Journalists in BRICS: Reporting findings of empirical research

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## BRICS countries

<table>
<thead>
<tr>
<th>Country</th>
<th>Number of Divisions</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brazil</td>
<td>26 states</td>
<td>194 million</td>
</tr>
<tr>
<td>Russia</td>
<td>83 federal units</td>
<td>143</td>
</tr>
<tr>
<td>India</td>
<td>35 states etc</td>
<td>1.225</td>
</tr>
<tr>
<td>China</td>
<td>33 provinces etc</td>
<td>1.341</td>
</tr>
<tr>
<td>South Africa</td>
<td>9 provinces</td>
<td>52</td>
</tr>
</tbody>
</table>
BRICS Summits

1. Yekaterinburg (Russia) 2009
2. Brasilia (Brazil) 2010
3. Sanya (China) 2011
4. Delhi (India) 2012
5. Durban (South Africa) 2013
6. Fortaleza (Brazil) 2014
7. Ufa (Russia) 2015
BRICS, 2015 July 8-9
BRICS 2015: Putin entertained guests with soup, cancer tails, and duck - Bashkir
Media Systems in Flux: The Challenge of the BRICS Countries

• Funded by Academy of Finland, 2012-2016
  http://uta.fi/cmt/tutkimus/BRICS.html

• Theoretical concepts of
  - media system
  - role of media and journalists in democracies
  - freedom and independence of media

• Empirical mapping of
  - citizen participation in and through media
  - professional orientation of journalists
  - education of journalists
BRICS project partners

• **Brazil**: Universities of Rio de Janeiro, Brasilia, Juiz de Fora, Texas at Austin
• **Russia**: Universities of Moscow, St Petersburg, Yekaterinburg, Tampere
• **India**: Universities of Tamil Nadu, Hyderabad, Westminster, Miami
• **China**: Universities of Beijing, Shanghai, Hong Kong, Vancouver
• **South Africa**: Universities of Cape Town, Pretoria, Grahamstown
Survey of BRICS journalists, 2012-2015

• In-depth interview of journalists face-to-face, using a recorder, in the native language of the interviewee
• Two metro cities (capital and 2\textsuperscript{nd} largest): 48 journalists from 24 media
• Two provincial cities: 24 journalists from 12 media
• 144 journalists per country, total 729
• Sample includes old and online media
BRICS study sample: Cities

- **Brazil**: Brasilia, Rio de Janeiro, Vitoria, Juiz de Fora
- **Russia**: Moscow, St Petersburg, Yekaterinburg, Petrozavodsk
- **India**: Delhi, Hyderabad, Kolkata, Pune
- **China**: Beijing, Shanghai, Guangzhou, Wuhan
- **South Africa**: Johannesburg, Cape Town, Durban, Port Elizabeth
BRICS study is pioneering

• No earlier global projects included journalists from all five BRICS countries
• Our study will compare journalists in each of the BRICS countries:
  • 1) with journalists in western countries
  • 2) with journalists from the countries in the second wave of the global WJS study
  • 3) with journalists in the BRICS countries themselves
Research focus

• Differences between new and old news media

• In mainstream comparative research, online news media have received little attention

• Number of online media continue to increase

• The definition of new media is unclear
New media in the BRICS study

• Our study defines new online news media as separately established and independent internet media organizations

• They are not just digital newsrooms or online versions of conventional newspapers, magazines or radio-television stations
Interview: Main topics

• Demographic data
• Job conditions: new technology, economy, satisfaction
• Journalists and society: citizen participation, freedom of speech
• Professionalism and ethics: perception of professionalism, political independence, self-regulation, corruption
• Present status and future of the profession
Total number of journalists in BRICS

- Brazil – 145,000
- Russia – 250,000 (freelancers: 25,000)
- India – 40,000
- China – 260,000 (freelancers: 1 million)
- South Africa – 35,000
- (US – 120,000)
Empirical work completed

• Interviews started in December 2012
• Finished in January 2015
• Coding and analysis in 2014-2015
• Country reports in 2014-2015
• First book of the BRICS project 2015
First BRICS book: March 2015
Mapping BRICS Media is the first comprehensive and comparative study of the emerging media landscape in the world’s most dynamic markets. This pioneering collection focuses on one of the key topics in contemporary international relations – the emergence of BRICS (Brazil, Russia, India, China and South Africa). The volume brings together distinguished scholars from the BRICS nations to assess the effects of the exponential growth in media in some of the world’s fastest growing major economies and examine how the emergence will impact on global media and communication. Transnational in scope, the book focuses on significant and yet hitherto largely ignored developments in the globalization of media. By interrogating the relationship between the inter-BRICS media and media practices and perceptions, this volume provides an accessible and critical guide to the complex debates about the impact of the ‘rise of the rest’ on the media globe.
Special issue of AJS on the BRICS journalist: forthcoming
Special issue of AJS on the BRICS journalist

• Theme issue: The BRICS journalist: Profession and practice in the age of digital media

Editorial note: The BRICS journalist within the changing dynamics of the early 21st century  
Svetlana Pasti and Jyotika Ramaprasad

Research articles
• Professional, social and regulatory characteristics of journalism in online and traditional media in Brazil. Raquel Paiva, Márcio Guerra and Leonardo Custódio
• New news media in Russia: What is new? Svetlana Pasti, Dmitry Gavra and Maria Anikina
• Indian Journalists: Personal passion, organizational dynamics, and environmental forces. Jyotika Ramaprasad, Nagamallika Gudipaty, and Ravindra Kumar Vemula
• Journalists in contemporary China: Evidence from Beijing, Shanghai, Guangzhou, and Wuhan. Raymond Ruiming Zhou, Yu Xu, and Xianzhi Li
• What is the state of South African journalism? Musawenkosi W Ndlovu
A new publication

- *The BRICS Journalist in the Age of Net Mobility*

This book turns its gaze to conceptual and practical changes in journalism professionalism, the human dimension of national media systems, by asking about the criteria and values of high (devotion to ethics and excellence) and low (corrupted mind) professionalism of journalists themselves and their environment. The book brings voices and narratives of the journalists themselves in the forefront, voices about their profession, practice, experience and situation, in essence their lived work experiences. That is, this book is an attempt to provide an ethnographic reading of journalism in the BRICS countries in an age when the internet has changed the dynamics of this profession and the character of its output.
Reporting findings of research

**Brazil:** Raquel Paiva and Muniz Sodre, Rio de Janeiro
*Re-thinking Brazilian journalism*

**Russia:** Svetlana Pasti, Tampere
*Russian journalists online and mainstream: More common than different*

**India:** Jyotika Ramaprasad, Miami
*Profiling journalists: The changing dynamics of India media system*

**China:** Yajie Chu, Shanghai
*Imaging professional fame revisited: The evolution of journalistic professionalism in contemporary China*

**South Africa:** Musawenkosi W. Ndlovu, Cape Town
*The Future of South Africa journalism in the BRICS context*