

THE VISION OF COMMUNICATION IN THE AGE OF CONTENT AND ARTIFICIAL INTELLIGENCE

In this session, Communication scholars will have the opportunity to analyze how content is being impacted by technology, especially Artificial Intelligence, and how this content meets the new demands of the audience on audiovisual consumption and the credibility of information. OTT platforms will be analyzed, and how Data Driven is being used to create content and generate engagement, the FakeNews phenomenon and transmedia content. This is a unique opportunity to exchange experiences with those who provide critical support and tools for content production and distribution.

Chair: **Prof. Dr. Francisco Machado Filho** – Journalist and Professor of Journalism and Radio and TV at Unesp / Bauru - Director of TV UNESP

• OTT: INDIVIDUAL OR COLLECTIVE EXPERIENCE?

Speaker: **Prof. Doutor Fernando Carlos Moura** – Editor-in-chief of SET Magazine
Traditional TV and streaming video services are having a major battle in search of audiences and monetization of content. Consumers or viewers use different media and distribution ecosystems to watch this content. This has changed the audiovisual production and distribution chain that struggles between live and packaged content. In the talk we will analyze two hybrid audiovisual products: the Game of Thrones series and the Libertadores Cup of America 2019.

• TV NEWS AND SOCIAL NETWORKING SITES: NEW STRATEGIES TO SPEAK TO THE PUBLIC

Speaker: **Dra. Leire Mara Bevilaqua** - Journalist at University Television Unesp
It is undeniable the impact that social networking sites have had to construct the mode of addressing the news, ie, the proper style of speaking to the public, which now consumes the news on different platforms. The proposal is to present the results of the doctoral research of the speaker who investigated how this process happens with the Jornal Nacional, Rede Globo Television, and the social networking site Twitter.

• JOURNALISTIC CREDIBILITY

Speaker: **Prof. Dr. Francisco Rolfsen Belda** - Professor of the Department of Social Communication - UNESP

Journalism is facing a credibility crisis in the face of the phenomena of disinformation that characterize the contemporary digital environment. Within this context, the talk about the contributions of the Credibility Project has a dual mission: to reflect on the fragmentation of the news narrative in the digital environment and to develop tools and techniques for identifying and furthering reliable and quality digital journalism.

Some of the causes of the current crisis of credibility will be presented and discussed, while identifying and characterizing different types of content being disseminated within the disinformation ecosystem, such as false connections, false or manipulated contexts and content that is misleading, infiltrated and fabricated, including fake news, an excessively imprecise term for designating false information created to confound and to damage. Lastly, a system of journalistic credibility indicators will be presented, which operates at the algorithmic level and can serve as a parameter for distinguishing reliable news and articles on the internet. Designed by the Trust Project and applied in Brazil under a partnership between Unesp and Projor, this system is based on a protocol founded on best journalistic practices, identification of the author/producer, the distinction between types of subject matter, quotes and references, content production method, local reporting of occurrences of the facts and the availability of a feedback channel that readers can reach out to.

• POSSIBLE BUSINESS MODELS IN COMMUNICATION AND THEIR APPLICATION IN BRAZILIAN RADIO JOURNALISM

Speaker: **Prof Dr. Alvaro Bufarah Junior** - Research Associate at Intercom, SBPjor and Rede Alcar.

Over the last 20 years we have observed several changes in the language of media, in an attempt to distribute content on different platforms that have arisen with the use of the internet and social networks. Journalism products were one of the first formats that required integration with the new technologies. However, we still maintain the same business models used in the pre-internet era. Thus, we are seeing a strangulation of resources for journalistic production, especially radio broadcasting, on Brazilian stations. On the other hand, institutions and professionals are searching for new ways of obtaining resources for 100% digital projects, in opposition to communication companies who are still adapting the content they produce (conceptually) to analog media. This talk seeks to present these elements and discuss the validity of the possible application of new ways for monetizing journalism applied to radio.



Chair: Francisco Machado Filho, PhD - Journalist and Professor of Journalism and Radio and TV at Unesp / Bauru - Director of TV UNESP

16 years' experience in producing and directing TV programs. Holds a Doctorate in Digital TV from UMESP-SP. Specialist in Communication Advisory Management. University professor on social communication courses.



Fernando Carlos Moura, PhD - Editor-in-chief of SET Magazine

Journalist, professor of Digital Design and Advertising & Propaganda at Pontifical Catholic University of Campinas (PUC) and researcher at the Center for Media Research and Journalism (CIMJ), Faculty of Social and Human Sciences, Universidade Nova de Lisboa (UNL) and since 2013 editor-in-chief of SET Magazine.



Dra. Leire Mara Bevilaqua - Jornalista - Televisão Universitária Unesp

Journalist at University Television Unesp. Master in Digital Television and PhD in Communication from FAAC / Unesp.



Prof. Dr. Francisco Rolfsen Belda - Professor of the Department of Social Communication - UNESP

Journalist, president of Brazilian Institute for the Development of Journalism (Projor) and academic coordinator of the Projeto Credibilidade (Credibility Project), the Brazilian chapter of The Trust Project. He is professor at the Social Communication Department and on the Graduate Media and Technology Program (PPGMiT) at the São Paulo State University Paulista (Unesp). Visiting professor at Brandeis University in Massachusetts, USA, and holds a doctorate in Production Engineering and a master's in Communication Sciences, both from the University of São Paulo (USP). He was a reporter, editor and director of journalism businesses in the interior of São Paulo.



Prof. Dr. Alvaro Bufarah Junior - Research Associate at Intercom, SBPjor and Rede Alcar.

Journalist, PhD from Mackenzie University's Letters Program, Master in Communication and Market from Casper Líbero Foundation, Specialist in Business Administration from FAAP. Professional with over 25 years of career working in radio stations in Brazil and abroad, as well as in organizational and institutional communication. Research Professor associated with Intercom, SBPjor and Rede Alcar.