

Visibility of the Ribeirão Preto College of Nursing in the Newspaper (1951-1952)

Visibilidade da Escola de Enfermagem de Ribeirão Preto na Imprensa Escrita (1951-1952)

Visibilidad de la Escuela de Enfermería de Ribeirão Preto en la Prensa Escrita (1951-1952)

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ABSTRACT

Objective: The study's purpose has been to analyze the visibility of the *Universidade de São Paulo (USP)*, *Escola de Enfermagem de Ribeirão Preto* [University of São Paulo at Ribeirão Preto College of Nursing], attached to the *Faculdade de Medicina de Ribeirão Preto* [Ribeirão Preto Medical School], at the moment of its legal creation, in four local newspapers. **Method:** This is a historical perspective research, in which the Micro History and the notions of Pierre Bourdieu's journalistic field were taken as guidelines. Results: It was found 14 newspaper articles on the Ribeirão Preto College of Nursing and/or nursing/nurse. **Conclusion:** There was visibility of the institution in the newspapers, at the moment of its legal creation, although it was not the center topic of any news. The institution's importance is presented in an ambivalent way; the one that adds scientific capital or that one which is under the medicine's guidance. This may be related to the fact that its first director and creator was still not present in the city at the time of the study.

Descriptors: Nursing, Nursing History, Press.

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RESUMO

Objetivo: Analisar a visibilidade Escola de Enfermagem de Ribeirão Preto da Universidade de São Paulo, anexa à Faculdade de Medicina de Ribeirão Preto, no momento de sua criação legal, em quatro jornais da cidade. Método: trata-se de pesquisa de perspectiva histórica, tendo como eixo norteador a Micro História e as noções de campo jornalístico de Pierre Bourdieu. Resultados: localizaram-se 14 matérias jornalísticas sobre a Escola de Enfermagem de Ribeirão Preto e/ou enfermagem/enfermeiro(a). Conclusão: Houve visibilidade da instituição no texto jornalístico, no momento de sua criação legal, embora não tenha constituído o centro de nenhuma das notícias. A importância da instituição se apresenta de forma ambivalente; aquela que agrega capital científico ou aquela que está sob a tutela da medicina. Isso pode estar relacionado ao fato de que sua primeira diretora e criadora ainda não estava presente na cidade no momento do estudo.

Descritores: Enfermagem, História da Enfermagem, Imprensa.

RESUMEN

Objetivo: Analizar la visibilidad Escuela de Enfermería de Ribeirão Preto de la Universidad de São Paulo, anexa a la Facultad de Medicina de Ribeirão Preto, en el momento de su creación legal, en cuatro periódicos de la ciudad. Método: se trata de una investigación de perspectiva histórica, teniendo como orientador la Micro Historia y las nociones de campo periodístico de Pierre Bourdieu. Resultados: se localizaron 14 materias periodísticas sobre la Escuela de Enfermería de Ribeirão Preto y / o enfermería / enfermero (a). Conclusión: Hubo visibilidad de la institución en el texto periodístico, en el momento de su creación legal, aunque no fue el centro de ninguna de las noticias. La importancia de la institución se presenta de forma ambivalente; la que agrega capital científico o aquella que está bajo la protección de la medicina. Esto puede estar relacionado con el hecho de que su primera directora y creadora aún no estaba presente en la ciudad en el momento del estudio..

Descriptores: Enfermería, Historia de la Enfermería, Prensa.

INTRODUCTION

The search for a New History aims to contemplate no longer the exclusive centrality of traditional written sources. The uses of newspapers, photography, interviews, among other sources, have become a powerful instrument for constructing new glances about history.

In general, the idea of a newspaper is, in the context of the written press, conceptualized as having periodical circulation, a constant publishing structure, and a specific target audience. Its use in nursing research has also generated models of data collection and analysis.¹ In historical studies, important analyzes have been carried out with the use of the newspaper as a privileged source.¹⁻³

The present study had as object the visibility or invisibility, through the local written press, of the *Escola de Enfermagem de Ribeirão Preto da Universidade de São Paulo (EERP-USP)* [University of São Paulo at Ribeirão Preto College of Nursing], at the time of its legal creation.

On December 26, 1951, under State Law No. 1467, the organization and purpose of the *Faculdade de Medicina de Ribeirão Preto da Universidade de São Paulo (FMRP-USP)* [Ribeirão Preto Medical School of the University of São Paulo] was approved and, attached to it, the *EERP-*

USP (Article 13). At that moment all the spotlight was on the installation of *FMRP-USP*, which mobilized an entire region of São Paulo State. In this context, would the *EERP-USP* receive attention from the written press? This questioning guided the present study.

At a meeting of the 312nd Session of the University Council of *USP* in 1952, the Counselor Prof. Dr. Zeferino Vaz, during the discussion of Process No. 3303/1952, recommended to the Prof. Glete de Alcântara (at the time, teacher from the *Escola de Enfermagem da Universidade de São Paulo (EE-USP)* [College of Nursing of the University of São Paulo] - and, in the same year, elected as national president of the *Associação Brasileira de Enfermagem (ABEn)* [Brazilian Association of Nursing]) for the direction of *EERP-USP*, thanking the Counselor Prof. Paulo César de Azevedo Antunes (Director of the *Faculdade de Higiene e Saúde Pública da Universidade de São Paulo* [School of Hygiene and Public Health of the University of São Paulo] at that time) the indication of the said professor.

Professor Zeferino Vaz was an active member of the University Council of *USP* for more than two decades, a doctor, contracted at the *Faculdade de Medicina Veterinária da Universidade de São Paulo* [School of Veterinary Medicine of University of São Paulo], where he was the director from 1936 to 1947. In 1951 he was indicated to be the first director of *Faculdade de Medicina de Ribeirão Preto da Universidade de São Paulo (FMRP-USP)* [Ribeirão Preto Medical School of University of São Paulo], from 1951 to 1964. He played an important role in higher education in the São Paulo State, adding to this the foundation and rectory of the *Universidade Estadual de Campinas (Unicamp)* [State University of Campinas] from 1966 to 1978.⁴

Professor Glete de Alcântara received a scholarship student from the Rockefeller Foundation (1941-1944), graduating from the School of Nursing, University of Toronto, Canada, in 1944, Master of Arts from Columbia University, New York, in 1951, with Kellogg Foundation's scholarship and a degree in Social Sciences from the Faculty of Philosophy, Sciences and Literature of *USP*. In May 1952, the director arrived in *Ribeirão Preto* to organize the *EERP-USP*, which began operations in August 1953.⁵ This study's purpose was to analyze the visibility or invisibility of *EERP-USP* at the time of its legal creation, in the journalistic text.

METHODS

This is a historical perspective study with a Micro-History approach, thus, the research is intended to reduce the observation scale without losing the context of the external connections to which this microspace can relate.⁶ The field of analysis is the journalistic, as a forces clash place, it will be explored so that it is possible to weave the visibility or invisibility panorama of *EERP-USP*.⁷

Studies of journalistic texts reveal a wide range of research possibilities, such as politics, technology, gender,

culture, and specific events.⁸ Nowadays, computer programs allow the analysis of massive information content and important analyzes, including journalistic text.^{9,10}

In this sense, the main sources of analysis were four newspapers from the *Arquivo Público e Histórico de Ribeirão Preto* [Public and Historical Archive of *Ribeirão Preto*], SP, and the *Biblioteca da Cúria Metropolitana de Ribeirão Preto* [Library of *Ribeirão Preto*], located in the city of Brodowski, SP (*A Cidade*, *Diário da Manhã*, *Diário de Notícias* and *A Tarde*). Considering that the legal creation of the *EERP-USP* is linked to the installation of the *FMRP-USP*, the presence of information regarding the installation/creation of the *FMRP-USP* and/or *EERP-USP*/reference to the nursing professional or nursing to obtain an overview of the context, of these, the documentary corpus was restricted to Nursing/*EERP-USP*. According to the adopted methodological framework, to check if a fact had visibility in the journalistic text, the temporal delimitation of 15 days before and after the fact (30 days) is recommended. In this case, the time frame is the enactment of State Law No. 1467 of December 26, 1951. Nonetheless, for a better analysis, the temporal delimitation was extended to November 20, 1951, through January 31, 1952 (73 days). The documentary corpus was analyzed according to the matrix of journalistic analysis, composed of four items: identification, data of the expression plan, content plan and complementary data.¹

The model of newspaper diagram analysis of the period of 1950s was used to reduce the possibility of anachronisms in the diagram analysis. The model adopted is based on the reading process of the newspaper that, in the West, usually starts from the primary optical zone, in the upper left corner of the page (1); then the eyes will travel diagonally, zigzagging to the lower right corner, the end zone (2). The opposite corners, upper right corner and lower left corner, are considered dead zones (3 and 4). The most important Newspaper Articles (NA) are those between zones 1 and 2.¹¹ In 1985, this model was updated by adding new zones, namely the optical center (5) and the geometric center (6), model adopted in the present study.¹²

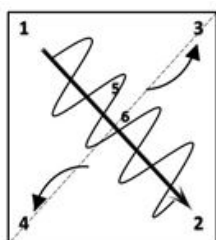


Figure 1 - Schematic reproduction projected from the adopted model.¹²⁻⁴⁹ Design by the authors

For the discussion of results, the notion of the journalistic field was used by the French sociologist Pierre Bourdieu, understood as “structured social space”, one that exists in the sense of domain and domination structure. In

this relationship, one of the ways of maintaining the force field or its transformation occurs. This implies the fact that the position taken in the space of struggle is determined by the force imposed on competition as a consequence of the strategies employed.⁷ For this purpose, the journalistic field involved interests and strategies to legitimize its worldview. That is, the agents positioned in the field had to establish alliances to win their symbolic gains, which led to the power to make see and believe next to the *Ribeirão Preto* local society.

Regarding ethical considerations, it is not necessary to send the present study to Ethics and Research Committees, since it does not involve research with human beings. The public archives involved in data collection allowed the research and photography of the sources used for the study.

RESULTS AND DISCUSSION

The days of publication were raised, since some newspapers did not publish on Sundays (*A Tarde*) and Mondays (*A Cidade*, *Diário da Manhã*, *Diário de Notícias*), or no longer published for more than a day in a row. 78 newspaper articles were located (8 in November, 38 in December and 32 in January), of which 14 mentions the *EERP-USP* and/or the nurse figure.

In summary, from the first collection, which resulted in the 78 newspaper articles, it is noteworthy that 30 (38%) took the first page, of which 3 (4%) quoted *EERP-USP*. There was an average of 1.1 published newspaper article/day. There was the maintenance of the original spelling in quotations from the newspaper and a deliberated highlight for the mention of *EERP-USP* and/or nursing/nurse.

Table 1: Distribution of 78 newspaper articles in the local press (from November 1951 to January 1952). *Ribeirão Preto*, São Paulo, Brazil, 2017 (n = 248)

Journal	Published copies (%)	Localized copies (%)	Unavailable copies (%)	<i>FMRP-USP</i> Articles (%)	<i>EERP/Nursing</i> Articles (%)
<i>A Cidade</i>	63 (25.4%)	31 (49.2%)	32 (50.8%)	4 (5.1%)	0 (0%)
<i>A Tarde</i>	58 (23.4%)	49 (84.5%)	9 (15.5%)	37 (47.4%)	6 (7.7%)
<i>Diário da Manhã</i>	66 (26.6%)	60 (90.9%)	6 (9.1%)	14 (17.9%)	2 (2.6%)
<i>Diário de Notícias</i>	61 (24.6%)	54 (88.5%)	7 (11.5%)	22 (28.2%)	6 (7.7%)
Total	248 (100.0%)	194 (78.2%)	54 (21.8%)	77 (98.6%)	14 (18.0%)

Next, we present a summary of the 14 reports in which the creation of the *Ribeirão Preto* College of Nursing and/or the nurse’s figure is mentioned.

Newspaper article 1 - *Interview with the President of the Structuring Committee. It will be the largest medical center in Latin America, 11/27/1951 - Diário de Notícias, p.1.* Primary zones 1 and dead 3 (half page).

In the article, the coming of Prof. Zeferino Vaz, the previous day, where he gave a press interview written and spoken. It is noteworthy to mention that the *FMRP-USP*

installation was expected to start in March, thanks to the Faculty of Pharmacy and Dentistry and the donation of an area of 5 bushels, as well as the fact that *FMRP-USP* has unconditional support from the *USP*'s Rector Ernesto Leme and the *São Paulo*'s Governor. The following part stands out: "This donation will be studied by the University Council and technicians of the *São Paulo*'s government, to build residences of the director, professors and staff, "Home of the Medical Student", *Practical School of Nursing* and sports field [...]". Said Professor Zeferino Vaz: "This faculty will be the largest medical center in Latin America, you can say this to your readers and listeners of radio."

Newspaper article 2 - *The Ribeirão Preto Medical School will be the Largest Medical Center in Latin America. 11/27/1951 - Diário da Manhã, p.6. Primary zones 1 and dead 3.*

In the news is presented the same content of the newspaper article 1, it highlights the speech of Prof. Zeferino Vaz on the importance of the project approval in the Legislative Assembly until December 14, 1951, to begin classes at *FMRP-USP* in 1952, as well as the buildings for the administrative facilities and will dedicate to the construction of residences for the director and teachers, Student House, *School of Nursing* and a complete sports square, with playgrounds, swimming pool [...]. According to Vaz, "this Faculty will be the largest medical center in Latin America and nothing will be behind the great American universities ...".

Newspaper article 3 - *Great future for Ribeirão Preto. It will be the largest medical center in Latin America, stated Prof. Zeferino Vaz. 11/28/1951- A Tarde, p.1. Primary zone 1.*

In the news, the content of the articles 1 and 2 is taken over in competing newspapers. The following excerpt is highlighted: "[...] Another donation of 5 bushels, it will be used for employee residences, the "Home of the Medical Student", *Practical School of Nursing* and sports square. He ended by saying: "This *Ribeirão Preto* Medical School will be the largest medical center in South America. There is no doubt and journalists can write this [...]."

Newspaper article 4 - *Two Important News. 12/14/1951 - Diário de Notícias, p.6. Primary zone 1.*

The two reports would be about the approval of the structure of *FMRP-USP* by the Legislative Assembly and *USP*'s acceptance of land donation "[...] for the construction of a building in which the Faculty of Medicine, *Hospital das Clínicas* [General Hospital], *School of Nursing* and other departments of the important university course [...]. (News published by the "*Rotativa Sonora*" on December 8, 1951)".

As can be seen in the newspaper articles 1, 2, 3 and 4, there was initially an indecision as to the location of both the *FMRP* and *EERP-USP* facilities, and the citizens of *Ribeirão Preto* were engaged in helping to resolve the

problem quickly through land grants.

In the newspaper article 5, a new change of direction is observed in the discussions of the *FMRP-USP* location, starting to consider the use of the facilities of the *Escola Prática de Agricultura*, installed in *Fazenda Monte Alegre*, a fact that raised controversy and diverse opinions in the journalistic text, as can be observed in newspaper articles 5, 6, 7 and 8.

Newspaper article 5 - *The construction of the Biological Building of Ribeirão Preto. 12/18/1951 - A Tarde, p.6. Dead zone 3.*

The newspaper is emphatically against the use of the building of the *Escola Prática de Agricultura (EPA)* [Practical School of Agriculture] for the installation of *FMRP-USP*, because the former, which already had a purpose, would be extinguished. "[...] A true absurd, we said yesterday, the use of the building of Agriculture Practice School to be installed there, the *Ribeirão Preto* Medicine School, University of *São Paulo*. Its creation in our city obeyed a strictly studied plan. It is not only a building of educational establishments, but also the formation of a Biological Block of great proportions, covering: 1) Faculty of Medicine, 2) Faculty of Pharmacy and Dentistry, 3) Regional General Hospital, 4) *School of Nursing* [...]. [...] to take advantage of existing buildings, to adapt them, to mend them and to place them in the hands is to do a real disservice to the good cause".

Newspaper article 6 - *Proper facilities for Medical School. 12/18/1951 - Diário de Notícias, p.6. Primary zone 1. Authorship of Tavares Pinhão.*

In the newspaper article 6, the discourse of the competing newspaper (newspaper article 5) is also supported, as well as against the installation of *FMRP-USP* in the *EPA*, which would take the glory of the creation of *FMRP-USP*. In addition, it says that the situation called for the construction of a new, modern building, thinking about the future. Comparison of the closure of schools in Brazil to crime and that, as one of the largest sources of revenue in the State, the government should have a different look at the issue. "A Faculty of Medicine of the University of *São Paulo*, indisputably an award that *Ribeirão Preto* will proudly boast and display and could never be installed in the place where the School of Agriculture is located. [...] Having at its side the Buildings of the General Hospital, of the *Nursing Course*, etc. [...]. ... Reasoning on the subject our men of intelligence and the citizens of *Ribeirão Preto* of soul and heart. What we do not agree in any way is to close a School whose fruits will be harvested in the future to adapt to another. CALL BRAZIL: GIVE ME SCHOOLS!!!".

Newspaper article 7 - *The subject of the day. It intends to take to the Practical School of Agriculture the operation of Ribeirão Preto Medical School is intended to take the. 12/18/1951 - Diário de Notícias, p.2 and 6. Dead zone 3.*

It is observed that the newspaper articles 6 and 7 deal with the same subject, in the same page of the *Diário de Notícias* newspaper. In the three newspaper articles of the day, the *EPA* initiative for the installation of *FMRP-USP* was criticized. It is worth mentioning the excerpt: “The citizens of *Ribeirão Preto*, who lives for local progress, was already imagining what their city would be like in a few years, when the architectural complex where the General Hospital, *Nursing School* and all other departments of the Faculty of Medicine, when they receive the news of a contrary movement, aiming to install the important university course at the Practical School of Agriculture, place completely “out of hand”, given the geographical position in which it is located [...]. [...] By listening to local public opinion we can assure you that this suggestion was quite unfortunate. The intention is *to remove the clothes of a saint to wear another*, according to the report of several people heard about this new case ... “.

Newspaper article 8 - *The installation of the Faculty of Medicine of Ribeirão Preto. 12/19/1951 - A Tarde, p.6. Dead zone 3.*

In the newspaper article in question, the interview granted by Dr. Jaime Toledo Artigas, of the University Council, was mentioned the previous day. The newspaper had a strategic attitude when mentioning that the interview, visibly pro-installation of *FMRP-USP* in the *EPA*'s premises, was *ipsis literis* published and that the people of *Ribeirão Preto* did the “illation that suits them well.” The interviewee highlighted the character of modernity and perfection as the best in South America, mentioned an undersigned sent to the University Council of *USP* by representative local elements, as well as the motion signed by 30 deputies in the Legislative Assembly, so that *FMRP-USP* was installed in the *EPA*, even saying that it would be possible to aggregate the other institutions involved. It stands out: “[...] This represents an economy of several million of *cruzeiros* that will allow the construction of the General Hospital in record time. It is also necessary to consider that the conditions of the *EPA* situation are splendid, near the city, served by highway that is being paved, offering possibilities to other complementary schools: *Nursing*, Faculty of Pharmacy and Dentistry, etc. [...] “.

It is noteworthy that, in comparison with other news and the meeting minutes reports of the University Council between 1951 and 1952, there was an error in the spelling of the name of Dr. Jaime Toledo Artigas, since the correct one is Dr. Paulo de Toledo Artigas, at the time director of the Faculty of Pharmacy and Dentistry of the University of *São Paulo* and member of the University Council.¹³

Newspaper article 9 - *São Sebastião Sanatorium of the Ribeirão Preto Holy House of Mercy. 12/25/1951 Diário de Notícias, p.3. Optical zone 2.*

It is about the *São Sebastião* Sanatorium of the Holy House of Mercy, where the pavilions, maternity and the

fact that it was the largest and best-equipped hospital in the interior of the state are mentioned. The following excerpt stands out: “[...] *the entire income of the sanatorium is applied in the maintenance of the general nurses for the indigent of the “holy house” [...]*” (original highlights). This is the only news that does not mention *FMRP-USP*.

The following news deals with the period after the signing of State Law No. 1467 of December 26, 1951, which was responsible for the legal creation of *EERP-USP*. As expected, the approval itself was featured in the press.

Newspaper article 10 - *Great Victory of Ribeirão Preto. 12/27/1951 A Tarde, p.1. Primary zone 1.*

The news refers to the signing of the structure document of *FMRP-USP* by the governor. At the same time, according to decree of Law No. 1,060 51, the *Nursing School*, Health Center and the General Hospital were created, thus making *Ribeirão Preto* one of the largest medical and surgical centers of the country”.

Newspaper article 11 - *Mr. Lucas Garcez signed the Decree of Structuring of the Ribeirão Preto Medical School. 12/27/1951 Diário da Manhã, p.6. Zones 1, 3, 5 and geometric center 6.*

The newspaper article occupies more than half a page of the newspaper, which also stands out the autograph that structures the *FMRP-USP*, by the Governor. The journalist highlights the record time of proceedings before the Legislative Assembly (just over two months), thus releasing its operation for the year 1952. In the news is also published, in full, the approved document that, in its article 13, creates the *EERP-USP*. The following excerpts stand out: “[...] in accordance with the decree of structuring are also created in this city, a School of Nursing, a Health Center and a General Hospital, thus making *Ribeirão Preto* one of the largest medical center of *São Paulo* State [...]. [...] Article 13 - The College of Nursing attached to the *Ribeirão Preto* Medical School, under the auspices of the School of Nursing of the Medical School of the University of *São Paulo*, is hereby established, which will maintain nursing and auxiliary nursing courses under Federal Law No. 775, August 6, 1949 [...]”. It is also mentioned that the Rector of *USP* should start immediately the plan and construction of the buildings that included the *EERP-USP*, as well as the hiring of employees and teachers.

Newspaper article 12 - *They will close the school. 12/27/1951 - Diário de Notícias, p.6. Primary zone 1, by Tavares Pinhão.*

Again, the *Diário de Notícias* newspaper takes a stand against the installation of *FMRP-USP*, at the *EPA*, highlighting the creation history of these schools in the *São Paulo* State and the importance of the foremen training who would technically lead rural workers, as well as “in hospitals there are doctors, clinic heads”. It calls for a crime against education and teaching of the country the adaptation of

FMRP-USP to the *EPA*. It is worth noting that: “In response to the request of the worthy farmer from here, we address to the Legislative and the State Government those who still understand that *São Paulo* is a primarily agricultural State, a call for the construction of the Faculty of Medicine, General Hospital, of the *Nursing Course*, in a place where it does not involve closing, adaptation or any other title of the Practical School of Agriculture, especially since *Ribeirão Preto* is the best agricultural area in the State”.

Newspaper article 13 - *Ribeirão Preto, large medical center. 12/31/1951 – A Tarde*, p.6. Primary zone 1 and optical center 5, author Paulo Corrêa, Medical Commentator of the *Diário de São Paulo*.

In the newspaper article is presented the visit of the journalist to the hospital services of *Ribeirão Preto*. The following excerpt is highlighted: “[...] But, fundamentally, in medicine, what matters is the doctor and the nurse who render their services to hospitals; and this was what impressed us most in *Ribeirão Preto*. 130 professionals are grouped in several specialties, and work synergistically, in cooperation, within a great technical capacity: it is common the doctor graduated in São Paulo and Rio, and trained abroad [...]”. “[...] It is comforting to verify the existence, in a city of the State’s interior, of such a high medical level, superior to that of many Brazilian capitals that have the resources of medical schools. The medical school that will begin to work briefly in *Ribeirão Preto*, will certainly be a great success, because there exists a favorable climate for the development and teaching of medicine [...]”.

Newspaper article 14 - *Hail Ribeirão Preto. 01/14/1952 – A Tarde*, p.6. Zone between primary 1 and dead 4.

In the newspaper article transcribed from *A Época*, from the previous day, a general summary of the events and the operation of *FMRP-USP* is made, facts that would leave the city among the most important in Brazil. It is worth mentioning the following excerpt: “[...] Governor Nogueira Garcez intends to determine the construction of the General Hospital in *Ribeirão Preto*, to work next to that School, as it is of great interest for the development of its courses, on the other bring invaluable benefits to the population of the municipality and the entire region. The installation of the Medical School thus won that great city, a majestic hospital, besides the courses that should work within the School, such as the *Nursing* [...]”.

Most newspaper articles were responsibility of the newspaper, due to lack of authorship. Most of the owners of the newspapers involved - *A Tarde* (Alderman Antônio Machado Sant’Ana), *Diário da Manhã* (former owner Costabile Romano and director Oswaldo de Abreu Sampaio) and *A Cidade* (Alderman Orestes Lopes de Camargo) - were actively involved in the political field.

The press favored the arrival of *FMRP-USP*, becoming, in some moments, a medium of political pressure for the agility of the legal process of *FMRP-USP* implementation.

This fact coincides with the presence of agents of the journalistic field inserted in the political environment, a situation that may have contributed to the use of the journalistic field in the sense of legitimizing the demands of the political field, winning symbolic gains in both fields.

It is inferred that, in relation to the implementation of the *FMRP-USP* and the *EERP-USP*, the publication of the newspaper article on the subject had the effect of charging the authorities for the installation of *FMRP-USP*. This fact can be explained by the power of journalists to print their visions and values to the journalistic field, seeking to play the role of public spokesperson, influencing the power of judgment.⁷ However, the *FMRP-USP* installation site was not a consensus between the newspapers and there was strong criticism in four newspaper articles components of the final documentary corpus.

In newspaper articles 1, 2 and 3, it is observed that, even in different newspapers, besides a great approximation of content, the titles are almost identical, and the statement of Prof. Zeferino Vaz - “It will be the largest medical center in Latin America” - during interview was incorporated into all titles and denotes the support invested by this means of communication. In addition, the *EERP-USP* (Practical School of Nursing or School of Nursing) is mentioned in a neutral way, in the context of buildings that will be built in a donated area, an idea that is repeated in the newspaper article 4. Prof. Zeferino, referring that *FMRP-USP* would be the largest medical center in Latin America, is restricted to *FMRP-USP*, without adding the denomination to the set of health institutions that were, in other news, called Biological Block.

In order to compete economically for the readers, newspapers constantly search for the scoop, whose prominence attracts advertisers and loyalty to the reader, a fact that compels readers to read and often results in the homogenization of newspaper article.⁷ This notion can be easily verified in the first three newspaper articles.

In newspaper article 4, it is noteworthy that the discussion of the *FMRP-USP*’s arrival had reached other means of communication. The passage in which it is mentioned “News published by the “*Rotativa Sonora*” on December 8, 1951” makes probable mention of the radio program “*Rotativa Sonora*”, created in 1945. According to a journalist’s testimony at that time, the said program was the most influential in the local and regional scenario and could be compared to the BBC’s bulletins in London.¹⁴ In the newspaper article 1 the presence of the radio is also highlighted during the collective interview with Prof. Zeferino Vaz.

On December 18, 1951, in three journal articles (5, 6 and 7), the *EERP-USP* is mentioned, in the context of opposing positioning of the *EPA*, for the installation of *FMRP-USP*, in which *EERP-USP* is presented as one of the integral parts of a larger building project. Therefore, by its great proportions,

this architectural set should be geographically close to the place where they had been donated land. In this sense, one observes the use of the newspaper as a privileged space for the opinion of the journalist and/or newspaper's world view, benefiting either side of the discussion, whether by the values of their journalists or political and/or economic links with those who will be benefited by the exhibition of the journalistic material.

In some cases, the newspaper sought the exemption of positioning, transcribing literal excerpts, or even transcribing news from other media. However, in the course of the events, the newspaper *A Tarde* changed its position regarding the installation of the *FMRP-USP* in the *EPA*, which may have been influenced by the fact that the state governor was from the same party's political as well as the owner of the newspaper, since the newspapers set the space for legitimizing political power.

The change occurred directly or indirectly in the newspaper article 8, for example, the newspaper *A Tarde*, when mentioning that the interview was *ipsis literis* published, sought to exempt the opinionated character of the newspaper's narrative, but without losing the ironic tone. Political pressure strategies for *FMRP-USP* to be installed in the *EPA* stand out.

The *Ribeirão Preto EPA*, created by Decree-Law No. 12,742 of June 1942, aimed to empower rural people to implement improvements in production, improve processes of agricultural industrialization, and disseminate practices related to rural sanitation. The training should also include knowledge of general culture, physical and moral education, planting, animal husbandry, rural construction, sugar manufacturing, beverages, product conservation, rural diseases, nursing and emergency aid.¹⁵

The *Diário de Notícias* newspaper once again attack the use of *EPA* in newspaper article 12. The *EERP-USP* is cited in a neutral way, in the context of buildings to be constructed, used as justification to build the *FMRP-USP* outside the *EPA*. The acid discourse of this newspaper, in other newspaper articles, includes direct attacks on Prof. Zeferino Vaz, as in the newspaper article entitled "The press and the Medical School" (01/16/1952, No. 7972), which mentions: "The Medical School is coming, and as we have already said, no one will be able to interrupt the idyll between prof. Zeferino Vaz and the Agriculture Practice School... The question at this point seems settled. But if the press cannot oppose or favor it, - that, then, is another five hundred *cruzeiros*... [...]"

Still in the newspaper article 8, Dr. Paulo de Toledo Artigas took a stand on *FMRP-USP* in his speech as the main institution in the scientific field in the city, reconfiguring the field, since *EERP-USP* and the Faculties of Pharmacy and Dentistry, at the time already existing, are called complementary, with reflection in the scientific field of the knowledge areas and for the professionals of the

institution under consideration.

In newspaper article 14, this idea is also corroborated, since the position of Nursing within the *FMRP-USP* is again a complementation position. This situation is similar to that presented in the newspaper article 13, in which the joint work of the doctor and the nurse is defended to reach the quality of the care, but clarifying that the Nursing would be under the aegis of Medicine. In fact, the reconfiguration discourse in the scientific field signaled new directions, positioning the other professional areas within Medicine. The *FMRP-USP* would become the most comprehensive social space in the scientific field, with symbolic domination of Nursing, Pharmacy and Dentistry.

This situation can be attributed to the species of capital acquired by each of the social agents in this historical moment, since these determined the position and strength in the field. The accumulation of cultural capital acquired by *FMRP-USP* has determined, in its favor, the probability of gain in the symbolic field, since it is understood as a space where the struggle for the monopoly of scientific authority and/or competence is at stake by the possibility of speaking and acting with socially legitimized authority.¹⁶ In this sense, the speech of the field spokesperson, Zeferino Vaz, is legitimized in the journalistic field, through journalistic lecture, when the attribution of power and prestige is identified to *FMRP-USP*.

In newspaper article 9 it is mentioned: the presence of "General Nurses" for the indigent of Santa Casa. Although it is not possible to elucidate the formation of these women, the name "Nurses", reported through the newspaper, has an important symbolic effect, since it attributes such a title to them, which should probably be tied to the title of the position held and not to academic training. In addition, in the newspaper article 13, the excellence of the services rendered in the municipality by doctors and nurses, highlighting the high medical level, is reported. Although, according to Prof. Glete de Alcântara, there was only one registered nurse in *Ribeirão Preto* in 1952.¹⁷ It remains to be seen why the "nurses" were not considered by the director of *EERP-USP*.

Six newspaper articles were published the day after the promulgation of the *FMRP-USP* structure, three of which mention the School of Nursing (*EERP-USP*). Among these, the newspaper articles 10 and 11 are very similar in their general content, taking into account that into them the *EERP-USP* is presented alongside the other institutions that would be implanted in the city, conferring to that institution the same degree of importance. Such institutions, according to journalists, would place the city among one of the largest medical centers in the country and Latin America. In the newspaper article 11, the legal agility of the process is highlighted, which can be inferred from the pressure of the journalistic field, together with the government and the popular mobilization effect, that moved different classes in

favor of the *FMRP-USP* installation, the political field was sometimes confused with the journalistic field and the legal creation of *EERP-USP*, which would comply with Federal Law No. 775 of 1949.

In the Report of the *USP* Committee on Teaching and Regimes, which studied the feasibility of a second Medical School at *USP* in Ribeirão Preto, it is mentioned the difficulty that the lack of nurses, midwives and nursing auxiliary with good training presented to the country and that the Nursing School would be indispensable for the operation of the General Hospital, in addition to supplying a regional demand. In addition, it is mentioned that it was also necessary to install it in order to comply with Federal Law No. 775 of 1949.¹⁸ Even with the discourse on the importance of the Nursing School, there was also a legal obligation. Nonetheless, the weight that each one represents deserves a separate study.

Federal Law No. 775, of August 6, 1949, on nursing education in Brazil, supported the expansion policy for nursing schools in the country, forcing every university center or medical school seat to offer nursing courses and nursing assistants. The other objective was to guarantee the entrance of nursing courses in universities, adding prestige to the profession and also provided for the subsidization of executive power for these schools and the expansion of resources for existing schools.¹⁹

The *EERP-USP* was presented in the newspaper articles mainly in a transversal way to *FMRP-USP*, the Medical Center and General Hospital, to be implanted in the city of *Ribeirão Preto*. In this perspective, the *EERP-USP* came to the fore in the local scientific field, strategically, seeking to improve health care in the region. In fact, the focus of these subjects was on the importance that these institutions would have with regard to the health care services at that time, with the proposal to be one of the largest medical-surgical centers in the country.

In 1962, 20 nursing schools were linked to the university, only 3 autonomous, 12 joined to private or official universities and 5 attached to medical schools.²⁰ Among the latter, the two Nursing Schools of the University of São Paulo, *EE-USP* and *EERP-USP*. Therefore, the movement that took place in *Ribeirão Preto* to create the *EERP-USP* was a reflection of a national policy.

At that moment, it is not possible to deny the symbolic effect that *FMRP-USP*'s visibility had on the municipality, as well as the accumulation of symbolic strength within *USP*, since it meant power and prestige in the social space of the same, since the aspirations of being the largest reference in medical centers in Latin America, adding symbolic profits to *USP* and, and also to *EERP-USP*.

In the present study are presented as limitations the incomplete collection of newspapers available in the localized files. Nevertheless, the location of 78.2% of the publications of that period gives an overview of events. In

addition, the findings contribute to the portrayal of a still unknown history and provide a look whose centrality is not only addressed in official documents.

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