

ANALYSIS OF THE PRODUCTION AND RECEPTION PROCESSES OF TOURISM ARTICLES IN PERIODICAL JOURNALS

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Tourism and journalism are two social phenomena of significant cultural, political and economical importance in the present. In general, it is possible to say that the polemics around the press power grows in the same measure as the number of international travels. However, it seems that the academy ignore this reality. There are few studies already published in Brazil that investigate the interface between these two areas of the knowledge. In the attempt of contributing to the reduction of this scientific gap, this inquiry intends, in general way, to analyze the process of preparation of a tourist report, its structure while journalistic type, and its appropriation for potential travelers. It is a basic inquiry, with qualitative approach and explicative character, which use, as principal instruments of data collection: bibliographical and documental inquiry, and non-directive interviews. The final considerations of this study indicate that the viewer gives use to the news speech on basis of his universe of signification itself, including all the social structures present (mediations) in him.

KEY WORDS: *Balneário Camboriu (SC), reception studies, tourist journalism, report; tourism.*