation mirrors the ability to exercise professional autonomy and social responsibility, preserving the profession from the influence of political and economic powers and from the trends to journalism de-professionalization.

KEYWORDS

Ethics, self-regulation, juridification, sanctions, ethic council