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MAPPING the MAGAZINE



Exploring the current state of magazine research and industry

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moves from newspaper journalism in the early years of the series to magazine journalism and books in the final seasons and films and how Bradshaw, as a “celebrity writer”, increasingly becomes the subject of magazine journalism herself. I argue that Bradshaw has significant success as a writer but that is underplayed in the series while her relationship failures are highlighted. The central arguments made in the paper locate SATC within the context of scholarship by Howard Good (1998), Joe Saltzman (2003), and Brian McNair (2009) into the representation of journalism and journalists on film and television and the status of lifestyle and magazine journalism.

Panel 8: **DIGITAL AND SOCIAL MEDIA**

Print Magazines in the Digital Environment: Editorial and Positioning Strategies

Dora Santos Silva (NOVA University of Lisbon, Portugal)

In the last years, the digital ecosystem increased the rhythm of change and forced the blurring of boundaries. Parallel to this, there was a need for innovation, seeking “new combinations”, using Schumpeter’s words (1934, p. 78). This innovation, focused on the product or on the way that the news are distributed, meant assuring a presence in the digital environment. However, this wasn’t so clear to magazines, especially considering that this medium has distinguished features, a periodicity and its online presence is not necessarily a “digital magazine” (Santos-Silva, 2011): it may be an extension of the media brand, a digital enhanced version of the magazine or a new media product itself; it may be a monthly magazine thriving in a 24-7 media.

This paper examines how is the media magazine industry innovating in the digital environment, regarding the editorial process and the media brand positioning. The focus is on media brands that have started with the print magazine as the core medium. With that in mind, three research questions are addressed: 1) which are the main magazine brand extensions in the digital environment and how can they relate with the print product? 2) which are the main editorial differences between the print product and the digital one? 3) what are the main strategies to keep the magazine relevant, both in print and digital world?

To answer these questions, we have conducted a content analysis to three major monthly current affairs magazines: The Atlantic Monthly (USA), Monocle (UK) and Forbes Portugal (Portugal), regarding three print issues published between January and April 2020 and their digital strategy in the associated months. The content analysis was complemented with interviews with the editors.

Mapping Digital Magazines: Reading as a Practice of Disconnection

Cátia Ferreira and Carla Ganito (Católica University, Portugal)

In a time of ubiquitous and permanent access to the internet made available to more and more people, emergent research has focused on audiences’ practices to disconnect from the internet (Kaun et al., 2014), to go offline and to remove their presence and visibility from online spaces (Light & Cassidy, 2014). From criticism on digital media to acts of refusal such as closing accounts on SNS or abstention from use have been understood “as a performative mode of resistance” (Portwood-Stacer, 2012: 1041; Woodstock, 2014). Critical thinkers have highlighted the ways in which digital industries incite participation and production by audiences and some such as Carr (2010) and Turkle (2011) have gone further to criticize the impact of permanent connection, namely on reading practices.

The paper aims at mapping people’s practices of disconnecting as a form of resistance, and initiatives that offer offline spaces. In the new digital ecosystem, staying ON seems to be, at the surface, the most effective strategy to engage with the audience. This is especially true for the media and other creative industries, that suffered in the last years an abrupt adaptation to the digital environment and depend highly on social media to disseminate their work. However, the ON formula doesn’t suit all. Staying OFF social media is also a clear strategy for some media and creative industries. Monocle, the worldwide awarded British magazine, is an emblematic example. It doesn’t have a Facebook or Twitter account because it would mean to give content for free. Keeping in mind that the magazine has a legion of fans and is profitable for over eight years, this strategy deserves some thought. Another recent example is Disconnect Magazine that can only be read offline. To pursue this objective, we will use a mixed method

approach, combining case-studies of initiatives of digital disconnection with a discourse analyses of readers.

Preguiça Magazine: From Editorial Product to Community Impact

Pedro Jerónimo (University of Beira Interior, Portugal)

Magazines are not a usual presence in the portuguese local media landscape. For this reason, exceptions must be studied. *Preguiça Magazine* is one such case. Launched in January of 2013, in the city of Leiria, Portugal, it was weekly and online. It ended in December of 2016, a few weeks away from turning four years. It was produced by the four journalists who founded it, with the aim of proving that in the city of origin there were things to do. It was, therefore, a magazine focused mainly on cultural and lifestyle content. It quickly created a community of loyal followers and collaborators, raising interest beyond the geographical limits initially defined. Proof of this was the expansion to another city (Coimbra), the annual printed editions, the training activities in the “covil” (lair) - designation of the newsroom - and the humanitarian actions (e.g. Aylan Kurdin Caravan).

This proposal aims to reconstruct the path of *Preguiça Magazine*, something that has not been done so far. Using interviews and documentary analysis, namely what was published in the media, as well as what can be recovered from the magazine via Archive.org, we will seek to know the motivations for the creation of the magazine, the editorial criteria and the business(s) model(s). In terms of content, we intend to identify the journalistic genres, themes and potentialities of online journalism explored (e.g. multimedia and hypertextuality). The perspective of journalists from other local media in the neighborhood will also be considered. With this proposal, we intend, therefore, to make an initial contribution to a practically unknown field in media studies in Portugal, that of local magazines.

July 3rd — PM

Panel 9: **MAGAZINES AS COMMUNITIES**

Magazine Twins - Tracing Spaces of Inclusion Small Media Operate in Two Languages in Finland

Ullamaija Kivikuru (University of Helsinki, Finland)

The paper studies how minority/majority status and language support identity-building and participation in readers of small magazines, three operating in Swedish, three in Finnish. There are two official languages in Finland: Finnish and Swedish. This study focused on small journals related to society and culture, economics, and feminism. For each topic area, one Finnish magazine and one Swedish magazine were selected. Three pairs of magazines were studied (i.e., six magazines in total).

In an ideal situation, small magazines can offer a route for balancing between ‘us’ and ‘them.’ They can strengthen sub-communities while creating a close link to society. More emphasis could be assumed to be on inclusive than exclusive elements in the minority journals operating in Swedish, and inclusiveness mechanisms could be stronger in them.

This study used qualitative content analysis, close reading, and limited argumentation analysis. A modified system of analysis was developed for each pair of magazines. Results showed that the pair of journals focused on society and culture appeal to two totally different publics. The Finnish-language magazine is topicality oriented, offering space for debate about Finnish society, making no references to the Swedish minority. The Swedish-language partner offers a collection of essays about the Swedish minority culture. Thus, soft exclusion was found in both journals. The Swedish-language journal focused on strengthening minority togetherness. The economic pair is more inclusive beyond the language barrier, although the main target remains in the own language group. The two feminist journals are very narrow in their inclusiveness: neither languages nor women, in general, get their attention, only feminist activists are invited. The journals function in their own bubbles, without reference to each other.