



## Pequeno leitor de papel (Portuguese Edition)

*Juliana Doretto*

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O campo do jornalismo impresso responde por um espaço importante nos discursos midiáticos contemporâneos, especialmente com os desafios trazidos pelas injunções tecnológicas na produção, na distribuição e na recepção dos mais variados produtos. Diferentes modos de difusão da informação, e sua interface com a produção audiovisual e digital, alargam o campo de abrangência das notícias e dos seus modos narrativos.

A segmentação de públicos cada vez mais específicos é forte marca da produção jornalística atual, especialmente em sua feição escrita. Nesse cenário, um novo perfil se destaca por seu dinamismo e singularidade, e também no que diz respeito à inventividade de sua proposta: o jornalismo infantil, que, mesmo não sendo propriamente novo, adquire cada vez mais visibilidade e importância. As variadas formas dessa prática editorial, bem como o complexo processo de sua concepção, criação e divulgação, são o tema deste livro.

Em “Pequeno leitor de papel: jornalismo infantil na ‘Folhinha’ e no ‘Estadinho’”, Juliana Doretto busca delinear esses leitores, e seu contexto, em dois suplementos infantis brasileiros, a “Folhinha” e o “Estadinho”, definindo-os como as crianças entrevistadas pelos cadernos, cujas falas aparecem nos textos publicados. Foram analisadas capas e reportagens principais de 25 edições de cada um dos dois suplementos, no segundo semestre de 2009, e os resultados apontam para a concentração de temas, para a pouca variação no perfil dos entrevistados e para o uso abusivo de textos imperativos, por meio de levantamento abrangente e minucioso.

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