

Literary journalism, human rights and integration: a Portuguese case

Jornalismo literário, direitos humanos e integração: um caso português

Periodismo literario, derechos humanos e integración: un caso português

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ABSTRACT

Literary journalism tells real stories which generate debate and interpretation, thus having a social function. This is the epistemological starting point of this article, which examines how this genre attracts readers, putting human rights and integration issues on the agenda. The focus of this work is eight articles awarded with the Portuguese prize 'Human Rights and Integration' between 2006 and 2014. The objective is to determine the journalists' motivations for the use of literary journalism, using a qualitative methodology. The conclusion is that theme and gender benefit each other, which generates qualities relevant to the future of journalism.

Palavras-chave: human rights, integration, journalism awards, Portugal

RESUMO

O jornalismo literário relata histórias reais, que geram debate e interpretação, tendo, assim, uma função social. Este é o ponto de partida epistemológico deste artigo, que escrutina como este género atrai leitores, colocando na agenda as temáticas de direitos humanos e integração. Oito artigos vencedores do prémio português 'Direitos Humanos & Integração', entre 2006 e 2014, constituem o foco deste trabalho. O objetivo é inquirir quais as motivações dos jornalistas para o uso do jornalismo literário, utilizando para isso uma metodologia qualitativa. Conclui-se que tema e género se beneficiam mutuamente, o que gera qualidades relevantes para o futuro do jornalismo.

Keywords: direitos humanos, integração, jornalismo literário, prémios de jornalismo, Portugal

RESUMEN

El periodismo literario informa historias reales que originan debate e interpretación, y por lo tanto tienen una función societaria. Este es el punto de partida epistemológico del artículo, que analiza cómo este género atrae a los lectores, mientras coloca en la agenda temática los derechos humanos y la integración. El corpus de análisis lo constituyen ocho artículos que ganaron el galardón portugués "Direitos Humanos & Integração", entre 2006 y 2014. El objetivo es indagar cuáles son las motivaciones de los periodistas para el uso del periodismo literario, utilizando para eso metodología cualitativa. Llegamos a la conclusión que temas y género son mutuamente benéficos y que esto tiene cualidades importantes para el futuro del periodismo.

Palabras clave: periodismo literario, galardones periodísticos, derechos humanos, integración, Portugal.

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INTRODUCTION

Literary journalism investigates, organizes and narrates real, detailed and fascinating stories that captivate the public with topics that the author considers relevant for public knowledge, deserving to be discussed and interpreted, and thus having a social function. This is the epistemological starting point of this article, which aims to investigate how this genre can attract readers, placing the topics of human rights and integration on the media agenda. The research was carried out through the analysis of winning articles of the Portuguese Journalism Prize “Human Rights and Integration” in the category of written press, granted to articles written between 2006 and 2014. The adjudication of this Prize in the category of Written Press begins in 2007¹, being a joint initiative of the National Commission of the United Nations Educational, Scientific and Cultural Organization (UNESCO) and the Portuguese Media Office, abolished in February 2015. The last prize analyzed here was published in 2014, although the award continues to be granted until now, in slightly different ways, through the cooperation between the national [Portuguese] office of UNESCO with other Portuguese official bodies. The attribution of the prize has not remained unchanged over time, therefore, we mention the different designations in this article. However, the objective of directing the attention of journalists, media, and the public to human rights and integration issues remained unchanged, allowing it to be considered a unique distinction for this study.

We used the theoretical basis that supports, typifies and enshrines this genre, based on authors such as Connery, 1992; Sims & Kramer, 1995; Chaparro, 1999; Hartssock, 2000; Trindade, 2006; and Santos, 2007. Regarding applied research, the main objective was to investigate what are the main motivations that lead journalists to use literary journalism in the treatment of these topics. We used two techniques of qualitative data collection and analysis: content analysis of the winning reports, and semi-structured interviews with the entity promoting the prize, and with six of the distinguished journalists: Maria do Céu Neves, Sandra Nobre, Ricardo Rodrigues, Sara Sá, Paulo Moura and Isabel Nery.

It is well known that journalism awards contribute not only to peer recognition of professionals but also to enhance the visibility of the matter dealt with in the distinguished works: “Using awards as an indicator implies

that quality is defined about the norm.” (Rolland, 2006, p. 951). Thus, the prize analyzed invites to the inclusion of human rights issues and their social integration in the public and media agenda, while contributing to the consolidation of the necessary writing skills developed by professionals in this category.

The article is organized into five sections: the first contains the theoretical framework that, from the beginning of the 19th century until the present day, gives rise to this area of journalism. Then there is a methodological note with a description of the techniques used for data collection: a content analysis of the awarded journalistic works and interviews. After that, we present the analysis of the data obtained and its respective discussion. The final considerations open different doors for future research, especially at the present moment of formal development of literary journalism, and of media approach to human rights issues and integration.

THEORETICAL FRAMEWORK

FORM AND CONTENT: LITERARY JOURNALISM AND SUBJECTS

It is hard to distinguish the exact historical moment in which the earliest examples of literary journalism emerge, but today the genre comes to us with strong reference to the United States in the 1960s and 1970s, with names like Truman Capote, Tom Wolfe, Gay Talese, Hunter S. Thompson and Norman Mailer. According to John Pauly (Pauly, 2011), literary journalism emerges from the need to interpret the culture of late twentieth century, distancing itself from the standard categories of news coverage that were not adapted to that time, since they did not respond to questions such as ethnicity, feminism, peaceful activism, rock, drugs, sexual liberation, among others.

However, as early as the nineteenth century, Matthew Arnold spoke of a “feather-brained [journalism],” referring to W. T. Stead’s articles from the Pall Mall Gazette, formerly representative of Arnold’s editorial line. As Arnold defends in his article “Up to Easter” published in *The Nineteenth Century* (Arnold, 1887). These writings, according to this author, prove to be bold but poorly grounded, reflecting crusading journalism, bringing to the agenda the so-called marginal issues, as in this case, the Irish issues. On the other side of the Atlantic, journalists such as Abraham Cahan, Lincoln

Steffens, Ida Tarbell, or Jacob Riis, wrote journalism in an identical tone: thoroughly researched, detailed in description and dialogues, as Wolfe would later typify his New Journalism (Wolfe & Johnson, 1973), and updating the issues considered as deserving journalistic treatment.

Literary journalism implies the recognition, by editors, journalists, and readers, of the interest in the journalistic treatment of new realities, often far removed from the core interests of the moment, meeting the social interest about interpretation of aspects of their contemporary cultures. The American and British journalistic movements emerge, in particular, to give voice to cultural difference, thus leading minority groups that had received little or no attention by the press, to be subject and to generate visibility and journalistic interpretation. Literary journalism has the potential to reveal a wide range of social realities and perspectives, especially of those who are marginalized or even invisible to the society. In the words of Manuel Chaparro (1999):

In the journalistic culture, the term actuality has the complexity of life itself. It is a matter of life and of all its conflicts and contradictions, when, in journalistic content, we speak of events that are significant to people, that is, of facts and minutes; of immediate or potentially disorganize or reorganize speeches and revelations, by its immediate effects on the reality lived by the people. As an attribute of defining journalism, actuality has, besides the temporal dimension, the dimension of transformation. Events without this characteristic, which transform nothing, are not interesting to journalism because they do not interest to the world (p. 297)

The 'significant events for the people' and the 'transformation dimension' of journalism are particularly fruitful in this journalistic genre. With recognized commercial success, and practiced in distant and distinct countries (see the two volumes of *Global Literary Journalism*, edited by Keeble and Tulloch in 2012 and 2014, or the successful work of the international association founded in 2006, International Association for Literary Journalism Studies) it has adopted various designations such as "Nonfiction Writing", "Narrative Journalism" (Hartsock, 2000), "New Journalism" (Wolfe & Johnson, 1973), and more recently "New New Journalism" by Robert Boynton (2005), who gives this designation to the developmental stage of current literary journalism, considering it rigorously reported,

psychologically astute, sociologically sophisticated, and politically conscious.

Essentially, the rich description of spaces and characters, attention to detail, the incorporation of dialogues, emotionality, and subjectivity, characterizes literary journalism, insofar as the journalist sometimes interprets the facts he narrates (Gillespie, 2012). This aspect of journalism resembles many other areas such as in-depth reporting or even ethnography. The author referred to reflections on the possible collaboration between literary journalism and ethnography; although they constitute different forms of research, they have much in common (Pauly, 2011), as ethnography does, literary journalism also uses direct and participant observation to describe and understand social life, from the perspective of individuals participating in it.

THE ROLE OF LITERARY JOURNALISM IN PUBLIC LIFE

As for the role that literary journalism plays in public life, John Pauly (2011) believes that it is a model of negotiation of the creation of the public reality of each day, which can return tomorrow to tell more. The author considers the perspectives of other authors, such as James Carey (Pauly, 2011, p. 75) who describes conventional and literary journalism as an imaginative way through which each democracy speaks to itself about itself, that is, he considers journalism as a reflexive activity of self-evaluation of society in general, states and elites.

In turn, Norman Sims and Mark Kramer in their 1995 work, *Literary Journalism. A New Collection of the Best American Nonfiction*, praise the voice of literary journalism that finds the truth in the details of real life, in the every day, without being overshadowed by the various countries, companies, bureaucracies, and specialists. Pauly, however, does not agree, although he argues that this journalistic genre aspires to such social ends with broad understanding. He believes, however, that a wholly satisfactory way of doing it has not yet been found, as it has chosen to remain in a secluded position, and privileging a more individual vision, "standing at the edge of society's institutions" (Pauly, 2011, 75).

Literary journalism, as well as conventional journalism, believes in the power of stories - in the so-called 'storytelling' and in the factual veracity trait of the

news that makes them more appealing. Advocates of this kind of journalism argue that it allows revealing human experience in a more captivating and compelling way, which motivates readers to act. Its main objective, then, is to encourage greater public interest and participation in news stories (Gillespie, 2012). In a nutshell, literary journalism will allow, in some cases, a greater connection with the reader than conventional journalism, and may play a relevant role in public life by building stories around individual personalities, humanizing information and adding elements that exceed the knowledge of news, structuring and communicating through written texts, for example, symbolic cultural values in transition, such as that of identity, referred to by Alice Trindade on Cape Verdean journalist at the beginning of the 20th century, Pedro Cardoso (Trindade, 2012), or from current Angolan journalist Luis Fernando (Trindade, 2016).

Beyond that, literary journalism declares that intercultural understanding and human progress are among its highest goals (Berning, 2011), being one of its main objectives the knowledge and understanding of different cultures (Morton, 2014). With globalization, which led to the free movement of individuals, multiculturalism is an increasingly present reality. The representation of cultures different from their own is rather an arduous and complex task for journalists. Here arises a question: How to accurately reflect a society that is not yours? It must be taken into account that the cultural context affects the meaning of the facts (Morton, 2014).

This author argues that there is a difference between knowing and representing, even because knowing well entails epistemological and ethical aspects necessary for the reliable representation of the facts:

Knowing well is, then, a matter of moral significance, not because cognitive processes are moral or immoral in themselves, but because actions borne out of epistemological practices are subject to ethical judgment. Crucially, while 'representing well' relies on 'knowing well' in literary journalism, sound epistemic justification does not always translate into defensible representation practices. (Morton, 2014, p. 775)

Sometimes the depth of factual knowledge and the perception of other cultures by journalists is limited, which leads to misunderstandings and perpetuates inaccurate readers' knowledge of various cultural aspects. Recognizing that the facts collected,

in culturally specific circumstances, assume diverse meanings, leads to increasing the integrity of knowledge, truth, and ethical representation.

EMOTION VS. OBJECTIVISM IN LITERARY JOURNALISM

Literary journalism often describes individuals' feelings and emotions, so it is considered more subjective. Hence arises its greatest criticism: the lack of objectivity. For example, Kevin Helliker (2013), published an article in the Wall Street Journal containing new evidence that In cold blood is not immaculately factual as Capote claimed. Apparently, there was an exchange of favors between the reporter and the detective who led the research - Capote may have created a more favorable image of the detectives' work to achieve their collaboration. Sara Coelho (2014) makes the same reference in the article of the Portuguese newspaper "Observador" commemorating the 55 years of publication of the work.

Objectivity is an ideal of journalism, a mechanism of survival and defense against professional risks, such as the demands imposed by deadlines, claims of slander, and by the editors. The use of citations from sources is a way to ensure objectivity in literary journalism (Wahl-Jorgensen, 2013). Journalists are allowed to describe the emotions of the individuals they address. However, citations serve as evidence for the verification of facts. Karin Wahl-Jorgensen, in her 2013 article, resorts to the principle enunciated by Gaye Tuchman decades earlier, in 1972: "For journalists, as for social sciences researchers, the term "objectivity" is a bulwark among both critics" (Tuchman, 1972, p. 660). Journalists guarantee their objectivity by refraining from participating in the story; this means that as a literary journalist, the author moves away from his own emotions, but revealing those experienced by the individuals who portray and are susceptible of interpretation, always presented in that way. As Tuchman pointed out, the use of formal conventions (the use of quotation marks, for example) or contents, referring to social conventions accepted by the community, consolidates the notion of objectivity of that community.

The information objective practices go through fidelity to the principles of truth, justice, and impartiality. These are the minimum requirements of any journalistic work, so they do not constitute explicit criteria to

win a journalistic award. Karin Wahl-Jorgensen (2013) reveals that in the case of the Pulitzer Prize, which currently has 14 categories in the area of journalism -among them is the category of literary journalism- and in terms of literature, detailing, realism of dialogue, reconstruction of events, interior monologue and the use of various narrators, among others are valued.

THE 'HUMAN RIGHTS & INTEGRATION' PRIZE

It is important to know the entities promoting in Portugal the prize under scrutiny, the National Commission for UNESCO, and especially the the Portuguese Media Office (Portuguese acronym, GMCS). The GMCS was, until February 6, 2015, the central service of State direct administration, whose mission was to support the Government in the conception, execution, and evaluation of public social communication policies, aiming at qualifying the sector, as well as upholding freedom of expression, pluralism, and diversity, among other fundamental rights. Thus, its competences included: the participation and execution of the Portuguese foreign policy for the sector, especially regarding the collaboration with Portuguese-speaking countries; granting and controlling the State incentive system for the media; management and availability of documentary collections and finally, the administration and organization of cultural events of Palace of Foz, headquarters of the organism. However, the GMCS disappeared, and its competences were transferred to the General Secretariat of the Presidency of the Council of Ministers; to the Regional Coordination and Development Commissions; and to the Agency for Development and Cohesion, I. P. (Legal Diploma of the Government of Portugal, DL N° 24/2015, of February 6).

The interviewees Sérgio Gomes da Silva, Director of Advisory Services, Conception and Evaluation and Alexandra Lorena, GMCS Technician, provided the information on the prize evolution². The prize, under the designation "The Human Rights and Integration Award", was presented annually between 2008 and 2014, and its focus was to recognize and reward the best journalistic works on human rights and social integration published or disseminated in the Portuguese media. Another similar prize preceded this, without discrimination of categories, titled 'Prize Human Rights, Tolerance and Fight against Discrimination

in Social Communication'. This prize was subdivided into different categories, including the written press in 2007 and, since 2008, went on to have the designation that lasted until 2014. The number of eight articles that constitute the corpus of this work is the result of the evolution trajectory of the Prize. Throughout its existence, there was an increase in the number of nominees in the various categories, except in the radio category, whose applications declined as interviewee Alexandra Lorena explained. In 2014, there were altogether 80 candidacies for the prize, which constitutes a good number for the country's dimension (data provided by Sérgio Gomes da Silva). According to the interviewees, 'Audiovisual Media' was the category that received the most nominations and which has the greatest influence on the audience.

The jury had the same President, Professor Guilherme d'Oliveira Martins, an unquestionable figure of the Portuguese public and cultural panorama, and two other members that varied over the years, according to professional criteria: one academic and one media professional. During their work, the jury recommended that the prize be awarded according to different categories, since it was difficult to compare and evaluate works published in the different media, as, for example, the image may be more powerful than the text. In her interview, award-winning Maria do Céu Neves agreed that journalism awards should have categories - "it is important that they [the various journalism awards] continue to distinguish the multiple types of press because, afterward, differentiation dissolves and, in fact, commonly the big awards are granted to television." Also, for fairness sake, the organizers decided to add a fourth category, established in 2013: "Regional and Local Media", so that regional and local media would not be at a disadvantage vis-à-vis national media, with greater capacity of production and diffusion of the information.

METHODOLOGY

PRIZE, JOURNALISTIC GENRE, WINNERS, TOPICS

Literary journalism, as a rule, is considered more humanistic and interpretive, and consequently, more committed and captivating than conventional journalism. Through the recipients of Journalism Prize

“Human Rights and Integration”, it is apparent that the winning journalists chose to use literary journalism to immerse themselves in human rights and social issues. Our proposal is that the use of literary journalism genre is intended to captivate readers towards issues regarding human rights and integration. The journalistic genre used will be, at the same time, a formal and thematic instrument, using its journalistic characteristics with specific objectives. The question which arises here is how this journalism genre helps to debate these issues and attract the attention of readers.

For the analysis, we chose the category of written press, because it is where literary journalism is more expressively denoted and as a way of restricting the study. Given that in 2006 there was no winner in this category, the analysis comprises a total of eight articles between 2007 and 2014.

Thus, the general objective of this work is to understand the prize winners' motivations to use literary journalism and to captivate readers with issues related to human rights and integration. This study also analyzes the following specific objectives: To produce a register of the main authors, actors and themes dealt with in the winning reports, identifying the literary journalists who have been awarded this Portuguese prize, and to understand which social groups and subjects from the field of human rights and integration were dealt with; to identify what features of literary journalism are present in the winning works -with the purpose of exemplifying the particularities of this journalistic genre and contributing to its understanding; to determine the main reasons that led journalists who won the “Human Rights and Integration” Prize in the category of print media, to address these issues, in order to understand which are the news-value present in this choice and its importance, in terms of community interest.

To achieve this goal, the study used two qualitative techniques to collect information: content analysis and interview. Six of the seven award-winning journalists were interviewed to determine what motivates them to address issues related to human rights and integration and to use literary journalism to captivate readers. Susana Moreira Marques, a freelance journalist, author of literary journalism book-length work “*Now and in the Hour of Our Death*” was not interviewed. It was not possible to contact her in time, but we refer to the interview she gave to newspaper “Public”, published in the

January 30th issue of 2013, available online (Pinto, 2013). Two members of the Media Cabinet (GMCS) -the Director of Advisory Services, Conception and Evaluation, Sérgio Gomes da Silva and the technician Alexandra Lorena- were also interviewed to access general information about the award, such as its origin and its main objective. The interviews are semi-structured and took place in Lisbon on the following dates: Isabel Nery, March 31 (via e-mail); Sandra Noble, March 23; Paulo Moura, April 17; Ricardo Rodrigues, April 23; Sara Sá, April 29 (via email); Maria do Céu Neves, May 4; all in 2015, and in person, except those indicated as having been obtained by email.

RESULTS

THE IMPORTANCE OF HUMAN RIGHTS AND SOCIAL INTEGRATION TREATMENT

The majority of the winners are focused on human rights and inclusion area, considering it an “obligation of journalism (...) to testify, denounce, and control the powers” (Ricardo Rodrigues), in this case, to denounce the breach of human rights and/or social exclusion, and also because journalism's mission is to “give visibility to those without power” (Isabel Nery). The second reason that leads journalists to these issues is the interest and feel identified with them. As Paulo Moura points out: “What happens to any human being is as if it happened to us..., there is a sense of normal justice in people”, that is, they are issues that touch everyone, so that journalists and the public itself, as human beings, fail to be indifferent to more sensitive situations that can occur to themselves, such as the 2008 prize report “Portuguese feed new slavery in Europe”, showing that the promised conditions of job offers from abroad are not always real. The GMCS agrees with the importance of the news treatment of human rights and social inclusion, hence the creation of the prize, because “the public agenda is largely the media agenda ... the Social Communication in addressing these issues is signaling importance to society. Nowadays, “what is not happening in the Media does not exist. (Sérgio Gomes da Silva).

Journalists also mention the fact that these issues are forgotten by the daily media agenda, facing the immediacy and growing speed of news dissemination. Ricardo Rodrigues, distinguished in 2010, considers

that current journalism is closely linked to the “ordinary life of people,” and therefore to the details of the life of public figures, rather than the “extraordinary life of the people” Which is what matters: Shocking life stories of ordinary people. In this way, the journalist of the *DN* has the concern to deal with issues that hide social sores, that is to say, they are in plain sight without being news, like the fact that there are middle class Portuguese, with training and employment, but who receive very low wages, who are hungry- “Poor like us”, his prize-winning article.

In addition to the question of the search for the topic ‘inclusion’ in the agenda of media, mentioned by Sérgio Gomes da Silva, the dedication of some journalists to these issues is also due to factors directly related to their training, often in the area of Social Sciences, as is the case of the winner of two awards in 2007 and 2008, Maria do Céu Neves, whose degree in Sociology made her reflect on these issues. Other authors do not choose them because they are related to their academic background, but their research and the writing of the article take them there. In the case of Sara Sá, for example, awarded in 2011, the medical topic associated with sex change started the research process, but throughout the reportage, the journalist realized that, beyond a medical issue, there was a topic on social inclusion.

In this way, the awarded professional point as news-value used for the news treatment of human rights issues and social integration, actuality, relevance and human interest. Ricardo Rodrigues warns that issues related to human rights and social integration are more structural, permanent than current. The proximity criterion is also mentioned, but for example, Paulo Moura did a report in China and believed that even the most distant events have importance and influence, albeit indirectly, in Portugal. The reporter of newspaper *Público* uses as example for his argument, his article on China Three Gorges, a state-owned electricity company in China, with participation in the Portuguese electrical company, EDP. One of the topics discussed by Paulo Moura in his award-winning news collection was the Three Gorges Dam, the world’s largest dam and one of China’s biggest ecological problems. It happens that China Three Gorges is the largest shareholder of EDP, that is to say, when the Portuguese pay their electricity they are indirectly contributing to the company that generates this environmental catastrophe.

In general, the winners mention what motivates them to address the issues but do not point to concrete news-values, even though they consider them quite subjective. Also, the noticeability criteria are altered and depend on the editorial line defined by the medium itself (Maria do Céu Neves).

When asked about what led them to apply for the prize, all respond pointing out the same reasons: they want their work to be valued and recognized by the public and also by peers, because, as Sandra Nobre points out, “our work is ephemeral”. Basically, it is the way they find to give visibility to their work and to the issues themselves, which they consider important and little discussed. Paulo Moura also points out the existence of few incentives for journalists due to the crisis of the press, with journalism awards remaining as one of them.

THE PRIZE WINNING REPORTS

The analysis of prize ‘Human Rights and Social Integration,’ in the category of written press, allowed to measure some pertinent aspects. It is well known that in its different editions, more women (75%) than men received the prize and that the award-winning journalists work for Portuguese newspapers or reference magazines, particularly for *DN*, *Público*, and *Visão*. *DN* is the newspaper that receives most of the distinguished reports; the only one recipient awarded with the distinction two consecutive times was journalist Maria do Céu Neves, who works in this newspaper. Her award-winning pieces deal with the issue of immigration, as the journalist is especially devoted to the subject. The news sections that receive the distinguished articles, and other works on human rights and social inclusion, are the sections Society and Great Report, since they publish longer pieces, as the winning articles which vary between four and 34 pages.

Human rights and social integration are rather broad concepts and, as such, it is important to understand which specific themes are approached and attract media attention. The works distinguished focus, essentially, on human rights violations and minorities suffering from social exclusion. We listed the articles in Table 1, and from now on they are identified by the assigned number. The most important issue is migration, with three reports (1, 2 and 6), followed by contents related to the inclusion of individuals with disabilities, transgender and ex-offenders (3, 5 and 8). There are

Year	Author	Source	Section	Nº Pages	Article number
2007	Maria do Céu Neves	<i>Diário de Notícias (DN) [Daily News]</i> November 18, 19, 20, 21, 22, 23, 2006	Society	6	1
2008	Maria do Céu Neves	<i>Diário de Notícias (DN) [Daily News]</i> June 10, 2007	Big Report	4	2
2009	Sandra Nobre	<i>Jornal SOL [SOL Newspaper]</i> November 29, 2008	Tabu Magazine Big Report	5	3
2010	Ricardo Rodrigues	<i>JN/DN [Daily News]</i> November 29, 2009	News Magazine Big Report	4	4
2011	Sara Sá	<i>Visão [Vision]</i> June 17, 2010	Society	9	5
2012	Susana Moreira Marques	<i>Público [Public]</i> May 16, 2011	P2	16	6
2013	Paulo Moura	<i>Público [Public]</i> November 4, 2012	Special	34	7
2014	Isabel Nery	<i>Visão [Vision]</i> April 25, 2013	Society	7	8

Table 1: General information on winning reports

Source: Own elaboration.

also pieces on poverty (4) and one other on social and environmental issues in China (7).

Social integration considers those rights recognized as main human rights, freedom, and equality, as is read in the Universal Convention on Human Rights in Articles: 1º “All human beings are born free and equal in dignity and rights”, 2º “All human beings may invoke the rights and freedoms set forth in this Declaration, without distinction of any kind, in particular, race, sex, ... or any other situation”; 7º “Everyone has the right to equal protection against discrimination (...)”. Thus, in the set of awarded works there is a piece about a dance company that includes dancers with physical and mental limitations, contributing to their social integration (3); a report on the demanding and long sex-change medical process with testimony from transgender individuals (5) and finally, a paper dealing with the difficulty of reintegrating ex-offenders into society and the lack of aid programs in this regard (8). Essentially, these three pieces highlight people with disabilities, transgender, and ex-inmates to combat the

prejudices about them, alerting on what is being done for their social inclusion and what remains to be done.

Another right established by the Declaration is free circulation - Article 13º “1. Everyone has the right to freedom of movement and residence within a State. Thus, two of the distinguished works are on the immigrant community in Portugal and another about immigrant community in Holland. Both Susana Moreira Marques and Maria do Céu Neves present the main immigrant nationalities living in the countries, stereotypes that generate suffering and the difficulties they face in terms of integration in the host country (1, 2), 6).

In her second award-winning work, Maria do Céu Neves discusses issues related to the Portuguese immigrant workforce, specifically the violation of countless human rights related to work, as decreed by the Universal Declaration of Human Rights. The report is entitled “*Portuguese feed the new slavery in Europe*” and immediately presents the violation of Article 4º “No one will be held in slavery or servitude; slavery and the slave trade in all forms are prohibited”, an idea that

the journalist reinforces since the beginning of the first paragraph “The Portuguese and Polish are the new slaves of Holland. There are also Turks, but they protect themselves more”. The classification may seem excessive only to those who did not live under the conditions of these emigrants” (2). The journalist describes the harshness of temporary work in the Netherlands, “more than ten hours standing in a space of 50 cm in a factory, and in a greenhouse with an unbearable heat “and of the deprivation of insurance for accidents of work, because in the case of a Portuguese immigrant, seriously injured in a greenhouse, the company did not take him to the hospital or paid the treatment. The situation is contrary to Article 23° “1. Everyone has the right to work, to freely choose his work, to fair and satisfactory conditions of work ...”. Additionally, migrants receive very low wages in the host country, leading them to the point of starvation, which violates Point 3 of the same article: “The worker has the right to an equitable and satisfactory remuneration, which allows him and his family an existence in accordance with human dignity ...”. Finally, also Article 24° “Everyone has the right ... to a reasonable limit on the duration of work” is not

respected: in the case investigated by the *DN* journalist, workers could not rest or use the restrooms out of the breaks and should be available 24 hours a day, including weekends.

These people signed contracts of employment in other languages without knowing what the conditions are: “we are like bulls that go to the slaughterhouses ... they do not know what they are going for.” Ignorance, scarceness of financial resources and isolation is conducive to all patent rights violations.

The report on hunger (5) relates to the violation of principle “1°. Everyone has the right to a living standard adequate for himself and his family, health and well-being, mainly regarding nourishment...” (Article 25°). This issue was approached by author-interviewee Ricardo Rodrigues who states that Government has stopped giving “milk to the newborns of families in need”. Finally, the research on China (7) reports on breaches to rights such as the ones stipulated: “every individual has the right to life, liberty and personal security” (Article 3) and “no one shall be subjected to torture or to cruel, inhuman or degrading treatment or punishment” (Article 5).

Year	Authors	Title	Subject
2007	María do Céu Neves	Guineans abandoned by the Country. Immigrant life.	Migrants problems: illness, residence, refugee status, domestic violence, and human and undocumented trafficking
2008	María do Céu Neves	The Portuguese feed the new slavery in Europe.	Portuguese who emigrate, whose promised working conditions are not fulfilled at destination
2009	Sandra Nobre	Imperfect bodies.	A dance company integrates dancers with physical and mental limitations
2010	Ricardo Rodrigues	Poor like us.	Graduated Portuguese, employees and middle class who are hungry
2011	Sara Sá	My body is not my sex.	The process of sex change, transgender issues.
2012	Susana Moreira Marques	The new Portuguese.	The life of different migrant nationalities in Portugal
2013	Paulo Moura	The revolution will come from the countryside.	Current problems of China (social inequity, environment, and similar) and its historical context
2014	Isabel Nery	The road to freedom	Reinsertion of inmates after release from prison: The case of incarcerated mothers

Table 2: Topics covered in winning reports

Source: Own elaboration.

THE USE OF LITERARY JOURNALISM IN WINNING STORIES

Literary journalism is a “special niche of journalism” (Trindade, *News that Last: Four Moments of American Literary Journalism*, 2006, p. 14) shifting literary narrative techniques and procedures to the writing of news, blurring the barriers between Journalism and Literature. All the interviewees share the opinion that literary journalism may be the solution to the current journalistic crisis, which mainly affects the press. Nowadays, any individual may transmit information, through the Internet and social networks, so that differentiation between the common individual and the journalist, or from one communication medium to another, will be made by the ability to select the information that really matters and to report the fact creatively, using an attractive script to catch the attention of the reader (Paulo Moura). For example, the 2009 distinguished report addresses the issue of disability from a new angle, as freelance journalist Sandra Nobre follows the company “Dancing for Difference” in which dancers with limitations are subject to the same requirement as other dancers. Choreographer Henrique Amoedo is committed to not treating them as different because he is preparing them for the surrounding world and the existing cruelty.

The press crisis is reflected, among other aspects, in the reduction of human and material resources, in other words, there are not enough resources to investigate and to immerse yourself in the issues with the need to perform multiple tasks, such as working in the printed and online versions of the newspaper, as Maria do Céu Neves said. In this way, desperate to make a profit, the newspapers began to focus on soft news, such as short and immediate entertainment news, to the detriment of more extensive reports on complex issues that demand greater availability and investment. However, as Paulo Moura points out, in online newspapers it is verified that longer texts receive the most feedback, which has come to prove that individuals are willing to read dense texts as long as they are well written and appealing. The winners believe that journalism redemption lies in transmitting information telling good stories, through journalism genres, such as the literary, capable of arousing emotion in the reader, transmitting the message more effectively (interviewees Sandra Nobre, Ricardo Rodrigues, and Sara Sá).

Essentially, the aspects mentioned as intrinsic characteristics of literary journalism by prize winners were: depth, that is, further field research, directly observing and experiencing events to make a credible portrayal of the facts; dense and elaborate writing, dialogue, the use of stylistic resources, greater detail narrative, among others. To evaluate the specificities of literary journalism evidenced in the awarded works, we elaborated a content analysis grid that allowed us to highlight its main characteristics, in particular, first-person marks, the use of stylistic resources and figures of speech, and moments of description/ characterization of situations, spaces, and characters. The reports distinguished by the prize are, in their majority, extensive and investigation pieces, the reason why the journalist becomes one of the main characters, describing the events in the first person - participant narrator. In five of the eight articles analyzed, the journalist uses, in direct speech, character utterances. The reports where this situation occurs most frequently are: ‘Portuguese feed new slavery in Europe’, where the journalist assumed the role of immigrant in Holland; ‘The New Portuguese’ in which Susana Moreira Marques interviews individuals of the main emigrant nationalities in Portugal and approaches the reader by using utterances like “we”, “we like”, “we discover” and “we wait”, transporting the reader inside the story and finally, the piece ‘The revolution will come from the countryside’, where Paulo Moura tells firsthand, the adventure of his trip to China. In the work of Ricardo Rodrigues, although the journalist assumes the role of non-participant narrator, the title itself and the final reflection of the report are, in direct speech, character’s words that refer to the journalist and the reader himself. The DN reporter explains that the ‘hunger’ issue came to him when he met a primary school friend, in line for a soup kitchen. He had studied, worked and was there, as he had no money to eat. Thus, the report ends as follows:

Moreover, it is then that, in the midst of the crowd, a memory of the past is discovered. The friend with whom, as a child, I played football, a schoolmate, the next door neighbor, a familiar and mute being, who became invisible, who reached the end of the line, and that is the slap moment, someone we know goes hungry, and we had not even noticed.

DISCUSSION

In the opinion of the journalists distinguished by the Prize “Human Rights and Integration”, in the category of the written press, literary journalism can attract readers to any subject, especially human rights and social integration, which, in the most sensitive cases, “require a more complex, meticulous and appealing approach” (Isabel Nery). Professionals are shown as great defenders of the genre, bearing various advantages and consider it the salvation of journalism. Thus, literary journalism can direct the attention of readers to issues related to human rights and inclusion, through extensive research, use of resources and figures of style, full moments of description/ characterization, all the while telling a story. In the 2013 interview given to the newspaper *Público*, the award-winning Susana Moreira Marques added: “the will to ‘make texts that are enduring and universal’” (Pinto, 2013).

Paulo Moura reflects on the main differences between literature and journalism considering that, in literature, the reader finds well-constructed and interesting stories with multidimensional characters that grasp attention until to the end and serve as an exercise to reflect on human condition. In turn, journalism exhibits a simple and basic language and does not make the characters known in all its dimensions. In short, the writing of fiction is sophisticated and attractive while the description of reality, in journalism, resorts to less intelligent and predictable writing. The *Público* journalist disagrees with this sharp distinction based on the assumption that reality is more complex than fiction, so journalism writing should also be more complete and humanistic by appealing to emotion that, like objectivity, is an integral part of journalism, regardless of its strict reality referential. If in real life individuals have emotions and feelings, they have to be portrayed (Wahl-Jorgensen, 2013). This does not mean lack of objectivity given that the journalist continues to convey the facts rigorously, in particular, can describe the feelings evidenced by the person in a certain situation. In the story ‘The road to freedom’ for example, there is the following phrase: “facing the end of the world, she cannot help tears” at the moment when Jesufina, a former inmate, comes out of prison and sees the sea for the first time in a long time. The fact that she cries makes it clear how important this moment is for her, nostalgic and happy to feel free.

As for the question about the loss of objectivity envisaged by the practice of literary journalism, distinguished journalists express their concern to remain faithful to the facts. Literary journalism is written as a novel but cannot invent realities (Isabel Nery). Professionals are aware of the importance of the rigor of information to create an informed public opinion, one of the main objectives of journalism (Ricardo Rodrigues), being careful not to get too involved in the issues they address. The winners of the prize use direct speech on several occasions, and some of the reports integrate interviews, as is the case of ‘The New Portuguese’ and ‘Portuguese feed new slavery in Europe’. In this way, it is evident that journalists are careful to give evidence of reported events, as he argues (Wahl-Jorgensen, 2013), which sees the use of citations from sources as evidence of verification of facts, as compliance to journalistic objectivity.

Like John Pauly (Pauly, 2011), professionals also see literary journalism as the way through which facts are reported as stories. The interviewees, especially Maria do Céu Neves and Ricardo Rodrigues, agree with Gillespie (2012) about the proximity of literary journalism to ethnography, since “giving color and experience” are fundamental to attract the reader and are only possible through the “Deep field immersion”, that is, with intensive field research. Direct and participant observation of the journalist is necessary, and recommended, for the enrichment of the journalistic texts - “we have to leave, we have to observe to explain how things happen” (Maria do Céu Neves).

According to Cramer and McDevitt (2004), literary journalism has given voice to minorities, the invisible, which responds to the mission of journalism to “give visibility to the powerless” (Isabel Nery) and goes against the idea of “visible invisibility” of Ricardo Rodrigues, that there are certain themes that are in plain sight, but still go unnoticed, do not receive attention by the media. Literary journalism is used mainly in the representation of cultures, a situation verified in the reports analyzed, even because the growing migratory movements compel greater understanding of the different cultures. This question is important insofar as, as Sandra Nobre points out, there is still much prejudice: “we have to continue to insist on these social issues because the problems exist, people are prejudiced, they do not want to see certain realities.”

It is remarkable that, despite the fact that the award-winning journalists knew literary journalism, knowing how to define and characterize it, one of the journalists, Maria do Céu Neves, had never heard the expression that referred to something scholarly, as opposed to conventional journalism, and eventually considered it synonymous of reporting. Also interviewed members of the GMCS were unaware of genre. The journalist from “*Público*”, Paulo Moura, warns that the designation attributed to the genre is not relevant, but rather to bet on it, in the writing technique.

Award-winning journalists work on human rights and social integration issues for a variety of reasons (e.g. identification, training, sense of duty) but all of them, and the GMCS itself point out that journalism awards focused on human rights and social integration are strong drivers for the news treatment of these issues. Journalists do not work only for prizes, but being faced with distinctions about human rights and integration issues, they are more likely to produce work on it because awards remind them of the existence and importance of these issues, not just professionals and the general public.

Respondents say that it is hard to assess the effects of their work on the subjects of their stories and the public - “we never know the real effect of our work” (Isabel Nery), but journalists believe that award-winning reports have a social function and some results. The effects are especially difficult to measure in works that address international issues, such as the case of Paulo Moura with the report on China; Sandra Nobre says that the medium broadcasting the pieces has influence because if they are on television, for example, they reach a larger number of people. However, journalists know when their work had much or little reading, through newspaper sales or Internet reviews, and two of the respondents inform the real effects of their work: Ricardo Rodrigues says that the debate about middle-class difficulties and hunger entered the public discourse, that all the people involved were somehow assisted and that, after the report, the Government restored assistance to breast feeding. In turn, Isabel Nery found that her work, about the social reinsertion of ex-inmates, was important so that the protagonist realized that she has rights, and Jesufina even got legalized.

FINAL CONSIDERATIONS

In these final considerations, it is crucial to face that the corpus studied, is part of a journalistic genre-literary journalism; it is composed of articles awarded with a prize that intends to focus the attention of audiences on pressing issues of the moment – human rights and integration, and their potential to impact society through this kind of journalism in particular.

Literary journalism seems to have gained a prominent place, being evaluated, translated into prizes, and subject to academic study. This journalistic genre came to humanize information, approaching the reader using a more elaborate, although objective, language. Always obeying the principles of all journalism, as the reliability of the facts reported, this genre intends to surpass the immediacy dimension, and to produce texts that remain as news, as explained by the authors of *The Art of fact*, Kevin Kerrane and Ben Yagoda, saying that literary journalism has the purpose of “making facts dance” (Kerrane & Yagoda, 1998, p.17).

It is therefore ideally suited to approach any topic, especially issues related to human rights and social integration, closely related to e-immigration topics. Recalling the writings of Manuel Chaparro (1999), for example, we may view this journalistic genre as one that has reorganizing and transformative potentialities of the social experience of its readers, since it investigates and bases its production, often on topics unexplored or minimized by other types of writing. The awarding of prizes encourages publication and authors to invest in a journalistic genre that, on the one hand, does not enter the race for immediacy, and therefore has a slower and more expensive writing process.

It was also possible to understand that journalism awards not only come to give visibility to the professionals but also to the subjects themselves, serving as a stimulus to their news treatment. In this way, it is important to continue to focus on initiatives of merit. In Portugal, journalistic prizes were awarded on human rights in recent years but, for the moment, the fate of this prize is uncertain. However, the continued interest of journalists in a genre which uses research, addresses and disseminates issues that are not at the top of the media agenda and provides forward-looking thinking, may anticipate future paths of interest to journalism, which feels threatened in the World of today.

FOOTNOTES

1. The full chronology is available at: <http://www.gmcs.pt/pt/direitos-humanos-tolerancia-e-luta-contra-a-discriminacao-na-comunicacao-social-2006> (last accessed March 13, 2017).
2. Additional information on the prize history is available at <http://www.gmcs.pt/pt/direitos-humanos-tolerancia-e-luta-contra-a-discriminacao-na-comunicacao-social-2006> (revised on July 30, 2015).

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