

The teaching, the specific formation and the valorization of journalist's profession in Brazil.

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The quality of the journalist's formation, tends, this, as main pillar the graduation in specific course of superior level, it has been one of the great concerns and the Brazilian journalists' aspirations. Attentive to this, FENAJ (National Federation of the Journalists) and the Unions of the Journalists in the whole country they don't save efforts in fomenting the elaboration and the debate as well as in to propose and to develop actions seeking to contribute and to participate actively of the construction of the quality of the formation in journalism.

It is a historical practice. It has been evidenced expressly along the last 80 years. It still began in the beginning passed century, when the Brazilian journalists started to demand that the formation in journalism happened in academical course. The first courses were implanted in the decade of 40 and in 1969, the journalists got that the regulation of the profession included the demand of academical diploma for the professional registration.

Even with these conquests, the category didn't stop worrying with the quality of the formation. More and more, the journalists, through FENAJ and Unions, they have been participating in the debate, of the formulation and of the actions seeking the qualification of our teaching. It is always acting in partnership with all of the segments involved with the professional formation, mainly the universities, students and educators and their representative entities. A significant moment of this performance happened in 1997, with the promotion, by FENAJ, of a National Congress of the extraordinary Journalists, to treat exactly of the quality of the formation. The Congress, accomplished in the Espírito Santo, in Vila Velha, it threw

the bases of a National Program of Incentive to the Quality of the Professional Formation in Journalism.

From that time, FENAJ and the Unions started to publish, to perfect and to propose the application of this Program, always looking for to gather, in this effort, involved them not just with the formation in journalism, but all that act in the teaching and in the research of the area of the communication. Later the Program received contributions and the adhesion of the Brazilian Association of Schools of Communication (ABECOM), National Association of Programs of Masters degree in Communication (COMPÓS), National Executive of the Students of Communication (ENECOS), Brazilian Society of Interdisciplinary Studies of the Communication (INTERCOM) and of the National Forum of Teachers of Journalism (FNPJ). This because us, journalists, we understood that the execution of the social function of the journalism. to make available for the society ethical information, of quality and democratic, that assists to the public interest. it also depends on a qualified professional formation.

The beginnings

The program and the performance of FENAJ in the formation take into account some concepts and important conceptions. The area of the communications acquires complexity and the importance, in the contemporaneity, with the emergency of systems of communications that you/they exercise growing determinations about the culture, the politics and the economy. In this context, the journalism stands out as one of the main communication modalities, exercised through the most several languages and of the most varied technical supports.

The journalism, with their production functions and popularization of information, corresponds it a knowledge form that complements the own cultural functions of the science and of the art that you/they are centered, respectively, in the matter and in the universal. As specific form of knowledge, the journalism is early to the science and

the art, registering the social facts in his/her singularity and present time and, no rare, in the moment of the events.

Without submitting to the own methodological rigidities of the science, the journalism can and it should pursue a high objectivity degree in the registration and interpretation of the social facts tends, besides, the prerogative of aiding in the existent scientific knowledge. The journalism, operating a rupture with the specialized language of the science, it can contribute to public translation, in way to qualify the common sense.

Even without enjoying the same degree of freedom of own language of the art, the journalism, when adopting a creative selection procedure, hierarchization and presentation of the social facts, it can generate perceptions and deepened interpretations and innovative of the reality that are, equally, capable to qualify the common sense, enriching the individuals' cultural universe.

Due to this specific and relative importance of the journalism, FENAJ believes that only the formation through a specialized specific university can turn solid the approach of the multiplicity of the aspects philosophical, theoretical, cultural and technicians involved in the journalists' formation, as well as to propitiate that, through the academic reflection and of the political and technical practice, the demands of the society be set out in relation to these professionals' performance.

The journalists' formation should be conceived starting from the perception of singular role of producing of knowledge and of culture, through a specialized professional activity in the formulation, selection, structuring and turn able of information used by the individuals for they notice and they be placed due to the reality. This formation should also consider:

- 1) the public interest in the generation of valid knowledge on the phenomena that involve the exercise of the journalism and of the specificity that distinguishes him/it of the group of the area of the communications;

2) the research need and experimentation of theories and techniques related with the languages and applicable practices to the exercise of the journalism.

Due to the verification of the width of the consequences of the journalists' professional performance and of the existence of conditionings for the exercise of his/her social function, it elapses the need of, through these professionals' formation, to be reached understanding and identification:

1) of the ethical foundations prescribed for the professional journalists' conduct;

2) of the attitude of appropriate citizenship to the journalists' professional exercise, starting from the recognition of the expectations and needs of the society in relation to social role and to the product of activity;

3) of the inter-relationship among the journalists' professional functions with the other functions professional or business existent in the area of the communications.

Historical reasons

Of the historical point of view, journalist's profession is very recent in Brazil. The first regulation is of 1938 and the first school is of 1946. According to teacher Nilson Lage, in the article "The Front, the Past", published in the site of FENAJ, in the middle of last century

"there was a crowd of journalists, with functional wallets of unions (the true and the ghosts), of existent and inexistent associations, of vehicles real or fictitious, of journalism courses that were limited brief cycles of politicians lectures and important persons. To be or was a journalist meant, for entrepreneurs, academics and liberal professionals, a title increased to their curricula; for estelionatários, bookies, proxenetas and marginal of every type, the right, mainly, to the special (who already saw a chess of Brazilian police station knows him/it as that is important) prison; for small con man and shavers, the power to give carteiradas in

nightclubs, bars, in the cases of eventual intervention of the ostensible policing etc.” (LAGE,2002:57-58)

There was in Brazil two types of journalists, the ones that indeed lived of the journalism and the ones that used the profession as a "beak" or a hobby. It is evidently, two ethical patterns. In the decade of 1950, the country tried a late industrial revolution, that he contemplated in a larger professionalization of the press. Historical claim of the category. present from the first Congress of the profession in 1918 - the institution of the compulsory nature of the university is conquered in 1969. In agreement with Lage

“the application of the demand went being delayed by two reasons: first, the newspaper owners' pressure, that resisted to the inevitable increase of the leaves of wages and the change of the business (the standardized composition of the informative texts turned ridiculous the praises of the matters pay disguised, for instance) methods; as, the North American government's intervention”. (LAGE, 2002:60)

For strategic subjects the North American government acted directly to delay the demand of the specific formation, then, through international organisms, especially the International Center of Superior Studies of Journalism to Latin America (Ciespal), intervened in the ideological orientation of the journalism courses, In the conference of UNESCO accomplished in Paris, in 1948, the entity, at that time thoroughly dominated by the politics of the United States, he/she decided to give special attention to the formation of the journalists in the third world. With that concern mainly politics, UNESCO begins to create centers of journalism teachers' formation in the several areas of the third world. Before same that Africa and Asia, Latin America was

contemplated with a, installed in the Central University of I Pay off, in Ecuador, in 1960.

According to sociologist Otávio Ianni, in the book “Imperialismo e Cultura”,

“in 1961, already under the impact of the control loss about the Cuban revolution, that it passes for the orbit of the great enemy's influence, the allied forces to the United States adopt a more direct politics of against-insurgência in Latin America. In the Conference of Punta del This, accomplished on that year, a program of modernization of the education systems of the continent is drawn, with four main points: a centralized control, the priority to the technical and professional teaching, the technification of the humanities teaching and social sciences and, mainly, the depolity of the education relationships”. (IANNI, 1976:47)

This way the demand of the diploma appears in a period in that the schools suffer a deep influence of this adapts international. With the objective of diluting the inherent critical content to the journalism in a course of "social communication" that it would also form advertising, personal of relationships you publish and film directors, Ciespal introduces in Brazil this versatile professional, later known as comunicater. According to Meditsch,

“the politics of the Center influenced the professional regulation in several countries and it got to unify the academic language of the area in the whole continent, with the good excuse of "facilitating the exchange." In 1964, the Center had already formed, in their courses, more than two hundred teachers and directors of schools, and the results didn't delay to appear. According to the

American teacher's Raymond Nixon report, in 1970 a third of the schools of the continent had already changed the journalism" denomination for "of communication" or equivalent. In 1980, this number was close to 85%.“(MEDITSCH, 1999)

The fights

This orientation in general created an abyss between the academic world and the professional reality. The divorce between theory and practice brought deep consequences, contributing to systematic attacks of the business community of the section against the courses and the professional regulation, in the end of last century.

The most recent: in October of 2001, a judge from São Paulo in decision that still was not judged eliminated the demand of the diploma for the exercise of the journalism. The arguments used against our regulation between the ingenuousness and the deliberate distortion. After all, as we can accept that the journalist's need is a professional graduate is reducing the full freedom of expression in the media and the right of the society to the information? How to consider that argument, when do we know that the own functional logic of the communication means and their projects political-editorials that impose is, daily, the true limits to the expression of the sources? We cannot also forget that anybody can expose knowledge on the area in that is specialized. However, the journalism should be exercised by technical, theoretical prepared professionals and ethically.

In spite of the front attacks and threats to the Unions, the category played moments of intense fight for the quality of the formation and, for consequence, in defense of his/her professional regulation, what motivated, on October 26, 2005, the historical decision of the Federal Justice of São Paulo that gave provision to the resources of appeal of the Union, of Fenaj, of the Union of the Journalists of that state, judging prejudiced the resource of appeal of the Federal Public prosecution service, that

pointed the demand of the diploma for journalist as a violation of the goods 5th and 220th of the Federal Constitution.

The Summoned Federal Judge's report, Manoel Álvares, accompanied by the vote, unanimously, of the 4th Group of TRF of the 3rd Area it "defends that the exercise of the profession, without the due qualification, is harmful not only to third, but to all collectivity and the public order." And it plays for earth the justification of the interested parties at the end of the diploma that intentionally look for to confuse freedom of expression and of thought with work freedom: "a exigência de formação em curso superior confere maior controle de qualidade na divulgação das notícias e das opiniões públicas não ferindo direito de liberdade de expressão e de profissão".

Lamentably, in November of last year, minister Gilmar Mendes, of Federal Supreme court, (STF) granted precautionary measure that maintains the exercise of journalistic activity independently to the that act in the profession of university diploma in the area. The decision was made in the Precautionary Action proposed by the General Attorney's office of the Republic. More than 60 thousand Brazilian journalists awaits a definitive manifestation of the Justice now. Of course didn't await patiently. FENAJ and the 31 Unions of journalists develop a vigorous plan of actions and activities to mobilize the category and to denounce the society the interests forgot of the great communication groups, for he/she brings of some decisions of the Brazilian Justice.

It is absurd the confusion that one want to do among arrounding to the freedom of expression with the journalists' right to have a professional regulation to demand the minimum of qualification. In the last decades the journalism was recognized and it was firm as a way of being professional. a professional ethos -, whose activity passed to be linked strongly to the public interest, with growing reflection about the ethics and the own abilities of the functions exercised in the journalism, in their more varied formats. It is for that that we understood the indispensable character of the professional formation, base for the regular exercise of our activity.

To defend the opposite is to favor the proprietors' of the communication companies

immoderate power, the largest beneficiaries of the no-demand of the diploma, the ones which, starting from her, they would be transformed in absolute owners and executioners of the journalists' consciences and, for consequence, of the citizens' consciences of all. The previsible result of this measured it will be a society still more distant of the ideal conditions of access to the quality information, ethics and pluralist, reinforced image of a country condemned by the monopoly of the communication means, whose concentration is banned by the Federal Constitution, this yes, a beginning constantly disrespected.

But this is not the only front of attacks to the profession undertaken by the owners of the media. The Brazilian journalists demand the more than 40 years, with projects in the National Congress, the creation of a Federal Council with the function of supervising the exercise of the profession, to care for a formation with quality and to defend the execution of the ethical beginnings of the profession. Finally, after a lot of negotiation with the government's technical area, that he/she has the constitutional prerogative of directing matters of that nature, a project was sent to the National Congress in August of last year. Four months later, on December 15, through symbolic voting, assisting agreement of leaderships, without any public debate, the Camera of the Deputies gives in to the fort lobby patronal and decides to reject the project of Creation of CFJ. The hope of thousands of journalists and the expectation of important social segments were buried by the traditional gravediggers of the democracy and of the organization of the society, allies the new unusual accomplices. The hysterical covering and the lynching climate exposed the critics' true intentions, besides famous friends, hidden by the mantle obscurity of a media historically articulate with the latest segments of the country. Hidden behind an unlikely speech of freedom of press, the bosses, actually always had the most mediocre of the intentions: to maintain the salary conditions and of the journalists' work in the possible lowest levels to compensate their staggering taxes of profits. The

entrepreneurs don't admit the ethical normalization of the profession, because they want to maintain the power of decision on what can and what cannot be informed to the population. The owners of the media and of the real power, once again, they imposed his/her will. They counted retreat embarrassed of the government and an ally of all of the hours: the Brazilian parliament that, composed in a large part of proprietors of communication vehicles, it reproduced the lamentable show of the bargain once again, blackmail, coercion and mainly, cowardice.

For the journalists, in fact, the swinging of president Lula's first mandate is plenty negative. In compensation, the same government was shown quite generous in assisting to the communication entrepreneurs' cases, especially in the process of digitization of TV and of the radio, controlled absurdly by the main broadcasting nets. Besides having abandoned the category in the debate in the National Congress of the project of CFJ, the government Lula, in 2006, during negotiation of the general law of the personal micro and small company, broke the agreement negotiated with FENAJ and parliamentary, condemning small companies formed by journalists to the same tax treatment of great publicity agencies. Harder blow was the integral veto, signed by president Lula, to the project that updated the professional regulation of the category that dates from 1969. Debated project and approved in the Camera of the Deputies and in the Federal Senate. Lula, once again, gave in to the pressure of the patronage, using as arguments to be elaborated by the ministry of the Justice in cooperation with consultants of ANJ (National Association of the Newspapers).

In function of this picture of constant attacks to the profession, FENAJ has been developing a campaign of valorization of journalist's profession in Brazil. Us of the Federation and of the 31 adopted unions we want to call the attention of the Brazilian society for the imperious need of valorization of the profession and of the professional journalist. The journalists' profession has been, in the last years, the more attacked in Brazil and in many other world countries. A world movement of the great media

conglomerate wants to unregulate the professional activity in the countries where she is regulated and to impede her where it is still inexistent.

We are sure, that in Brazil the professional journalist's valorization goes by all the workers' valorization, starting from politics of defense of the labor laws, of accusation and shoking of the practices of precarity of the work relationships. The country needs public politics that stimulate and preserve the job, promote worthy wages, protection to the health and respectful labor relationships. But this necessary valorization, also, to assist to the specificities of the profession.

We have conviction that is fundamental for the profession and for the own democracy the defense of the specific formation for the exercise of the journalism, as well as the quality of the teaching and the constitution of instruments that assure the social responsibility of the media, like Federal Council of the Journalists. The protected good is the information, object of the journalist's activity, but, above all, a very social one. There is no democracy without freedom of press and there is no freedom of press without journalists.

So that, in fact, the information is treated as a very social one - and I don't eat a merchandise or as bargain coin in the negotiations of the most several strange interests or, what is still more serious, contrary to the public interest -, journalist's profession, in Brazil, needs to be valued and strengthened.

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