

TÍTULO DA TESE EM INGLÊS: The Image of the Front Page: A Theoretical, Semiological and Empirical Study on Portuguese Printed Journalism of the XXI Century

ABSTRACT

The front page of the press is, by social delegation, the face of the world that lends images to the minds and society. Dynamics of newsmaking and aesthetization reach the highest level in this page since it is here that the newspaper screams more and condenses the top of its informative pyramid.

As a general goal, we propose to identify and understand the image of the front page of the Portuguese press, particularly of *Correio da Manhã* e *Diário de Notícias*, in the twenty-first century, in its dimensions of image of the world, visual image (textual, iconic and plastic) and mental one. We analyse content and form in a holistic intention of understanding.

Within the framework of Semiology and communicator's studies, we support our investigation in a mixed methodology, for, among other purposes, to make the corpus talk, to identify values (semiological, news and social ones), to realize the logics of decision of professionals that create media images. We build and test a model on the media attention to content and form.

Among the findings, we note that depending on the theme (content), there is variation in the impact of the variables considered, the attention to form increases with customization of the event, the practice of "good news is good news".

Palavras Chave: (front page; image; printed journalism; content, form, newsmaking, gatekeeping, media attention, agenda, Semiology).