

LOCAL NEWSPAPERS IN A CONTEXT OF MEDIATIZATION: APPROACHING STRATEGIES TO READERS

Fabiana Sparremerger

Orientadora: Viviane Borelli

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RESEARCH SYSTEMATIZATION

1. To observe
the approaching strategies to readers (divergent and converging themes, recurring and singular themes);

Plain observation (GIL, 2008) of the websites

Setting the corpus

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2. To investigate
how local newspapers select these strategies and what are their impacts

Structure of the local newspaper system

In-depth interview (DUARTE, 2006)

Structural linkage between subsystems

Autopoiesis of the system

Heteroreferencial operations of the system

3. To identify
how strategies are enunciated from leading logics

Reading Contracts' enunciation (VERÓN, 2004)

Readers' enunciative marks (VERÓN, 2004)

Describes, understands, analyses

Embedded case study (YIN, 2001)

Communication, indictment discipline (BRAGA, 2008)

Traces, symptoms and clues

Mapping the strategies

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Evaluation at different levels/unities

Inferences on the structure

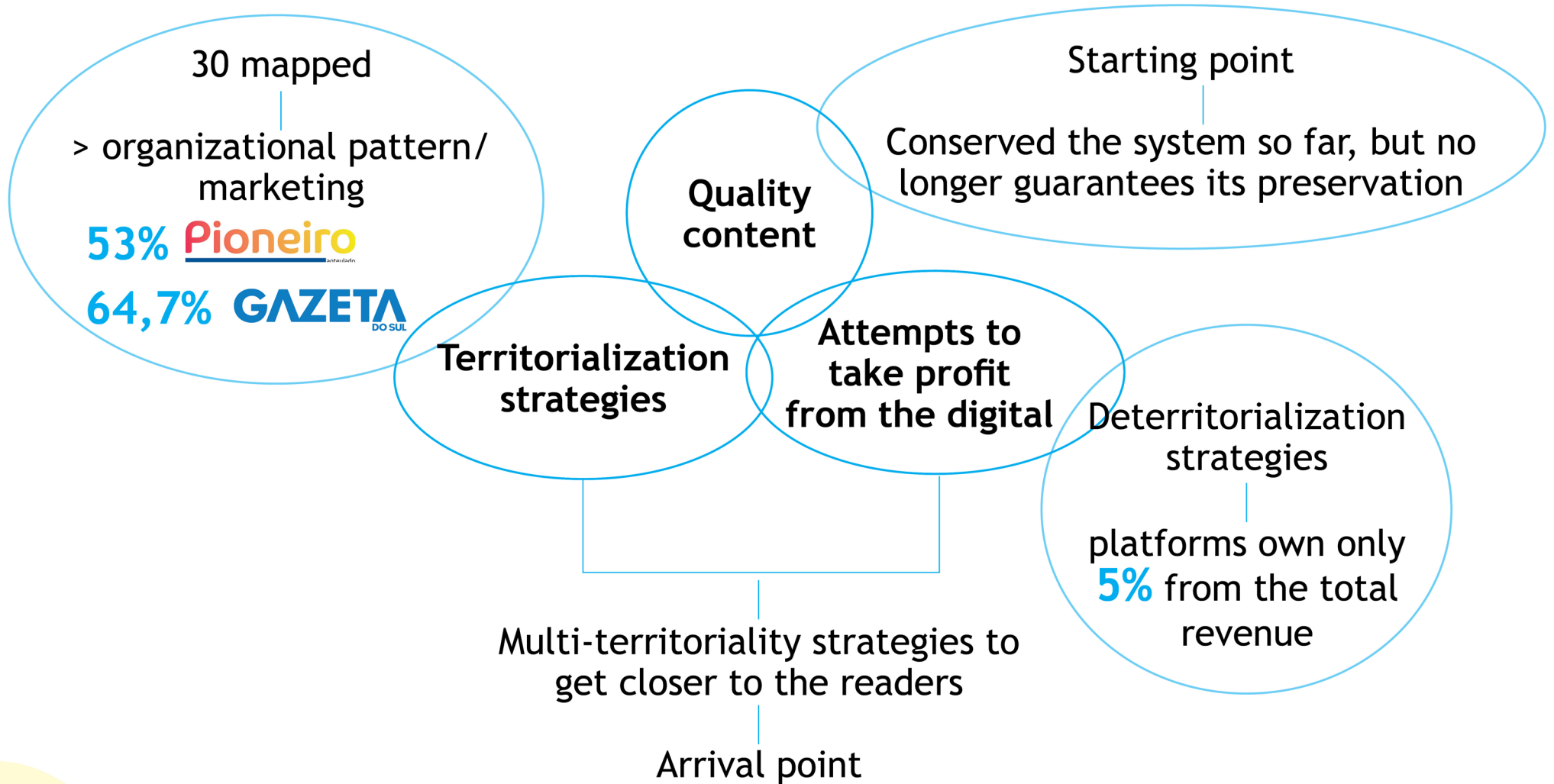
- Specific research objectives
- Evidence collection techniques
- Used methodologies
- Interview analysis categories
- Theoretical triad supporting the research

System

Mediatization

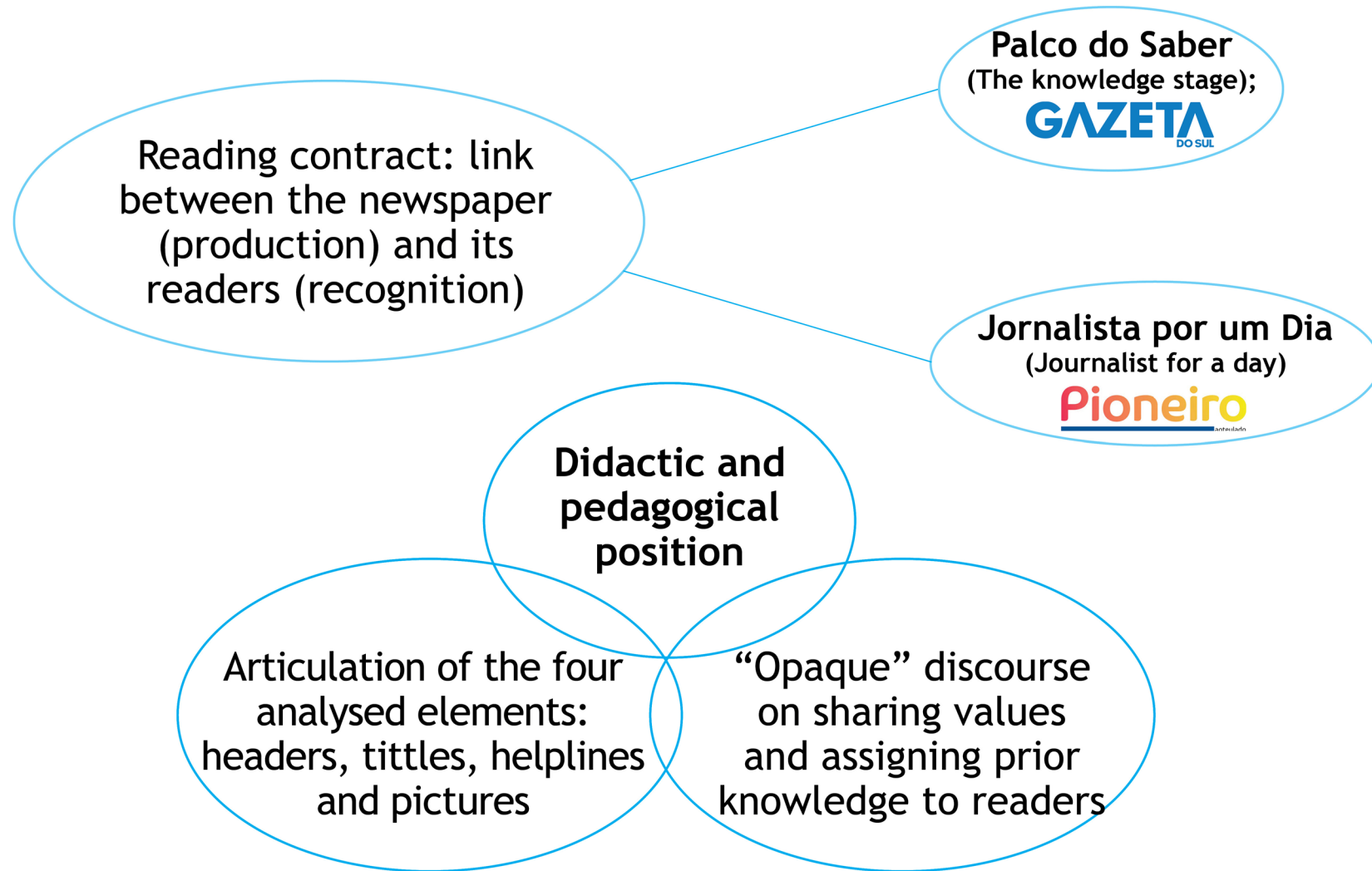
Discourse

HOW LOCAL NEWSPAPERS DEVELOP THE STRATEGIES



WHAT ABOUT THE CIRCULATION?

HOW THE APPROACHING STRATEGIES TO READERS ARE STATED



OPEN QUESTIONS ABOUT SYSTEM PRESERVATION

Newspapers say that, together, they are preserving the system, but there is no measurement of the impact of each one for the business

The analysis of the impact of strategies through the discursive marks left by readers on social networks, was insufficient

Are reterritorialization strategies enough?
THE IMPACT

Isn't circulation irritation?

Are economic and cultural systems decisive?

Only more traditional newspapers are identified by managers as competitors / threats

Influence of reader's German and Italian descent

Financial problems are the most cited causes by those who unsubscribe newspapers