

# THE TERRITORIAL DYNAMICS OF INDUSTRIALIZATION IN TAUBATÉ - SP, IN LOCAL CORPORATE JOURNALISM (1937–1942)

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**ABSTRACT:** Economic, political, social, cultural, and environmental relations shape territorial dynamics. Added to this is the role of the media as a constituent element in development processes within a society marked by the presence of communication media. The general objective is to analyze how the C.T.I. Jornal represented the territorial dynamics resulting from the industrialization phenomenon in Taubaté-SP during the 1930s and 1940s. To achieve this, documental research was conducted covering 1937 to 1942, using a qualitative approach and content analysis method. The analytical categories were based on the constituent elements of territorial dynamics. It was found that the socio-spatial process resulting from industrialization led to significant transformations in the territory of Taubaté, which were represented and disseminated through the newspaper. The research enables an understanding of the media beyond a mere mechanism of representation, recognizing its participatory role in territorial dynamics.

**KEYWORDS:** Territorial dynamics. Corporate journalism. Industrialization. Taubaté.

## Introduction

Territorial dynamics, understood as processes of transformation of geographic space, have as constituent elements the economic, political, social, cultural, and environmental relations that intertwine in the shaping and organization of territories (Saquet, 2017; Santos, 1996).

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In contemporary society, the media becomes an active element in the development processes of territories, acquiring prominence as information and communication technologies expand and become more widespread in social practices. Santos (1996) recognizes that technical and information networks transform geographic space and act as a vector for the diffusion of values and social practices.

Therefore, analyzing the role of media in understanding territorial dynamics is relevant, given its prominent role in a society characterized by the phenomenon of mediatization, in which social relations and daily practices are shaped by mediation technologies and media companies (Hjarvard, 2013).

The emergence of media as a constitutive element of development processes begins in the context of mass communication (Schramm, 1970), which gained prominence in the 20th century, becoming one of its defining aspects due to its direct relationship with the formation of markets and industrial development, both of consumer goods and cultural products. Updating this approach, Carniello (2022) identifies the relationships between communication and development in contemporary times, understanding communication as a structuring element of development processes.

The media also acts as a mediator of strategic communication for public and private organizations to legitimize their development projects with both internal and external audiences (Nassar, 1995). The relevance of early corporate newspapers as vehicles representing economic dynamics from the perspective of organizations in the first half of the 20th century is noteworthy; their analysis allows for an understanding of the representations of economic transformations that occurred during that period.

This article addresses the phenomenon of industrialization from the perspective of a business newspaper, specifically the phenomenon of industrialization in the municipality of Taubaté-SP, in the first half of the 20th century. The Companhia Taubaté Industrial (CTI), a textile industry, played a leading role in the industrialization and urbanization process of the municipality, and published a business newspaper in the 1930s and 1940s that was part of the social and economic dynamics of the municipality.

The general objective was to analyze how the CTI Jornal represented the territorial dynamics resulting from the industrialization phenomenon of Taubaté-SP in the 1930s and 1940s.

The justification for this approach lies in the fact that the CTI newspaper, regionally, represents a relevant communication vehicle for understanding the phenomenon of industrialization in the municipality of Taubaté-SP, located in the Vale do Paraíba region, which during the 20th century underwent a period of economic transformation based on industrialization as the main driver of development. In 2012, it was elevated to the status of Metropolitan Region of Vale do Paraíba and

North Coast (São Paulo, 2012), consolidating itself in the second half of the 20th century as an industrial hub reflecting the spread of São Paulo's industry and a national development project.

The article is organized into a section with the theoretical framework, which addresses the phenomenon of industrialization in Taubaté-SP as a dynamic process for the territory and the CTI newspaper as a relevant vehicle for understanding the local economic scenario; a section with the methodological approach of the research; a section with results and discussions; followed by final considerations.

### **The industrialization process in the municipality of Taubaté-SP as a transformer of territorial dynamics.**

The municipality of Taubaté-SP, located on the Rio de Janeiro-São Paulo axis, among its territorial dynamics, began its industrialization process with the arrival of the CTI in the textile sector, in 1891 (Bandeira; Abdala, 2024). The installation of CTI impacted and marked the urbanization of the municipality, which acquired new contours, and, among other phenomena, fostered local media with the publication of a company newspaper, the CTI Jornal.

To understand the arrival of CTI in Taubaté, it is necessary to contextualize the industrialization of the Vale do Paraíba Paulista region, which began during the First Republic (1889-1930), a period in which the export of raw materials was the economic engine of the country. In the Vale do Paraíba Paulista, coffee was the product destined for the external market. However, coffee production progressively lost prominence in the region, with a decline in production in the first decades of the 20th century compared to the overall state production, even though it retained its function of generating capital that circulated in the Vale do Paraíba (Ricci, 2003). In this scenario, the fall in regional production became irreversible due to the effects of the Great Dep of 1929.

The textile industry marks the industrialization of the Vale do Paraíba Paulista region, which at the end of the Old Republic concentrated a considerable part of the national production initially focused on more popular products (Ricci, 2003). Besides the CTI, established in Taubaté in 1891, the inauguration of the Paraíba weaving mill in 1925, in the municipality of São José dos Campos, stands out, driven by tax incentives granted for its installation (Rodrigues et al, 1992).

According to Ricci (2002), the Vale do Paraíba Paulista region hosted some of the most important textile industries in the country during the First Republic period: Malharia Nossa Senhora da Conceição, which manufactured socks; Tecelagem Parahyba, which manufactured tarpaulins and blankets; Companhia Fiação e Tecelagem Guaratinguetá, which manufactured tarpaulins and blankets; Companhia

Fabril de Juta, which focused on coffee sacks; and CTI, the subject of this study, which manufactured cotton fabrics for clothing; cretonne for tablecloths and sheets; cotton terry cloth for towels; and jute for packaging.

The decision to expand the industrial units to the Vale do Paraíba Paulista region is related to the existence of coffee farming in the area, which maintained a circulating income, albeit lower compared to the peak of production in the mid-19th century, as well as its logistical position between Rio de Janeiro and São Paulo, which at the time had a railway connection (Ricci, 2002).

It is observed that the first decades of industrial activity in the Vale do Paraíba Paulista region are directly related to the expansion of the urban population. Capital investment in industry sought to meet the demand for consumer goods, as is the case in the textile sector. However, the 1930s are marked by Getúlio Vargas' rise to power and the implementation of a new model of economic development, in which the State began to support industrialization as a strategic activity to ensure economic development and national security (Santos and Remoaldo, 2017).

The diversification of industrial activities and the expansion of the urban population were the driving forces of the national economy. Simultaneously, the working class and its demands grew. Thus, from the 1930s onwards, two simultaneous movements can be observed: state-supported industrialization with the diversification of production, which progressively made national industry capable of meeting needs beyond consumer goods; and the consolidation of the working class as an unavoidable political and social actor. The effects of these two movements were configured in specific ways in each territory.

To understand how territories were transformed during this period by the industrialization policy, the theoretical framework adopted is the relationship between territorial dynamics and economic models, as evidenced by Cidade, Vargas, and Jatobá (2008, p. 19), who state that “the processes established in space as a result of the dynamics of accumulation contribute to establishing a continuously changing territorial configuration.” They add that “the formation of industrial complexes and metropolitan expansion, conducive to economies of scale and agglomeration, represented the typical territorial configuration of Fordism” (Cidade, Vargas, and Jatobá, 2008, p. 20).

With the establishment of industry, Taubaté experienced a process of urbanization and all its consequences, such as the formation of a working class and the organization of new institutions, with repercussions on social, cultural, and territorial dynamics. Understanding this scenario is fundamental, considering Taubaté's centrality in the regional landscape since the colonial period, particularly in a context marked by the shift of the regional economic axis from coffee production to industry. It is noteworthy that this change follows the national dynamic, since from 1930 onwards the State acted to reduce dependence on the external market via the export

of primary goods with low added value, in order to expand the internal market through the association between urbanization and industrialization (Cano, 2007). This change implies an alteration in the social relations derived from the main economic axes, in particular from the dynamics centered on agricultural production to those derived from economic concentration in the urban environment (Vieira and Santos, 2012).

Understanding this scenario, coupled with the effects of industrialization in the municipality of Taubaté, demands a theoretical grounding in the concept of territorial dynamics to comprehend the development processes of each territory. According to Dallabrida, Siedenberg and Fernández (2004, p. 14),

The territorial dynamics of development refers to the different ways in which local or regional actors, agents, and organizations/institutions organize themselves to act in the development process of a given spatial area (municipality, region, territory).

Saquet (2007) reinforces that territory is linked, delimited, and defined based on power relations. Becker (1995) emphasizes that different power groups manifest their power in specific areas of territories, since these are produced by social practice. Thus, a territory is produced and defined by economic infrastructure, but regulated by political and power relations.

According to Haesbaert (2006), territory is a space appropriated politically, economically, and culturally by social groups that are in continuous power relations with each other. Raffestin (1993) highlights that a territory has material and immaterial delimitations, manifested in its physical and abstract limits, in the field of representations. Santos (1996) corroborates this by identifying an inseparable set of systems of objects (fixed) and systems of actions (flows) as elements present in spatial dynamics.

Industrialization in Taubaté, accompanied by urbanization, altered the territorial dynamics of the municipality. However, these changes did not occur in a vacuum. It is necessary to consider the territorial fabric produced by the intertwining of local, regional, and national dynamics (Vieira and Santos, 2012). Locally, the municipality was experiencing the transition from an agricultural to an industrial economy in a scenario marked by political paternalism and restricted access to power mechanisms. Regionally, the municipalities, in addition to experiencing the transition from rural to urban, received economic incentives for industrialization stemming from their privileged location between São Paulo and Rio de Janeiro—Rio de Janeiro was still the federal capital—which implied a historical break with the predominant pattern since the colonial period, characterized by agricultural activities and by the Paraíba Valley being a transit region to the interior of Brazil. Nationally,

the long period of Getúlio Vargas represented an alteration in power relations and the economic bases of national wealth production. Although the unequal distribution of wealth and power persisted during the Vargas period, the emergence of the working class and the loss of hegemony by rural oligarchies resulted in a new configuration of relations between economic and political elites and between these elites and the State and national society (Vieira and Santos, 2013).

In this scenario, in Taubaté, the local elite's ambition to maintain control over the local economic and political dynamics was combined with a process of change marked by the expansion of industrial activities and the population, especially the working class, whose leadership was disputed with potential union leaders, including potential anarchists and socialists. Thus, control of the working class and alignment with the reconfigured national power were fundamental aspects for the exercise of political hegemony in a territory undergoing transformation.

This article analyzes the territorial dynamics resulting from the industrialization of Taubaté based on the representations present in the CTI Jornal, a company newspaper created by CTI in 1937. It is noteworthy that the newspaper targeted an audience composed of CTI workers and other citizens, as the company owners were involved in the political dynamics of Taubaté. The very creation of the newspaper can be related to Santos's (1996) approach, which understands that space has evolved into a technical-scientific-informational environment, converting territories into national areas within the global economy, which intensifies productive specializations and reconfigures the social and territorial division of labor. To understand the place of the CTI Jornal in the dynamics of the municipality, the following section is presented.

## CTI Jornal

CTI Jornal was born in a context where economic journalism was not yet clearly defined as a distinct editorial section. Puliti (2013) clarifies that in the 1930s, economic themes began to have a more intense presence in the *Folha* group (*Grupo Folha*), with an emphasis on the agricultural sector, which was consistent with a country that produced and exported primary products. Economic themes gained prominence during the military dictatorship, starting with the 1964 coup, when other themes were minimized or silenced by censorship, which gave space to economic journalism (Puliti, 2013).

Thus, the industrialization process that gained momentum at the beginning of the 20th century was portrayed through diverse journalistic approaches. In Taubaté, specifically, the CTI Jornal, a business newspaper that elevated the figure of its founder, Felix Guisard, is the media record of the period that provides

elements to understand the industrialization process and its effects on the territorial dynamics of the municipality. It is noteworthy, according to Ricci (2003, p. 01), that “industrialists took the place of the old coffee elites in the economic, political and social spheres, occupying various political positions, offering social assistance and promoting urban cultural manifestations.” This role is represented in the local press, especially in the business newspaper published by CTI.

Gonçalves (2008, p.121) highlights that

The CTI Jornal did not belong to the ranks of the so-called workers’ press, but was an initiative of the business elites who managed the Companhia Taubaté Industrial, in partnership with the union of the category, composed of leaders who generally frequented the newspaper’s pages and contributed to feeding the monthly agenda. The *CTI Jornal* was created to publicize the factory’s initiatives in the fields of school education, leisure, production, sports, housing, religion, among others. The periodical had a circulation of approximately 1,000 copies.

According to Oliveira and Assis (2007), the CTI Jornal had its first edition published on April 15, 1937, and circulated until 1946. However, the existing archive only includes up to issue number 60, dated April 5, 1942. The authors emphasize that CTI Jornal was distributed free of charge to factory employees, as well as to public institutions and press organizations not only in Taubaté, which broadened its reach and influence. Regarding its editorial line,

The company newspaper was intended to “instruct and educate” with useful and easily digestible material for its readers. These readers, generally literate but with little formal education, were also expected to possess moral values and contribute to the development of a personality “without deviations or complexes.” The journalists at CTI Jornal sought to cover daily topics with comments, quotes, or examples of how employees should behave or what they should read or do during their breaks. The company was always placed in a prominent position, seen as a “greater good,” and was represented by its founder, Félix Guisard, who was above good and evil (Oliveira, Assis, 2007, p. 05).

CTI Jornal is part of the structuring period of Brazilian business journalism at the beginning of the 20th century, according to Rego (1984), related to the period of national industrialization. Among the first initiatives, the author highlights the *Boletim Light*, launched in 1923, and the *Revista General Motors*, from 1926, vehicles that aimed to disseminate institutional information promoting a positive image of companies to internal and external audiences, which can be transferred to the case of CTI Jornal.

It is important to highlight that corporate newspapers have characteristics that sometimes deviate from the principles of journalism, as they assume their main objective to be strategic institutional communication, regardless of the format adopted. Brazilian corporate journalism emerged in the 1920s and 30s as a device for legitimizing industrial modernization, aimed at disciplining the workforce and maintaining order. For Kunsch (2006), these periodicals integrate strategic organizational communication, articulating information, identity, and power.

To highlight the dissonances between journalism and corporate journalism, Table 1 was developed, based on the characteristics of journalism listed by Traquina (2005).

**Table 1:** Characteristics of journalism and business journalism

Characterizing factors	Journalism	Institutional/Corporate Communication
Account of the truth	Events according to newsworthiness criteria.	Events within the organization itself.
Commitment to factual truth	Use of multiple sources.	Partial reports, with sources of interest to the organization.
Objectivity	Separation of fact and opinion.	Opinion-based and informative content without a clear distinction, focusing on a positive image of the company.
Exemption	Without passing judgment.	Opinion-based content.
Public interest	Content of public interest.	Content of interest to the organization.
Editorial autonomy	Independence from sources and advertisers.	Alignment with the organization's interests.

**Source:** Prepared by the authors based on Traquina (2005) and Kunsch (2006).

Based on the existing archives of the CTI Jornal newspaper, it is possible to trace an analysis of the territorial dynamics experienced in the municipality of Taubaté-SP, in relation to the genesis of its industrialization process, considering the role that the newspaper played in legitimizing the municipality's industrialization phase. To this end, the research methodology is presented below.

## Method

This research is characterized as exploratory, with a qualitative approach and a documentary design. The documents were analyzed using content analysis, a method suitable for investigating symbolic phenomena (Fonseca Júnior, 2011).

The research corpus was selected from the newspaper editions that make up the collection of the CTI Jornal of the Center for Documentation and Historical

Research (CDPH) of UNITAU. For the selection of contents, a cursory reading of the monthly editions from 1937 to 1942 was carried out, and the contents that addressed the effects of industrialization on the dynamics of the municipality were selected, choosing industrialization as a paradigm of analysis, as a socio-spatial process intervening in the territorial dynamics of Taubaté in the period studied (1937 to 1942). It should be noted that the newspaper circulated until 1946, but the existing collection covers the period from 1937 to 1942.

The analysis of the selected content as a corpus considered both text and images, based on the understanding that journalistic discourse is constituted by multiple languages—verbal and visual—that operate in an articulated way in the construction of meaning. Thus, considering only the textual content would limit the overall understanding of the content.

According to Bardin (2011), content analysis can be applied to any type of communication, as long as the criterion of significance is respected, which is present in both texts and images. Based on this, the images analyzed were treated as units of meaning to be coded, categorized, and interpreted, considering their relationship with the text, according to the previously defined criteria.

Based on the theoretical framework, grounded in the concept of territorial dynamics, the categories of analysis presented in Table 2 were defined.

**Table 2:** Categories of analysis

Category	Description	Authors
Social actors and institutions	Identification of the subjects and organizations active in the territorial dynamics.	Saquet (2007); Santos (1996).
Uses and appropriations of the territory	Forms of dispute, use, and transformation of territory by actors for diverse purposes.	Haesbaert (2004); Becker (1995).
Conflicts and inequalities	Relationships, power dynamics, and asymmetries between social groups within the territory.	Saquet (2007); Santos (2000).
Territorial networks and flows	Identifying the material and immaterial networks in territorial dynamics (infrastructure, communication, power relations).	Haesbaert (2004); Santos (2000).
Temporalities of the territory	The relationship between continuities and ruptures in historical time and their effect on territorial transformations.	Saquet (2007); Becker (1995).
Territorial projects	Territorial transformation and intervention projects by organizations or popular groups.	Saquet (2007); Raffestin (1993).
Territorial scales	Analysis of the articulation between scales of development (local, regional, national, global relationship) in the territory under analysis.	Haesbaert (2004); Saquet (2007).

**Source:** Prepared by the authors, 2025.

In total, 15 articles were selected as representative of the categories after a cursory reading. It was observed that there was a frequent repetition in the themes addressed in subsequent editions. In this case, one article from each theme addressed was selected.

## Results and discussion

The content analysis identified and categorized the found content, which made it possible to understand the territorial dynamics of the municipality of Taubaté from the genesis of its industrialization process, marked by the installation of CTI in 1891. It is noteworthy that when the CTI Jornal began publication, the company was already consolidated in the municipality, after going through difficult periods. Thus, the period represented in the newspaper already shows a phase in which the company was fully established and participating in the municipality's development process.

The results were organized into tables, which identify the topics found by category of analysis, followed by a discussion of the results.

**Table 3:** Category: Social actors and institutions

Category: Social actors and institutions	
Title	Date
The campaign against tuberculosis by the Santa Izabel Hospital. Yesterday afternoon's memorable event definitively cemented this great act of humanity. Yet another gesture of sublime nobility from the giant of philanthropy in Taubaté – Felix Guisard. Thanks to the cooperation of the Guisard family and the CTI.	November 21, 1941.
Felix Guisard. The giant has fallen! May the sower of beauty and goodness rest in the peace of the Lord.	April 5, 1942.

Source: Research data, 2025.

The articles presented demonstrate the newspaper's intention to portray Felix Guisard in a glorified light, as shown in Figure 1.

**Figure 1:** Image of the Felix Guisard couple.



**Source:** CTI Journal, edition of November 21, 1941, p. 03.

The extensive use of adjectives that praise the figure of the businessman stands out, as in the caption of Figure 1, as well as, for example: “The venerated benefactor [sic] from Taubaté, writes in the book simple words of offering, with the strong hand with which he has steered his exemplary life as a patriotic citizen [...]” (CTI Jornal, November 21, 1941, p. 03).

The formation of a public image of benevolent philanthropists demonstrates that the figure of industrial entrepreneurs is acquiring a central role in the municipality’s development dynamics, replacing the old coffee barons. This reveals that the transition in the economic matrix is also associated with the reordering of social roles and cultural values of a territory. It is observed that the business newspaper used opinion pieces as a strategy to generate an exalted image of the entrepreneur, without counterbalancing it with other sources.

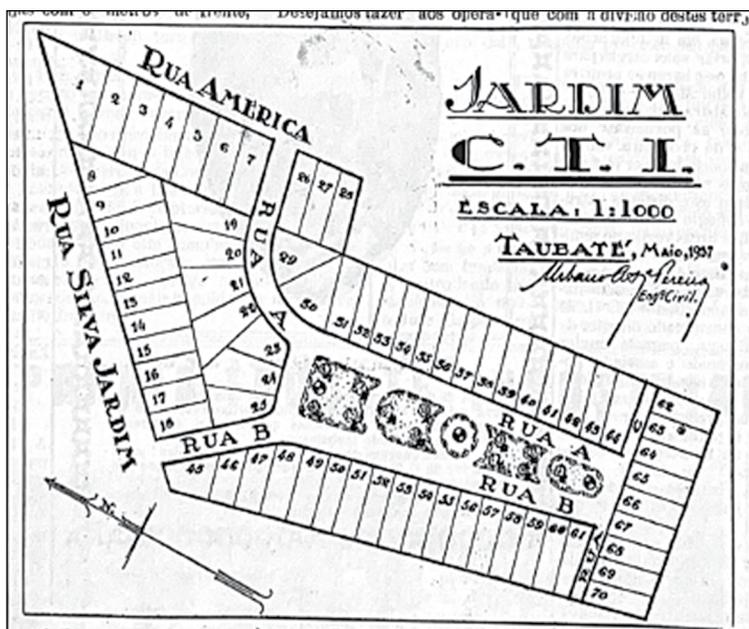
**Table 4:** Category: Uses and appropriations of the territory.

<b>Category: Uses and appropriations of the territory</b>	
<b>Title</b>	<b>Date</b>
The worker’s house.	July 15, 1937.
[Untitled. Publication of the floor plan for the workers’ housing lots].	September 15, 1937.
Project for the Office Building of the Taubaté Industrial Company [sic].	January 15, 1938.
A friend of education. The 2nd Mixed Industrial School was created, intended for the children of the workers of the Taubaté Industrial Company.	August 15, 1938.

**Source:** Research data, 2025.

The urban configuration based on the presence of the CTI in the municipality is evident, as demonstrated by the approach of Cidade, Vargas and Jatobá (2008), who establish a relationship between territorial configuration and accumulation dynamics. In the case of the CTI, this is reflected in the Fordist model and the employer-centric approach in relation to the workers. Figure 2 shows the plan of the workers' village that is now located in the central region of the municipality.

Figure 2: Floor plan of the workers' housing lots.



Source: CTI Journal, January 15, 1938, p. 01.

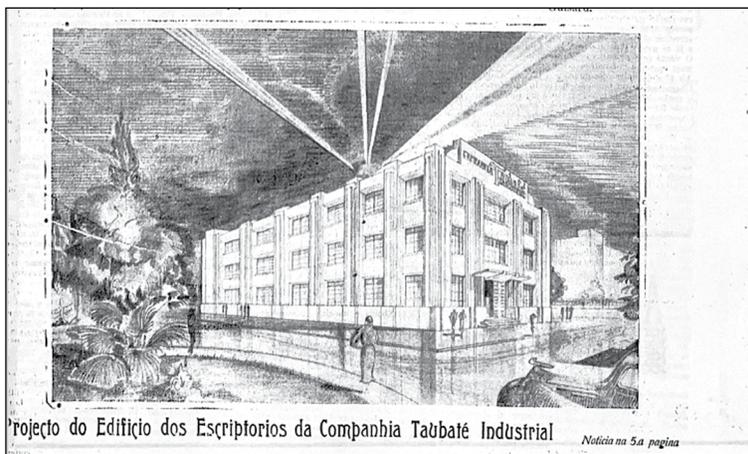
In the edition of July 15, 1937, p. 01, it is mentioned:

It is a matter definitively resolved by the CTI Board of Directors to ensure that all its workers own their own homes. Every CTI worker who has a family should, within some time, own their own home. The land acquired by CTI and intended for this purpose is located near the factories to make it easier for the workers.

Figures 3 and 4 respectively demonstrate the design of the company's administrative building, as well as an aerial view of the urban environment highlighting CTI as a driver of progress for the municipality. The approach to urban development is factual, but no sources are presented that would oppose or be negatively affected by this process, which significantly reconfigured the urban space.

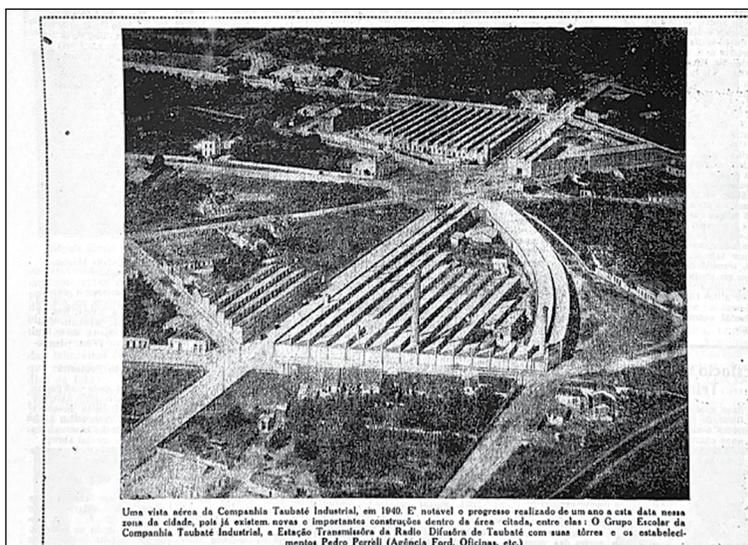
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in local corporate journalism (1937–1942)*

**Figure 3:** Project of the CTI administrative building



Source: CTI Journal, January 15, 1938.

**Figure 4:** Aerial view of the CTI



Source: CTI Journal, edition of May 4, 1941.

It is noteworthy that industrialization initiates a process of accelerated urbanization in the country, which, according to Santos (1993), is deeply related to the logic of capital, of which industrialization is one of the milestones, and results in social inequality and spatial contradictions in the dichotomy between technical modernization and social exclusion, as identified in Table 5.

**Table 5:** Category: Conflicts and inequalities.

Category: Conflicts and inequalities	
Title	Date
With the industrial workers' institute.	October 15, 1939.
Large workers' congress. Taubaté will host a large workers' congress in mid-May. The transcendental issues of the social problem will be addressed with special care.	March 15, 1937.

Source: Research data, 2025.

Although the period covered coincides with the gradual conquest of labor rights, which were consolidated in 1943 with the institution of the CLT—Consolidation of Labor Laws—during the Getúlio Vargas government, class distinctions and the social division of labor are evident in the structuring of the new industrial society that was emerging. “It is difficult, despite all the laws protecting labor, the life of the Brazilian worker” [sic] (CTI Jornal, October 15, 1939, p. 01). The theme of labor laws was constant in the pages of newspapers, both to highlight achievements and to claim rights, which characterized the transformation of the world of work in the urban environment. The general themes that impacted the lives of factory workers were selectively identified to strengthen and keep workers under control in the new industrial dynamic that was taking shape in the municipality.

**Table 6:** Category: Territorial Networks and Flows

Category: Territorial Networks and Flows	
Title	Date
Large exhibition of sericulture, agriculture, and industry in celebration of the 100th anniversary of Taubaté's elevation to city status.	November 21, 1941.
The Vale do Paraíba Bank was festively inaugurated. Two events of notable social and economic impact in our region. The brilliant inauguration ceremonies were held respectively on the 1st and 5th of this month in Taubaté and Guaratinguetá.	January 22, 1942.
Ubatuba	May 15, 1937.
First North Paulista Industrial Exhibition	June 15, 1937.

Source: Research data, 2025.

This category highlights Taubaté's relationship with its surrounding region, with other municipalities that directly or indirectly experienced the effects of industrialization, as observed in: “During the First North Paulista Workers' Congress, which was held with such brilliance in Taubaté on the 14th, 15th and 16th of May

last year, there was also an exhibition of products from local and regional industry in our city that took place magnificently” [sic] (CTI Jornal, November 21, 194, p.01).

**Table 7:** Category: Temporalities of the territory

<b>Category: Temporalities of the territory</b>	
<b>Title</b>	<b>Date</b>
CTI is celebrating its fiftieth anniversary today.	May 4, 1941.
Let’s protect our riches. Cotton, Brazil’s wealth.	November 15, 1938.
Textile crisis	March 15, 1939.

**Source:** Research data, 2025.

This category allows us to identify the temporal markers in the transformation of the territory, as identified in the statement “Half a century of progress and growth of Brazilian industry. The jubilee of Felix Guisard’s work in Taubaté” (CTI Jornal, May 4, 1941, p. 01). It also allows us to situate the process experienced by Taubaté within its regional and national context. In this case, there was a period of scarcity of the raw material cotton for the textile manufacturing of CTI, which “produced more than 11 million meters of cotton fabric annually, accounting for 1.75% of national production,” according to Ricci (2003).

**Table 8:** Category: Territorial projects

<b>Category: Territorial Projects</b>	
<b>Title</b>	<b>Date</b>
Contract signed for the construction of the port of Ubatuba.	December 15, 1940.
Where is the money?	March 20, 1940.

**Source:** Research data, 2025.

In this category, in addition to the urban transformation experienced by the municipality of Taubaté, as evidenced in Table 4, mentions of large-scale regional projects related to the regional industrialization process stand out. The construction of a port in Ubatuba, potentially related to the industrial logistics chain, as well as the questioning of the lack of investment in improving the country’s infrastructure for the new industrial reality, appear as examples of the municipality’s interface with the country’s development project. “One of the great obstacles, if not the greatest of all, that we face in carrying out an economic expansion project is undoubtedly the scarcity of *capitals (capitaes)*” [sic] (CTI Jornal, March 20, 1940, p. 01).

**Table 9:** Category: Territorial scales

Category: Territorial scales	
Title	Date
November 10th and the Estado Novo (New State). Taubaté solemnly commemorated the 4th anniversary of the regime. The civic parade was broadcast by Rádio Difusora de Taubaté.	November 21, 1941.
Dr. Adhemar Pereira de Barros. His visit to Taubaté. Official reception. The grand popular parade. Visit to the factories. Other notes.	January 15, 1939.

**Source:** Research data, 2025.

The Guisard family's adherence to the national political situation is reflected in the celebrations of the political regime, which are repeated in the years of newspaper publication, and are perceived in the festive reception given to Adhemar Pereira de Barros, the federal interventor in São Paulo appointed by Getúlio Vargas during the Estado Novo, as shown in Figure 5.

**Figure 5:** Reception of Adhemar de Barros



**Source:** CTI Journal, January 15, 1939, p. 01.

The industrialization of Taubaté is associated with an economic and political context that led to a gradual shift in the agricultural matrix of a country that exported primary goods towards a late industrialization, compared to the central countries of capitalism, in order to mitigate technological dependence on manufactured goods.

## **Final considerations**

The overall objective is to analyze how the CTI Jornal represented the territorial dynamics resulting from the industrialization phenomenon of Taubaté-SP in the 1930s and 1940s.

Based on the analyses, it was demonstrated that the socio-spatial process resulting from industrialization generated significant transformations in the territory of Taubaté. The categories of analysis allowed us to demonstrate that the transformations generated surpass a merely economic view, identifying changes in land use that occurred due to the acceleration of the municipality's urbanization, and the shaping of intra-urban space according to the consolidating industrial model. A social reorganization is also observed, with the formation of a working class and the reorganization of power centers towards industrial entrepreneurs.

It was also possible to identify the political links with the existing hegemonic structures, as well as the municipality's insertion as a participant in a development project at the state and national levels.

It is noteworthy that the analyses were possible thanks to the role that corporate journalism already played at the time, perceived by organizations as a tool to strategically engage with their audiences and legitimize their development projects. The publication was much more of an institutional communication resource to legitimize the company and its social, economic, and political impacts on the municipality. However, its format and reach, achieved through wide circulation in the municipality, meant that CTI Jornal sometimes occupied what would have been the place of journalism without a corporate bias. Currently, these publications have become a source of research for understanding the territorial dynamics of the time, marked by the strengthening of industries that were establishing themselves in the region.

Furthermore, it is necessary to understand the media not only as a representation of a period, but also as structuring elements that are part of the development processes of a territory, due to its inseparable correlation with territorial dynamics.

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