

abstracts

Identidade cultural e diáspora

STUART HALL

Hibridação e aventura humana

ROBERTO CARNEIRO

This article returns to and develops a former paper on cultural hybridization. It begins by interrelating globalisation and culture in order to show the risk of an essentialisation of identities, as opposed to the deepening of multicultural hybrids. It then argues for the “flatness” of the world, a condition to overcome hegemonic cultures and generate new architectures of a networked society made up of public spaces of communication. Likewise, it advocates a double hybridisation for Portugal: one of catching-up, another of anticipation. It also refers to the great challenges of exploring the 3+1 capitals emerging from an intelligent management of migrant flows. Finally, the article concludes with considerations on the role of human adventure towards sustainable meaning-making through cultural intercourse and multi-colouring.

Keywords: Cultural globalization, Hybridisation, Identity, Interculturality, Meaning, Migrations,

Identidade e identidades na ficção televisiva nacional – 2000-2006

CATARINA DUFF BURNAY

Over the years, television fiction – mainly the “telenovela” (soap-opera) – has been the defining agent of the programme grid carrying audiences across all channels. The telenovela’s emotional baggage and melodrama have led to far-reaching changes in the Portuguese TV market, especially since 1992 when two commercial channels started broadcasting nationally.

Since then, ratings wars have taken hold, using innovative formats, new faces and the broadcast of TV series and telenovelas. In the first phase (1992-2000), the TV

stations developed their programmes around Brazilian fiction, deeply ingrained in the Portuguese psyche since 1997 (“Gabriela” on RTP1) while in the second phase (2000-2006), the programming has been developed around Portuguese series and telenovelas. This volte-face in the taste tendencies leads to this article making some preliminary reflection on hypotheses about the importance of television fiction in establishing symbolic and identity borders in the Portuguese environment as of 2000.

Keywords: Gender, Identity/Identities, Production, Reception studies, Television fiction

Imagens da diferença: prostituição e realojamento na televisão

ISABEL FERIN

The purpose of this article is to analyse and explore how Brazilian and (Romani) gypsy women appropriate television news on (issues) themes referring to their lifestyles. The article starts by summarising the theories that have, over recent decades, studied the relationship between the media and the minorities. It then analyses two different types of news: one on prostitution, the other on the relocation of gypsy neighbourhoods, interspersing the types with each group’s appropriations. These news items are analysed using Image Theories, in its technical construction, while the appropriations were selected using the qualitative methodologies of Reception Theory. The conclusion reached is that irrespective of the time of visualization, the ways to appropriate the contents are related to the life trajectories and life stories of the women sampled, causing opposition, adherence or negotiation.

Keywords: Consumption and media usage, Media and minorities, Media reception, Television analysis

Brasileiros e ciganos no *prime-time* português: estudo de caso

CATARINA VALDIGEM

This article presents some data on the representation of Brazilian and gypsy people on Portuguese prime-time TV, with reference to a sample of the three main Portuguese channels (RTP1, SIC and TVI) from 4 March to 22 May 2004. Applying a multidisciplinary content method analysis with SPSS, the conclusion is that Brazilian images depend on the agenda and the media events, such as Euro 2004 and Rock in Rio Lisboa, and that the few gypsy images presented on Portuguese television are framed in a negative view.

Keywords: Content analysis, Minorities, Prime-time, Representation, Television, Television Genres

A problemática da “identidade” e o lugar do “património” num mundo crescentemente cosmopolita

MARGARIDA LIMA DE FARIA E RENATA ALMEIDA

The concept of identity is becoming increasingly important in debates related to the current cultural and political changes occurring in societies due to new forms of interaction resulting from globalisation. The concept of heritage – closely linked to the concept of identity, as it is in the past that we find the roots which define our identities – has also been subjected to all sorts of manipulation and has acquired new shapes that largely surpass the old definition related to its physical and spatial centralities. The paper aims to discuss both concepts, not just by analysing the new configurations that are reshaping them, but also the risks involved in their reification, which challenges global security and social justice.

Keywords: Cultural heritage, Culture, Globalization, Identity, Information, Media

Nation as narration: The (de)construction of “Yugostalgia” through Kusturica’s cinematic eye

MARCOS FERREIRA

This essay explores Kusturica’s cinema, mainly Underground (1995), in order to unearth the processes of identity construction and deconstruction in the Yugoslavia of the 1990s. It must be located at the specific crossroads where international (political) studies meet cultural studies according to a renewed interest in social ontologies, i.e. for identity and ideational phenomena at large as producing a web of intersubjective meanings which ultimately give substance and texture to the social world. I therefore draw on Cohen-Séat’s elaboration of film in terms of cinematic fact in order to clarify Homi Bhabha’s theory of the nation as a form of cultural elaboration and narrativity. Given that mass communication is nowadays integral to an understanding of a nation’s horizon, the mind’s eye of the filmmaker consequently becomes a first order mediator in reading and narrating the nation.

Keywords: Balkanism, Cinema, Kusturica, Narrativity, Yugoslavia, “Yugostalgia”

As rádios locais em Portugal: uma análise do discurso jornalístico

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This article analyses the journalistic discourse of Portuguese local radio. After a brief summary of the historic context and the main theoretical contributions, it shows – through a study of four Portuguese local radios – how journalism represents the local community. The conclusion is that the journalistic discourses of local radio are now distant from their community.

Keywords: Local radio, Radio, Radio journalism