



Carlos Orsi, Revista Questão de Ciência

NOTÍCIA: UM GUIA PARA OS PERPLEXOS

GÊNEROS JORNALÍSTICOS

informativo: vigilância social;

opinativo: fórum de ideias;

*interpretativo: papel educativo,
esclarecedor;*

diversional: distração, lazer;

*utilitário: auxílio nas tomadas de decisões
cotidianas.*

Expectativa de conteúdo opinativo

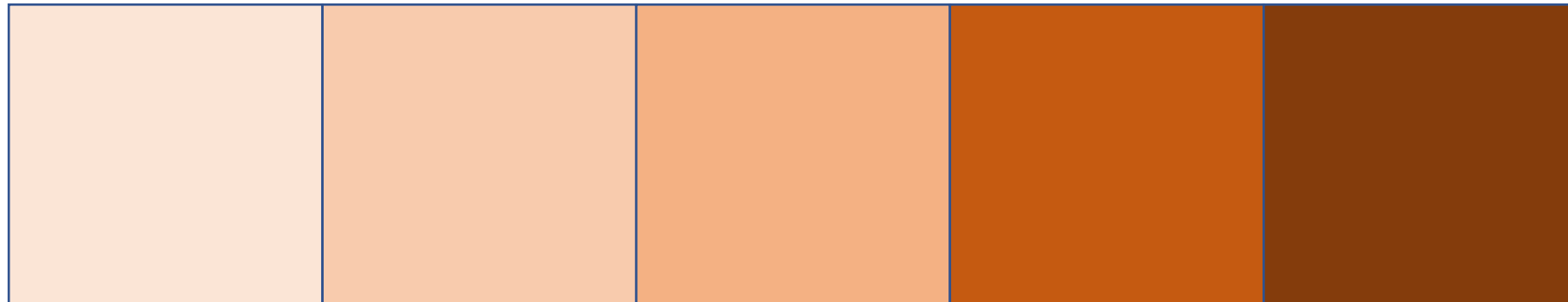
NOTÍCIA

REPORTAGEM

ARTIGO

EDITORIAL

CRÔNICA



CRITÉRIOS DE NOTÍCIA

NOVIDADE:
aconteceu quando?
as pessoas já estão
sabendo?

INEDITISMO: é um
evento único?
muito raro?
inesperado?

PROXIMIDADE: foi
aqui perto? afeta
diretamente o
nosso público?

IMPORTÂNCIA:
quantas pessoas
foram/serão
afetadas?

CURIOSIDADE: é um
tema que desperta
interesse?

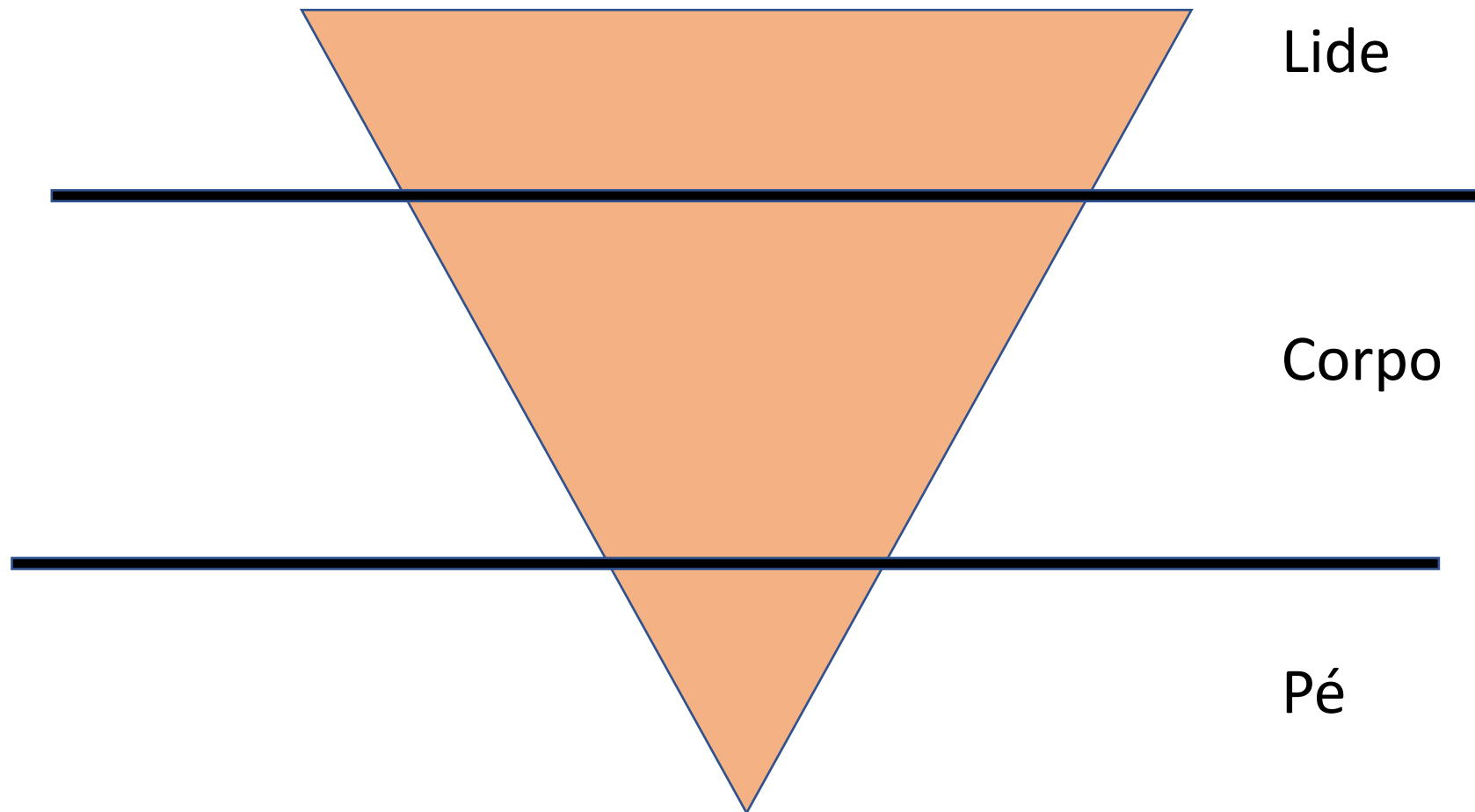
**INTERESSE
HUMANO:** desperta
emoção?

A equação da notícia

$$3Q + PQ + C + O = \infty$$

- Que
- Quem
- Quando
- Por que
- Como
- Onde

A boa e velha pirâmide invertida





COLOR BY TECHNICOLOR

PRODUCED BY GEORGE PAL DIRECTED BY RUDOLPH MATE SCREENPLAY BY SYDNEY BOEHM BASED ON A NOVEL BY EDWIN BALMER AND PHILIP WYLLIE
A PARAMOUNT PICTURE

Jornalistas reportam informação médica que é tópica, estratifica o risco com base em variáveis demográficas ou de estilo de vida e tem implicações para o estilo de vida, não para a Medicina (Striker, JE, Prev Med. 2002 Nov;35(5):519-30)

- Imediatismo

- Incentivo ao “hype”



Cambridge
Dictionary

hype

noun [U] • INFORMAL **UK**  /haɪp/ **US**  /haɪp/

- ★ a situation in which something is advertised and discussed in newspapers, on television, etc. a lot in order to attract everyone's interest:

media hype

*There's been a lot of hype **around/surrounding** his latest film.*

I've been put off reading the book by all the hype.

Compare

ballyhoo OLD-FASHIONED SLANG



Cambridge
Dictionary

hype

noun [U] • INFML **US**  /haɪp/

★ **information that makes something seem very important or exciting:**

The big-name, big-money New York art world is full of hype.

hype

verb [T] • INFML **US**  /'haɪp/

★ **to make something seem more exciting or important than it is:**

No sports event is more hyped than the Super Bowl.

Sat, Aug 03, 2019

Newsweek

U.S.

World

Business

Tech & Science

Culture

Sports

Health

HEALTH

EATING MEDITERRANEAN DIET DURING PREGNANCY COULD CUT GESTATIONAL DIABETES RISK: STUDY

BY **KASHMIRA GANDER** ON 7/23/19 AT 2:00 PM EDT

The women who took part in the study followed a Mediterranean-style diet, by eating more nuts, extra virgin olive oil, fish, white meat and pulses; while cutting their levels of red meat, butter, margarine, and cream. Researchers also asked the women to avoid sugary drinks, fast food, and those high in animal fats.

Credibility of the 100 Most Shared Health Articles on Social Media in 2018

shares

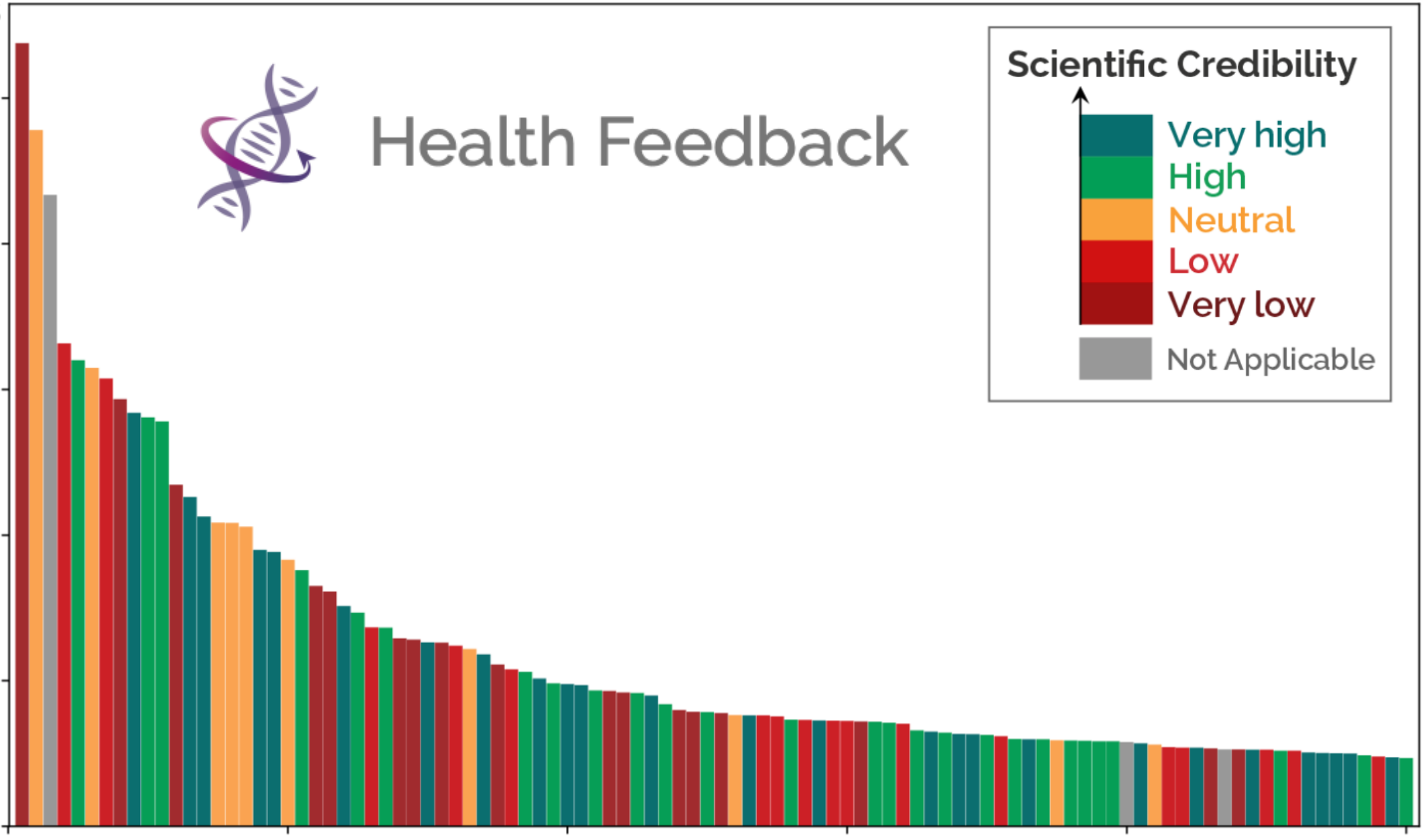


Health Feedback

Scientific Credibility

- Very high
- High
- Neutral
- Low
- Very low
- Not Applicable

1 000 000
800 000
600 000
400 000
200 000
0





Home > Marijuana/Cannabis > Federal Study Finds Marijuana 100X Less Toxic Than Alcohol, Safer Than Tobacco

Federal Study Finds Marijuana 100X Less Toxic Than Alcohol, Safer Than Tobacco

By **Dr. John Regan** - January 4, 2018

#1 — shared 1 075 000 times

Article Credibility:

-1.3 – Not credible and
potentially harmful

Research

The association between exaggeration in health related science news and academic press releases: retrospective observational study

BMJ 2014 ; 349 doi: <https://doi.org/10.1136/bmj.g7015> (Published 10 December 2014)

Cite this as: *BMJ* 2014;349:g7015

Conclusions Exaggeration in news is strongly associated with exaggeration in press releases. Improving the accuracy of academic press releases could represent a key opportunity for reducing misleading health related news.

Early Life Adversity and Adult Social Behavior: Focus on Arginine Vasopressin and Oxytocin as Potential Mediators

 **Nine F. Kompier**^{1,2*},  **Christian Keyzers**^{2,3},  **Valeria Gazzola**^{2,3},  **Paul J. Lucassen**¹ and  **Harmen J. Krugers**^{1*}

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Exposure to stress during the early postnatal period (i.e., early life stress, ES) can impact brain physiology and modify individual variability in adult social behavior. Arginine vasopressin (AVP) and oxytocin (OXT) are two centrally released neuropeptides that are involved in shaping essential social behaviors, like aggression, social recognition, and social motivation. AVP and OXT modulate activity in brain regions that are important for the control of social behavior, and may be particularly sensitive to ES. ES alters the characteristics of the AVP- and OXT-ergic systems, and these changes are associated with later alterations in aggression and social behavior. **in rodents**, ES also affects the expression of AVP and OXT receptors in the brain, which may further contribute to the observed effects of ES on social behavior.

• #InMice