

**News Subjectivity and Normative Objectivity – A case study
with communication sciences students**

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Subjectividade noticiosa e objectividade normativa – Estudo de caso com estudantes de ciências da comunicação

Resumo (PT): Este artigo apresenta os resultados de uma pesquisa desenvolvida junto de estudantes de ciências da comunicação, tendo como quadro teórico de referência a natureza epistemológica da subjectividade para problematizar a verdade e o rigor como elementos estruturais da credibilidade jornalística. Os dados revelam que, no início da licenciatura, os estudantes consideram que as notícias devem ser objectivas para serem verdadeiras, tendo terminado o ciclo de estudos a reconhecer a inevitabilidade da subjectividade, mas ancorada em procedimentos normativos que garantam o necessário rigor. Os inquiridos, que agora exercem a profissão de jornalistas, manifestam desmotivação devido à falta de recursos para atender às múltiplas solicitações e à fragilidade dos mecanismos de edição e de vigilância dos factos, um contexto que corresponde à liquidificação das fronteiras entre a subjectividade da notícia como construção social e a necessária objectividade metodológica.

Palavras-chave (max. 5): Ciências da Comunicação * Jornalismo * Subjectividade

News Subjectivity and Normative Objectivity – A case study with communication sciences students

Abstract (EN): This article presents the results of a research developed involving communication sciences students, having as a theoretical framework of reference the epistemological nature of subjectivity, to question the truth and accuracy as structural elements of journalistic credibility. The data reveals that, at the beginning of the degree, students consider that the news is objective and true, having finished their degree acknowledging the inevitability of subjectivity, nonetheless anchored in normative procedures that ensure the necessary accuracy. Respondents, who are now professional journalists, are demotivated by the lack of resources related to multiple requests and the frailty of editing and monitoring mechanisms of the facts. This context corresponds to the blurring of the boundaries between the subjectivity of the news as a social construction and the necessary methodological objectivity.

Keywords (up to 5): Communication sciences; journalism; subjectivity

Introduction

The debate about journalism as a communication device of modernity (Signates, 2016), together with the reiterated loss of the centrality of journalists as intermediaries between the event and the public, goes beyond the boundaries of the epistemic field of communication sciences and the study of the media, insofar as that the growing fragility of journalism has corresponded to a weakening of democratic systems, which are increasingly infected by the decay of the truth (Marwick & Lewis, 2017).

The context is marked by the loss of solid references and the deterioration and weakening of social relationships, due to the transition from a society of structures to a society of networks, and connections. In this sense, societies experience exponential difficulties in making decisions with some degree of predictability within this context of digital euphoria and technophobia marked by the speed of change (Bauman, 2007).

The reflection on the importance of journalism in the fluidity of modern society leads us to accommodate the very idea of “liquid journalism”, to classify the dilution of the journalists’ mediation role in a public space saturated with *contents* (Deuze, 2008). This brings us to an alarming break of trust in journalism, as demonstrated by several studies (Gronke & Cook, 2007; Hanitzsch et al. 2018; Lewis, 2019, Robinson, 2019): “Studies of Western media have long pointed to a continued decline of media trust (...) as a consequence, journalists rank relatively low in terms of public reputation and professional credibility”(Wahl-Jorgensen & Hanitzsch, 2020, p. 11).

It is not just the world that is changing - as the world is, by nature, composed of dynamics of change - but the way things change and are changing, in a context characterized by *reification*, creates a context marked by the inability of contemporary societies to deal with their ignorance in the face of the complexity resulting from uncertainty and volatility (Innerarity, 2019, pp. 40-42).

The need to rethink journalism has been more focused on the competitiveness of the digital environment and almost nothing on its nature and the social changes that require innovative and creative approaches to both production and dissemination, as well as information sharing. An adequate formulation of the issue will certainly involve the recognition that journalists have lost the monopoly of the collection, editing and dissemination of content and have abandoned their role as a co-guarantee of the quality

of democracy, as they attempt to reposition themselves through an ungrateful dispute with the informal producers of digital content.

On the one hand, there is a very significant drop in audiences in traditional media and a disconcerting lowering in the quality and rigor of journalistic works. Fewer audiences mean less advertising, and less advertising means less financial resources to pay journalists, hence those who are resisting have fewer and fewer resources. The massive transfer of advertising investments to the Internet and to companies that dominate social networks also accompanies this change in the access to information. This happens not just because it is where people are, but also because digital superpowers can deliver greater profits through advertising, which is surgically oriented towards real standards that citizens allow to be created through their virtual existence: search history, geographic location, activity on social networks and use of e-mail accounts, for example.

On the other hand, the potential of digital transformation meets the needs of demand on social networks, allowing, at the same time, any person or company to produce their content in these virtual megapoleis that provide informal, fast and simple content (Ash, 2017).

Has the loss of the monopoly of collection, editing and dissemination of content by journalists led to the dilution of the boundaries between the subjectivity of the news as a social construction and the methodological objectivity as a normative orientation? Has it resulted in the transformation of information into entertainment with consequences to the credibility of journalism?

Does this vertigo of digitalisation correspond to the loosening of editing and surveillance rules, becoming secondary to the methodological procedures that must be followed in the transformation of the event into news, in order to preserve the truth of the facts and avoid the transformation of subjectivity into fiction?

In the context of the most recent media studies, what innovative techniques and strategies are beginning to emerge that add value to news and generate public interest, enhancing collaboration with audiences through interactivity, but respecting journalistic commitment to truth and accuracy?

This article is divided into two parts; the first presents a stabilization of the theoretical framework centered on the admissibility of the subjectivity of the news as a social construction, as well as the preservation of methodological objectivity as a normative

orientation for the transformation of the event into news. In the second part, research questions are raised through the presentation and discussion of the results of research developed with university students of communication sciences, aiming to support conclusions that contribute to the dynamics of this debate in the context of media *studies*.

1. The boundaries of objectivity/subjectivity dialogue

The necessary revision of the epistemological nature of subjectivity, to recover the core of truth and accuracy as structural elements of journalistic credibility, requires a previous anchoring of the journalistic activity itself. Mark Deuze (2005, p. 447) begins by conceptualizing it as an ideology and then identifying its main characteristics:

1. the ideal of public service as aspiration and legitimation ("doing it for the public");
2. objectivity as an element of self-perception of journalists interpreted as a proven attitude of impartiality ("like fairness");
3. editorial autonomy as a protective dynamic while simultaneously warning against non-journalistic forces ("to be autonomous to tell the stories you want to");
4. the circumstances of immediacy derived from the need to inform the public and to meet deadlines inherent to the information process ("working in accelerated real-time");
5. the sense of ethics shared by journalists legitimizing the widespread reinvention of their role in society in defense of public interest ("watchdogs of society").

Throughout the long history of the objectivity/subjectivity debate, Peter Galison proposes three potentially defining moments of an evolutionary chronological rupture: "The nineteenth-century journalistic engagement with impartiality, independence, and balance was not a piece of consummate self-restraint, a 'will to will-lessness'. After World War I, the key epistemic conditions of journalism moved beyond an all-out effort to find impartiality. Independence, and explicitly embraced a more procedural-ethical ideal that was explicitly closer to the sciences. This occurred in a moment when objectivity in science itself was coming under revision by scientist. The science-inflected objectivity was contested in journalism, from the moment it was introduced, and the contestation has never ceased" (Galison, 2015, pp. 67-68).

This finding seems to justify the continuity of the academic debate to this day, bearing in mind that, “the scientists were after a collective empiricism, a codification of shared knowledge that would give them the basic working objects of their fields, while the journalist were after a mobile discursive medium that could appeal to a much wider range of audience and advertisers, formalized in pyramidal unemotional text and instantiated in the penny press” (Galison, 2015, p. 68).

This is partly expressed in Mark Deuze's thought when he explains (corroborated by Stijn Postema) that, throughout the late 20th and early twenty-first century, journalism ideological values acted as social cement: “With objectivity as central principle and fact-verification as the most important job at hand, Western journalism practitioners have described their ideal-typical values in terms of being objective, autonomous, of public service, and able to report with immediacy and a sense of ethics” (Postema & Deuze, 2020, p. 1308).

When, in the early 1990s, Wolfgang Donsbach and Bettina Klett asked journalists from different countries (Germany, Great Britain, Italy and United States) to define and interpret the concept of subjectivity, the results were expressive in their inexpressiveness, given the immense variability resulting not only from the cultural and political differences of each country, but also from the conceptual evolution itself: “In all countries, the importance of objectivity varies with the understanding of the term” (Donsbach & Klett, 1993, p. 78).

Michael Schudson begins by putting the idea of objectivity into perspective as a set of norms that allows journalists to focus their work on facts: “Objective reporting is supposed to be cool, rather than emotional, in tone. Objective reporting takes pains to represent fairly each leading side in a political controversy” (Schudson, 2001, p. 150). After synthesizing objectivity as a journalistic activity that "consists of reporting something called 'news' without commenting, slanting, or shaping its formulation in any way," Schudson warns of normative value: “Norms or ‘obligations rather than ‘regularities’” (Schudson, 2001, p. 150).

It seems possible to synthesize objectivity as a method that aims to compensate for the impossibility of representing the "true reality", specifically, "the exercise of the highest of scientific virtues (Lippmann, 1922). This is reinforced by the normative nature, i.e. the set of “regularities that individuals feel obligated to follow because of an internalized

sense of duty, because of a fear of external non-legal sanctions, or both” (McAdams, 1997, p. 340).

In that sense, it is important to begin by overcoming a certain narrative tension that emerges from the journalistic process of transforming facts into events and events into news, through the implementation of a system of norms (Alsina, 1997).

Since information results from the process of observing social reality, the news is necessarily subjective, activated by the journalists’ questions. In its essence, this is what journalism is about: asking questions *to the reality* shared by society. It is about communicational procedures that are, to some extent, mediated to find a convergence of understandings with society (Habermas, 1985).

The demonstration of this subjectivity must necessarily begin with an explanation of the fundamental procedure for constructing the news, based on the universal observation triggers: *Who? What? Where? How? When? Why?* The *why?* is an illustrative trigger of maximum subjectivity because it results from the journalist’s interpretation of the event and the overall context (including the subtext): why did it happen? Based on these triggers, the news construction necessarily requires a much broader set of questions that are asked throughout the process:

Auxiliary questions

(Adapted from: *Ethics Code for Students Journalists*, Temple University, School of Media and Communication, Department of Journalism)

1. What do I know? What do I need to know?
2. What is my journalistic objective?
3. What are my ethical concerns?
4. What organizational policies and professional guidelines should I consider?
5. How can I include other people, with different perspectives and ideas, in the decision-making process?
6. Who are the stakeholders? Who are the people affected by my decisions? What are their motivations?
7. What if the roles were reversed? How would I feel if I were in the place of one of the stakeholders?

8. What are the possible consequences of my actions, in the short and long term?
9. What are my alternatives to maximize my responsibility to tell the truth and minimize damage?
10. Can I clearly and fully justify my thinking and decision? To my colleagues?
To all stakeholders? To the public?

Observation triggers questions that turn events into facts and facts in news, in a purely journalistic sense, which means that nothing exists until it is reported, as news are social constructions that make realities intelligible to people who share them and thus validate their public existence (Wolf, 1994, pp. 240-244). In this regard, it is important to note that, upstream of the activation process, there is a choice in what concerns “newsworthiness”, what may or may not become news. These values have been listed by several authors, such as Galtung and Ruge (1973), Watson (2003), among others.

2. Rules and procedures: the importance of the standard

Acknowledging the importance of the standard means that journalism (the news) *can only be* subjective and that the demand for objectivity has more of a praise nature than an operational utility (Mesquita, 2003), a praise that presents itself as a child of its time and culture (Streckfuss, 1990).

Objectivity, as a domain and mediation of social reality (Adorno, 1997 [1947]), that is, the present as a social reality existing according to information media (Verón, 2010), is a journalistic impossibility, inasmuch as *there is not one reality*, but different perspectives of reality, which result from the various communication processes. However, given that news is not a reflection of objective truths (Watzlawick, 1991), despite adding to the construction of a shared reality (Burke, 2000; Berger & Luckmann, 1966), journalists *are not entitled to* their own reality.

This necessarily calls for the need to question the methodology, specifically the codification of the rules and methodological procedures that bound fields and avoid the transformation of subjectivity into pure fiction, ensuring that the journalist’s first commitment will always be to the truth (Kovach & Rosenstiel, 2001).

This guarantee stems from the journalists' ethical and deontological commitments and, concurrently, from the fulfillment of universal procedures that resemble a "protection ritual" (Tuchman, 1993, pp. 79-84):

- Variety of standpoints;
- Verification of the facts;
- Citation rules;
- Structuring of information.

It is intended that, through these procedures, other people who reproduce them in identical circumstances may reach the same conclusions, to the extent that they are, in a way, codified. However, for this fragile protection ritual to lose its effectiveness, it suffices to add countless and divergent standpoints on the same events for the news to be transformed into a swamp of partial and contradictory truths.

Additional facts also lose their effectiveness as complementary evidence, inasmuch as they are subjectively chosen by journalists because, whenever some facts are chosen, others are omitted, and omission is also a choice tool.

The same question emerges for citations. The correct use of quotation marks, that is, the rigorous and transparent use of the source, however rigorous and transparent it may be, will also result from the process of the journalists' subjective choice over the sources themselves.

Superstitious people will, then, have to believe in the universality of the structuring of information, but they are again faced with the same inevitability: the subjectivity of whom decides the structure, namely what is more and less important.

The ritual does not protect in any situation, but can and should be followed as a set of journalistic rules that are a method of work or a code of practice. Sullivan (2004) warns that this code "is broad enough" to allow its interpretations to accommodate specific circumstances, and also reinforces "the myth that a person can consciously drop beliefs or prejudices when interpreting events". This code of practice helps to prevent journalists from making the most serious mistake, which is giving news with inaccurate data: "Wrong information is a public lie" (Cardet, 1979, p. 47).

3. How to avoid the decay of the truth

Journalists are being replaced by “information bubbles” acting to consolidate informal opinions that circulate in an eternal continuum (Kakutani, 2018, 85-95). Such bubbles prevent exposure to information that could call into question formatted opinions, promoting further interpretations or falsifications. They fragment facts, atomically simplify messages, and then speed up their edited dissemination, so that they can be retransmitted by other bubbles. This is how we are informed: with «endless repetitions» of ourselves (Pariser, 2011, p. 14).

When journalists indulge in competition with imprecise digital accelerators and simplifiers to counter the speed and the power of diffusion, they are giving up the powers of scrutiny, not only sacrificing the ethics and deontology of the profession, but also compromising what remains of their relationship of trust with society.

Journalism becomes, thus, informational entertainment, and when it loses social relevance to entertain, it is democracy itself that loses quality due to the lack of professional scrutiny (Chiluwa & Samoilenko, 2019).

The epistemic field of communication sciences and the study of media can and should integrate this debate on the lowering of the importance and centrality of journalists as intermediaries between the event and the public. Moreover, the knowledge *liquefaction* requires a debate for a certain regaining of public confidence that necessarily involves the acknowledgement of structural and insurmountable conditions of journalistic activity.

In this sense, this article identifies the processes of journalistic construction to demonstrate the inevitability of news subjectivity; as a complement of analysis, it also presents empirical data that points toward the need for the teaching of journalism to reinforce the criticality of its own nature.

It seems important to return to the epistemological nature to overcome the dispute over media space in current terms, taking on subjectivity as a structural element that must be understood within the boundaries of truth and rigor, so that it is not a factor of depreciation of journalistic credibility.

In short, it is about recovering the cognitive sovereignty of structured knowledge within the soufflé which the information context has turned into.

Assuming the need to *rethink journalism* as an alternative to the self-asphyxiation of journalists, the exercise will inevitably have to undergo new ways of reporting, sharing and involving audiences. The challenge that arises results from the balance between truth and news accuracy, as well as the need for innovation, in order to reconcile creativity with reproductive and dissemination technologies, adding economic and social value: "Introduce or improve products, introduce or improve processes, define or redefine positioning, define or redefine the paradigm of an organization" (Granado & Santos-Silva, 2020, p. 5).

The exploration of potential paths of innovation for journalism is beyond the scope of this article, but it seems important to highlight a few lines of research, to the extent that the results may avoid the relativity of the journalistic methods that meet the "urgent demands" of digital competition: "News organizations are no longer in control of the news, amateurs can be reporters, become influential players, advertising can reach consumers directly, and traditional funding models applied to digital media are failing" (Santos-Silva, 2021, p. 95).

Application development, gamification and augmented reality technology are some examples of technological innovation, but it seems more pertinent to take into account the innovation in relation to journalistic genres and formats, that is, to explore the limits of storytelling itself as a set of techniques and strategies for recounting and sharing content to add value to the news and generate the necessary public interest (Caserro-Ripollés et. al., 2020), a perspective that implies a change of the journalistic paradigm by default (Storsul & Krumsvik, 2013).

The emerging narrative models can be explored through multiple dimensions, from transmedia narratives (Jenkis, 2010) to immersive narratives (Garcia-Orosa et. al., 2020), keeping in mind the involvement of audiences, both in the process of access to the news and potentially on its construction, formatted as journalistic-participation.

Following a reference study (Borger et al., 2013), Jennifer Y. Abbott (Abbott, 2017) puts the advantages of participatory journalism and citizen journalism into perspective from the initial experience of public journalism, creating ways for audiences to participate in the news process through the technological conditions available, and the potential result of this impact on the very quality of democratic dynamics.

4. Research methodology.

The analysis of the results of the research carried out within the context of a journalism course is the main objective of this article. For this, the research conducted via an electronic survey was carried out on students of communication sciences at Universidade Europeia in the beginning of their university degree (2012/2013).

The research guidelines resulted from the consideration of two dimensions:

- What are the theoretical assumptions upon which a research project is based?
- What are the analytic possibilities and representational strategies implied?

The strategies used by qualitative researchers to analyse interview data “may look quite different depending on answers to these questions (Roulston, 2014, p. 298).

The survey was made available using the www.surveymonkey.com platform and the contents analyzed through the MAXQDA programme (Rädiker & Kuckartz, 2020), bearing in mind "obtaining systematic and objectives procedures of description of the content indicator messages (quantitative or not) that allow the inference of knowledge" (Bardin, 2000, p. 48).

In the evaluation of the research questions, the indicated strategy has been, to allow the analytical description as a function of codification, resulting from the application of the previously established theoretical framework, while enabling the systematization of inferences to attribute meanings and interpret results (Kaplan, 1943; Berelson, 1952).

Considering a total universe of more than 200 potential respondents, the study included those who have completed their study program, having been constituted as a convenient sample of 48 respondents (80% females and 20% males, average age of 21).

Considering that the results attained do not result from the desirable implementation of personal interviews (Poirier, Clapier-Valladon, & Raybaut, 1995), the option chosen was a mixed questionnaire with the formulation of the questions. Their order and the range of possible responses were previously fixed, however respondents were asked to clarify their responses to overcome the expected limitations of this strategy.

Therefore, some questions included features of an open questionnaire, namely the formulation and order of the questions were fixed but the respondents could add a free answer. This semi-directivity allowed an adaptation to the interviewee’s particular traits,

insofar as the framework that results from the set of questions had a specific space for the interviewees to explain their options (Giglione & Matalon, 1992).

The questionnaire was divided into three parts: the elements that characterize the sample; issues regarding knowledge prior to the beginning of the degree and after its conclusion; and questions aimed at students whose future profession a journalist.

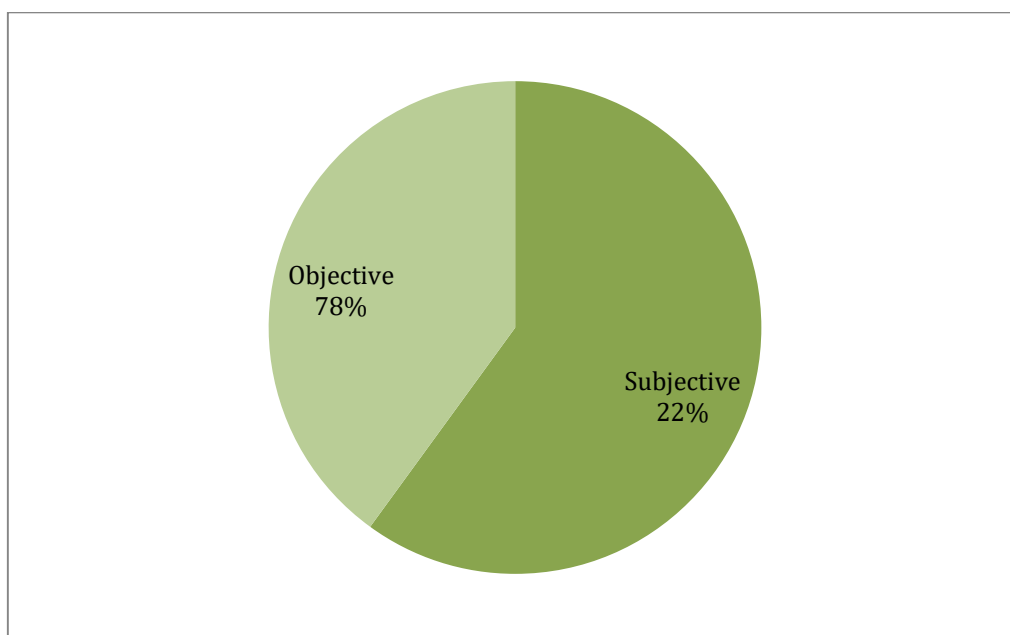
5. Research results and analysis.

The importance of training journalists at universities seems to be clear in the evolution of students' perceptions about the importance and nature of journalism, before and after the conclusion of their degree, taking into account the results of the empirical research based on the questionnaire applied to the students of Communication Sciences at Universidade Europeia show.

Faced with the question “When did you started your degree, did you consider that journalism should be objective or subjective?” 78% of the students answered that they previously regarded journalism as objective, because only then could the news be deemed accurate and true (Figure 1).

Figure 1

When you started your degree, did you consider that journalism was or should be...



Source: Communication Sciences Questionnaire – Journalism, *Universidade Europeia* 2020

Some answers:

I thought that journalism was, and had to be, objective, nonetheless our beliefs, values and preferences were left out from the moment we started working;

Before enrolling in this study program, I thought that the primary objective of journalism was to report the facts accurately and that this task was successful, because journalists had access to the same sources and treated the information in the same way, with the same perspectives of the event;

When I started my degree, I thought I knew that the journalist's role was as objective as possible.

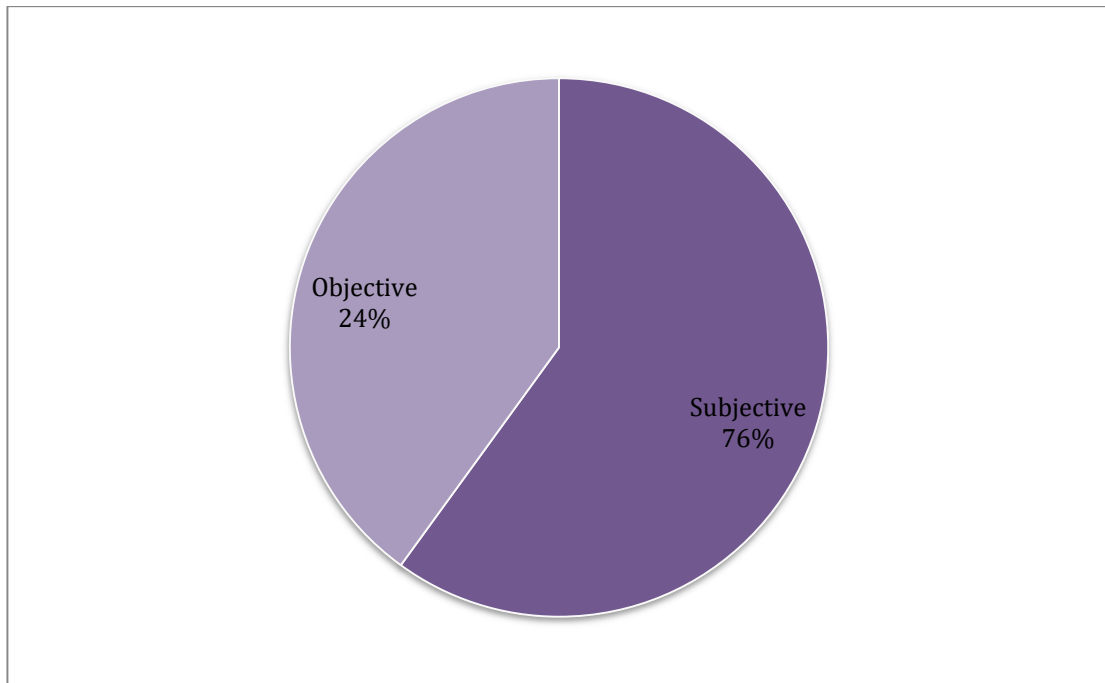
From our viewpoint, the coincidence of the answers confirms the need to refocus journalistic activity in its essence: rigour and truth in the transformation of events into news, thus recovering the confidence lost due to transformation of news into entertainment.

In this sense, universities have a critical role in the training of future journalists and other communication professionals, with epistemological issues as a guideline that consolidates the knowledge structure and guide future professionals to the public interest of the activity, according to ethical and deontological rules.

Taking into account only the students who completed the degree or the Journalistic Genres course (where these contents are taught), when faced with the question "After concluding your degree, do you regard journalism as objective or subjective?", 76% of the students recognised journalistic subjectivity, considering that the journalist's role is to interpret reality from his/her viewpoint and then explain it to the audience which it is addressed to, that is, journalism is subjective but still rigorous and true (Figure 2).

Figure 2

After concluding the degree, do you consider that journalism is...



Source: Communication Sciences Questionnaire – Journalism, *Universidade Europeia* 2020

Some answers:

After concluding my degree and having worked with a journalist, my view on journalism ended up being further strengthened. Each person has a different viewpoint, another way of writing or reporting an event;

Each journalist has his/her perspective and way of seeing an event, as well as his/her culture, and he/she observes an event according to a different way and tells the story/event in his/her own way; and that is why journalism is subjective;

It is up to the journalist to have the analytical power about what news is and what is not, as well as what the essential data is and the data that add nothing. All of this, with the utmost rigour, truth, setting aside all personal opinions.

We are thus led to consider that the debate on the future of journalism can be taken beyond the instrumental dispute of the media space with information bubbles, expanding to its own reinvention, for example in terms of innovation of narrative structures that meet the

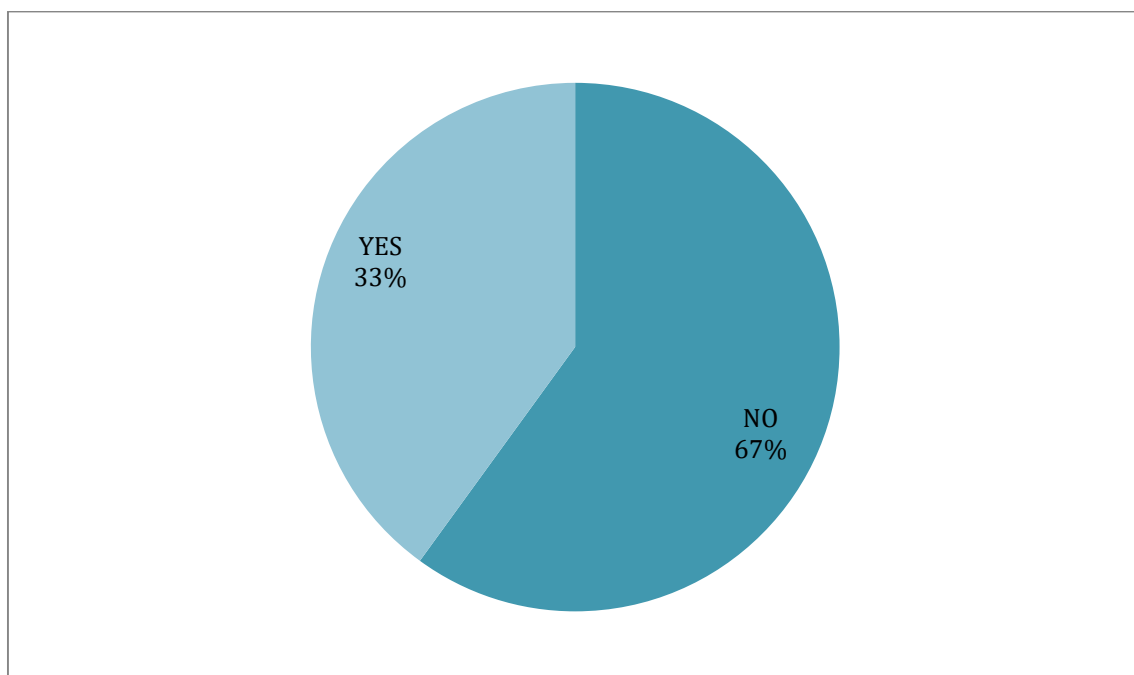
new standards of information consumption, yet preserving truth and rigour over speed and simplification.

This path entails rejecting journalism as a process of transforming news into entertainment and journalists into producers of fast food content to compete with digital conglomerates, such as Google and Facebook.

The results of this questionnaire indicate that only one-third of the respondents' profession (33%) is within the area of Communication Sciences (Figure 3). The reasons are practically divided in half: for 51.4% it results from their own will, whereas for 42.9% it is due to the impossibility of finding employment in the area. Only 8.6% of respondents state that they do not intend to work within the area of the degree.

Figure 3

Do you have any profession in the area?

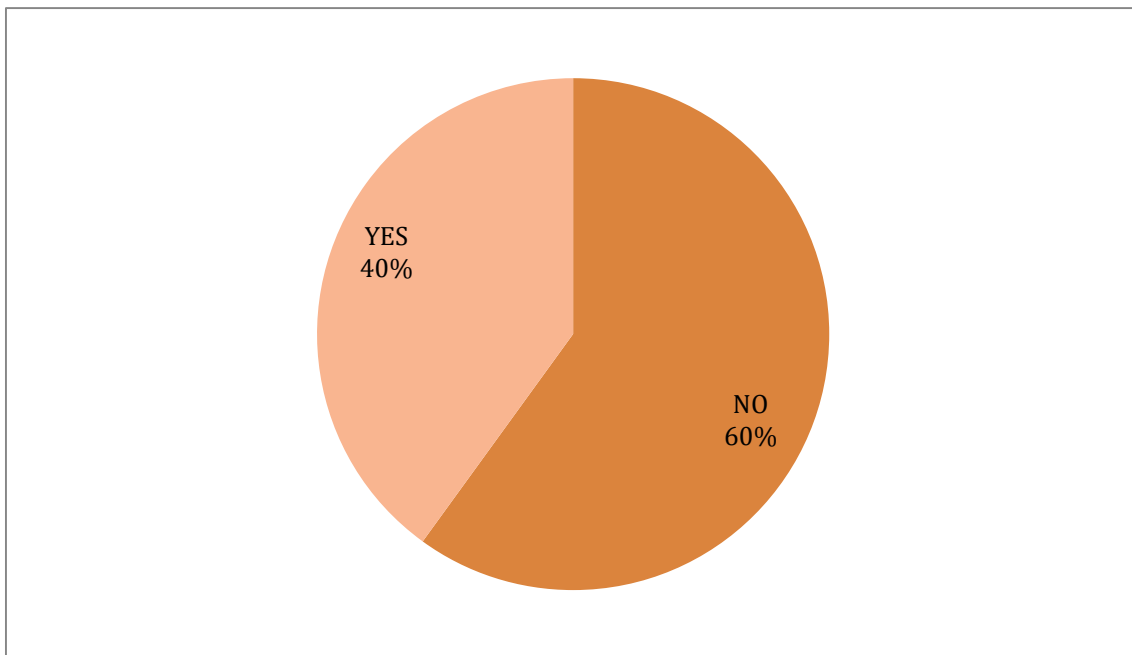


Source: Communication Sciences Questionnaire – Journalism, *Universidade Europeia* 2020

The majority of the students currently in journalism are divided into press and the multimedia fields, but a significant number claim that they do not feel motivated to continue (60%).

Figure 4

Do you feel motivated to continue having journalist roles?



Source: Communication Sciences Questionnaire – Journalism, *Universidade Europeia* 2020

This disappointment stems significantly from the profession current conditions, which finds itself in exclusive and direct competition with the information bubbles. The mechanisms of news editing require time, and when time becomes a limited resource, and above all an excessively expensive resource, journalists cannot perform their roles without transforming reality into a continuous, simplified and immediate present.

Moreover, the results obtained in this research are in line with other studies, for example in relation to the huge pressure to increase the production of journalistic items, the permanent connection of the journalist to the carrying out of professional tasks that provoke the intensification of their already precarious situation (*Journalists' Survey*, CIES-IUL/SJ 2016. OberCom Edition, February 2017).

The digital superpowers, based on the huge audiences through broader social penetration, have an endless financial capacity resulting from the absorption of advertising revenues, also benefiting from unlimited resources for the production of content, which, while not being news, still satisfy the low-intensity needs of information bubbles.

This is what we referred when we mention the need to recover the cognitive sovereignty of structured knowledge in the *soufflé* which the information context has turned into.

Conclusion

The research was developed bearing in mind the consequences of the transformation of the information into entertainment due to the loss of the monopoly of collecting, editing and disseminating the news by journalists, resulting in the loosening of the rules of editing and surveillance and the inevitable loss of credibility.

Empirical research was carried out with communication sciences students at Universidade Europeia at the beginning of their degree (2012/2013), keeping in mind the research proposal questions, that contribute to the dynamics of this debate within the context of media *studies*.

Results show that, at the beginning of the degree, most of the students considered that journalism should be objective, based on the perception that objectivity corresponds to the necessary accuracy and truth that should guide the journalistic process.

At the end of the study period, students began to acknowledge the journalistic subjectivity resulting from the transformation of the event into news as a social construction, as well as from the interpretation of reality and the characteristics of their target audiences.

Most journalism students are currently not motivated to continue due to the conditions of the profession, namely the lack of resources to meet the permanent demands, the pressure of celerity and the fragility of the mechanisms of editing, as well as the monitoring of facts.

These results reaffirm the importance of a theoretical framework in the training of communication professionals, taking into account the concrete challenges arising from the reflux of quality and the importance of journalism in the context of the loss of the monopoly of editing and the dissemination of digitization.

QUESTIONNAIRE

1. In what year did you conclude the degree in Communication Sciences?
2. How old were you when you concluded the degree in Communication Sciences?
3. Gender:
 - a) Male
 - b) Female
4. Do you currently have any profession within the area?
5. If you do not, what is the reason:
 - a) I do not want to pursue any activity within the area of the degree
 - b) I cannot find work within the area of the degree
 - c) Another reason
6. If you do, what is the area:
 - a) Journalism
 - b) Advertorials
 - c) Press office
 - d) Corporate communication advisory
 - e) External consultancy
 - f) Public relations
 - g) Production of content for social networks
 - h) Other

Go to the next stage only if you are currently a journalist.
7. How long have you been a journalist?
8. In which area do you carry out your functions:
 - a) Press
 - b) Radio
 - c) Television

d) Multimedia

e) Other

9. When you started the degree, did you consider that journalism was or should be:

a) Objective: because I thought it was the only way it could be rigorous and true (credible, reliable).

b) Subjective: because the journalist's job is to interpret reality from his/her viewpoint and then explain it to the audience which it is addressed to, that is, journalism is subjective but still rigorous and genuine and seeking the public interest.

Justify it in your own words.

10. After concluding your degree, you consider that journalism is:

a) Objective

b) Subjective

Justify it in your own words.

11. Do you agree with the existence of a procedure that codifies a set of objectives (universal) rules (norms), for example, a variety of viewpoints, citation rules, additional verification of facts, adversarial?

Justify it in your own words.

12. Do you feel motivated to continue working as a journalist?

13. If you allow further contact, please indicate your email address and/or telephone contact.

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