


FOR A PLACE OF LIFE STORIES IN COMMUNICATION: images, stereotypes and discourses

POR UM LUGAR DAS HISTÓRIAS DE VIDA NA COMUNICAÇÃO: imagens, estereótipos e discursos

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Life stories have long been defended by Communication scholars and market professionals. This is done as an alternative to the technical, statistics-based reports, which occupy most of the media approaches. Therefore, character-centered narratives would correspond to a form of identity expression and would produce, as an effect, humanization and representativeness of groups. It is often added that having these stories, when they portray diversity, would be able to break or minimize stereotypes.

This dossier arises from concerns caused by these positions. To what extent does life history manage to get rid of social patterns and hegemonic discourses, being in the same social space where they materialize? Would there be a technique or guarantee for it? How do life stories in media narratives represent and promote social inclusion and exclusion? How to characterize media humanization in post-modernity? What does it mean to humanize in the context of expressing diversity and the contemporary fluidity? How is the human conceived in media discourse?

Asking questions like these, *Revista Observatório* received dozens of texts from researchers all over Brazil, who saw such reflections in their objects of study. The texts here show the results of completed or ongoing researches, which address life stories in different genres, especially journalistic texts. As it involves researchers from several areas, including Communication, Semiotics, Linguistics, Language, History and Social Sciences,

it also brings different methodological approaches, showing the central theme of this dossier also causes reflection under different perspectives.

The texts are organized in three major thematic groups. The first one highlights the biography as a genre and how it contributed to the history of the press. In the article "Production conditions and biography: The notion of humanization in the historical constitution of genre", Fabiano Ormaneze – author and one of the dossier's organizers – takes the path of biographies and the genres derived from them, such as memories and profiles, based on the theoretical assumptions of French Discourse Analysis. The study investigates notions of humanization in a clear way, thinking how ideology and history constitute and abound it.

As part of the first group of texts, the article "Biographical contributions of Juca Kfour and Tinhorão to the history of Brazilian journalism" – by Felipe Adam and Sérgio Luiz Gadini – uses Content Analysis to dive into two biographies published in book format. The article also discusses the construction of the genre in two very different editorials areas, if we consider structural and thematic features: culture and sports.

Soon after, there are texts that make up the second thematic group for this edition, focusing on studies on the mainstream media. The text "Narrative ritual and exclusion: the life story by the discursive body in *Rede Globo's* memorial series," by Duílio Fabbri Júnior, who is also this dossier's organizer, shows how life story is used to add credibility to the official discourse of the country's largest broadcaster. The theoretical-methodological approach is Discourse Analysis.

In the paper "Dehumanization at *Veja*: analysis of the construction of HIV-positive characters in magazine articles," Ana Cristina Spannenberg and Bianca Mara Guedes de Souza conclude, based on Content Analysis, that Editora Abril's publication fails to humanize the narratives, thus contributing to maintain stereotypes. The study was conducted using 20 news and reports.

Further, Fernando Moreira and Pedro Henrique Varoni de Carvalho, authors of "Diversity and Equity in Journalism's Editorial Governance: Inclusion as Credibility," relate discourse, Semiotics and Social Sciences, proposing an open dialogue to society in search of less stereotyped media constructions.

Closing this second group of texts, "Rise and fall through by media images: the Gabriela Pugliesi case," by Rodrigo Daniel Sanches and Simonetta Persichetti, proposes to discuss the relationship between body, media and digital social networks as a reason for media coverage.

The third and last group of texts is formed by life story approaches in several domains outside the mainstream press, either as a tool for corporate communication or as an alternative to hegemonic discourses. Five articles meet this goal. The first one is "Use of life story approach within the Petrobras Memory Program." Its author, Larissa Conceição dos Santos, shows how the so-called humanized narrative is a resource for building the organizational *ethos*.

Jax Nildo Aragão Pinto, Marcelo Barbalho and Marcelo Firpo de Souza Porto show in "From the dream of gold to access to land: signs of violence in Serra Pelada and life story in Palmares II" how the struggle of the so-called Movimento dos Trabalhadores Sem Terra (MST) is linked to the exploitation of the Serra Pelada mines in Pará. For this purpose, they considered photography and life story.

In the article "Life, land and ore: the stories of the residents of Piquiá de Baixo in Alçailândia-MA on the network," César Alessandro Sagrillo Figueiredo, Carmem Barroso Ramos, Jose Siney Ferraz Rodrigues, Roseane Arcanjo Pinheiro and Jean Pierr de Sousa Viana Figueiredo make the interconnection between social struggle, inclusion and social activism. To do so, they use the report on the forms of denunciation and representativeness, which are part of the life stories of workers exploited by the latifundium and mining companies.

In "Life stories in the world of samba: memories and narrated humanities," the authors, Maria Lívia Roriz and Marialva Barbosa, discuss how the oral history methodology contributes to communication studies. To do so, they draw up narratives about the history of samba, based on interviews.

Closing the dossier, Maria Luiza Cardinale Baptista and Joice dos Santos Bernardo are the authors of "Cartography of knowledge and life stories: methodological approaches for research with 'subjects between worlds', in the perspective of 'com-versing' places

and subjects." It is a methodological proposal linking two approaches: cartography of knowledge and life stories in a research on cultural exchange.

We wish you all good reading and new concerns on the subject.

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