

Session 5

Genres and Audiences of Cultural Information

(Chair: Helle Kannik Haastrup) Friday November 23, 14.30-16.00

17 New Genres and Formats of Cultural Journalism in the Digital Land-scape

Dora Santos-Silva

The concepts of “genre” and “format” are well rooted in both academic research and journalistic routines. However, the study of this field beyond its already well-known traditional classifications is little explored, particularly in a conceptual framework guided by new approaches such as information deliveries, hybridism, transmedia and innovation in journalism, or in the context of multimodal and multimedia methodological analyses (Liestol & Morrison, 2016). In the new digital ecosystem, these traditional units of classification need a new approach and mapping if we consider live-tweeting, 360° documentaries or a simple written news piece with various types of hyperlinks. The growing transformation of the news pieces in what Steen Steensen defines as a family of genres that share a “literary, intimate and adventurous discourse” (2011, p. 50) also blurs the boundaries between opinion and information; the increasing heterogeneity of who has the authority to arbitrate the cultural taste blurs the boundaries between cultural critique and reviews (Kristensen and From, 2015).

Considering that cultural journalism is a specialized field with historical specificities regarding its editorial model, this paper aims to identify new genres and formats of cultural journalism, its prevalence and main editorial characteristics.

Three research questions are addressed: 1) which genres and formats are present in contemporary cultural journalism in a digital environment; 2) which are the main characteristics in an editorial and information delivery model contexts; 3) which of them can we consider patterns of contemporary cultural coverage.

To address these questions, we conducted a content analysis of the culture and arts sections of two major media brands innovating in a digital environment – New York Times (USA) and The Guardian (UK) – considering a constructed week between October 2017 and April 2018 and a multimodal analysis of the coverage of an emblematic cultural event. Preliminary results will be presented.

References

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Biographical notes

Dora Santos-Silva is an Invited Assistant Professor at NOVA University of Lisbon – School of Social Sciences and Humanities. PhD in Digital Media (UT Austin | Portugal CoLab) with the dissertation “Cultural Journalism in a Digital Environment – New Models, Practices and Possibilities”. Researcher at iNOVA Media Lab (ICNOVA) in the areas of media innovation, cultural journalism and creative industries. Coordinator of DALI – Digital Media Initiative and of the Observatory of Innovation in Media and Creative Industries.

NOVA University of Lisbon – School of Social Sciences and Humanities

dorasantossilva@fcs.unl.pt