

From traditional media to Brand Journalism: values for the production of relevant content

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1 Introduction

The present work seeks to demonstrate how consumer behavior has defined the news value and thus influencing journalistic production.

On the internet, people look for content that brings value to their lives, they have seeking for exclusive sources and testimonies, according to their socio-cultural interests. They look for content as analyzes that add value to decision making on a given subject.

2 Journalistic production undergoes for a transformation

Journalism is shaping the era of digital transformation (Lopes, Bonisem & Espírito Santo, 2019). The change is due to an environment created by the meeting of social networks, mobile internet and hyperconnectivity (Almeida et al., 2018).

Journalists are shifting away from traditional media and including marketing strategies in their content production strategies. With the instability and reduced workforce of traditional media outlets across the country, there was a collective wave of independent journalistic production. These new collectives of journalists are developed specifically on digital platforms and are represented on websites, blogs, podcasts and internet video channels (Almeida et al., 2018).

Independent professionals of popularity and credibility to survive in their profession. In addition to discovering facts, editing, filming and news, speed and technical skill are required (Araújo & Baesso 2019). The "Content Marketing" commonly adopted by companies is one of the vehicles for professionals who wish to develop in the media market. Journalists who follow this movement and make use of these techniques are getting results. Brand journalism is already responsible for transforming the career of several communication professionals and presents itself as one of the most promising professions in the coming years (Delgado & Gomes, 2019).

3 Change of public

SEMrush analyzed more than 20 billion keywords and tabulated them. The report collected data from Brazil and global data from January 2020 to August 2020 (Casagrande, 2020). The research

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highlighted the 3 main searches of people, both in Brazil and in the world, which can be inferred: relationship, entertainment and information, respectively. Of these three themes, the third item was highlighted as the closest or linked to the journalism profession. In the search for information, the most used words are: "How do I do this?" "What I need ..." This is the biggest indication that the news is not part of the main interests of society. They look for content that is valuable for their personal life.

Still on the research, it is clear that the language used by most internet users to get information is not the one used in traditional newsrooms (Casagrande, 2020). In addition, it is observed that the driving power for generating information of value for people's lives is analysis (Adghini, 2002). They are widely used by youtuber's and digital influencers, this type of content is directly linked to brand journalism and content marketing (SEMrush, 2020). The copywriter is one of the main languages within brand journalism to reach people.

This language involves feelings such as fear, pain, happiness, curiosity, scarcity, stories, mental shortcuts and other combinations (Cardoso, Do Nascimento & Reis, 2017). For example, a story title using the traditional way: "Artist builds vertical gardens in condominiums". It involves subject, verb and predicate. Otherwise, using copywriter techniques: "Feed 4 people with your garden using less than 3 square meters". Thus, curiosity and valuable content were used.

The traditional way of building news is far from over, but it is threatened by new information-building techniques. The reflexes of these transformations are in the way that society has been relating to new technologies. Clearly marking a profound rupture in the journalistic production process (Da Rocha, De Carvalho & Miranda, 2015).

Keywords: Brand Journalism; Marketing; Marketplace; Journalism.

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