

Editorial

IN ITS TEN years of continuous publication, **MATRIZES** has been always concerned with bringing innovative themes in the **Dossier** articles, in such a way to reach impact in the discussions in the field of Communication. We can remember, highlighting only Brazilian authors and with the aid of an online database¹, works such as that of Antonio Fausto Neto (v. 1, n. 2, 2008) on the “analytics of mediatization”; Andre Lemos’s reflection (v. 1, n. 1, 2007) on how the media reconfigure urban spaces; the proposal of Maria Immacolata Vassallo de Lopes (v. 3, n. 1, 2009) regarding the soap opera as a “communicative resource” of Brazilian society; the José Luiz Braga’s analysis (v.1, n. 2, 2008) of conceptual and methodological questions in research in the area that have characteristics of “evidentiary discipline”; the reflections on the disciplinary status of the field, in terms of a “communicational episteme”, which inquire about the ontology of the communication phenomenon, in the article by Muniz Sodré (v. 1, n. 1, 2007) or highlighting the research on “languages as antidotes to the mediocentrism”, according to Lucia Santaella’s reflection (v. 1, n. 1, 2007).

¹ See <<https://goo.gl/Nkzf1d>>.

In the Dossier of this **MATRIZES**’ issue, we are again proud to present texts that discuss emerging and contemporary themes, contributing to knowledge in the field. Thus, in the **Audiovisual industry and the structural factors of the television crisis**, Giuseppe Richeri problematizes the critical situation of the television’s financing regarding its main channels of resources, as well as the emergence of new models of services, such as Video on Demand (VoD) and Subscription Video on Demand (SVoD). Thus, the author highlights an issue that concerns not only the European context (focused on the article), but also the various countries that want to develop an audiovisual market with their own productions. It is interesting, therefore, to evaluate the application of its reflexive recommendations in other contexts such as the Brazilian.

In sequence, the François Jost's article **The love of details: watching *Breaking Bad*** analyzes the new forms of audience provided by the technological devices that allow the spectators to have a more active enjoyment, in an *intentio lectoris* based on the recognition of marks of authorship (*intentio auctoris*). Jost seeks to understand how the articulation of these dimensions today has repercussions on the composition and construction of television series.

Also a very contemporary theme is discussed by José van Dick in the article **In data we trust? The implications of datafication for social monitoring**, in which the author makes an in-depth analysis of the negative consequences of the gradual normalization of “datification” as a new paradigm in science and society, exemplified by the “Snowden case”. The author mobilizes extensive literature on the subject, proposing that the widespread belief in the objective quantification of human behavior, promised by the Big Data, has an ideological content.

Concluding the **Dossier** section, João Freire Filho's article **Chains of happiness: emotions, gender, and power** presents another innovative question – happiness – and, as the author discuss, scarcely elaborated in studies that analyze the propagability of speeches about emotions or that evaluate emotional manifestations in the new communication environments and platforms of cyberspace. Relevant is the theoretical-methodological construction used in the two case studies presented.

In the **Interview** of this issue, **Beverley Skeggs: refusing to be worn out**, conducted by Venice M. Ronsini and Gustavo Dhein, the English author, which **MATRIZes** has the pleasure to spread in our country, talks about her research on reality shows and gender, and the current one, in which she methodologically analyzes the public discourse using social media. In addition, she discusses her concern with the issue of *social class*.

Opening the **Agenda** section, Rita Figueiras offers, in **Mediatization studies: causalities, centralities, interdisciplinarity**, a broad review on the subject, in an analytical course that privileges the discussion of the media as an environment in contemporary life and the conceptual treatment given by theories to the relations of causality and of centrality between media and society, main issues to the field of communication studies.

In a similar theoretical point of view, Fatima Fernández Christlieb, Marco Antonio Millán Campuzano and Marta Rizo García elaborate in **Epistemology of intersubjective communication: sociological, philosophical and interdisciplinary approaches**, a map of authors and perspectives for the studies of Intersubjective Communication, highlighting different contributions.

In the following articles, Ana Taís Martins Portanova Barros, in **Images of the past and future: the role of photography between memory and projection**,

mobilizes different contributions of the photography's philosophy, image and the imaginary's philosophy to discuss the possible changes of the memory related with the photograph due to the increasing increase of the production and the sharing of images, while Denise Cogo and Mauricio Nihil Olivera present us, in **#NoNosVamosNosEchan – internet, network activism and narratives of the new Spanish emigrants**, the communicational dimension of the internet activism of young Spanish emigrants, from the study of collective Marea Granate's digital narratives, which are opposed to the speeches of the Spanish government on migration. And, at the end of the section, the article **Listerner's profiles: perspectives and challenges in the radio scenery**, by Claudia Irene de Quadros, Flávia Besspalhok, Graziela Bianchi and Mônica Kaseker, elaborates a typology of the radiophonic audiences in the current convergent communicational reality, in order to understand consumer actions at the conventional and expanded radio.

In the end of this **MATRIZES'** edition, the section **Book Reviews** presents the text of Beatriz Braga Bezerra **Consumer society and the 24/7 universe** that analyzes the Jonathan Crary's book *24/7: Late capitalism and the ends of sleep*, which discusses the effects of capitalism and technological advances on the current landscape.

Concluding this **Editorial**, it is interesting to inform a brief statistical panorama of **MATRIZES'** last year. In the three 2016 editions were published 36 texts, organized in the following sections: nine in **Dossier**; eight in **Agenda**; two in **Interview** and four in **Book Reviews**, as so 13 articles of the year's last issue of tribute to Stuart Hall. In this amount, 26 (72.2%) were written by lone authors and 10 (27.8%) by coauthors. These texts were signed by 48 authors, of which 42 (87.5%) are Brazilian (from all regions of the country) and six (12.5%) are foreign authors (three from the United States of America, and three from Europe). For the evaluation of the texts from 2016 **MATRIZES** counted with collaboration of 65 reviewers belonging to academic institutions from almost all regions of Brazil and from abroad. There were 39 (60.0%) reviewers of institutions from the Southeast region; eight (12.3%) from the South region; four (6.1%) from the Midwest region; three (4.6%) from the Northeast region, and 11 (17.0%) from foreign institutions.

We also record the admission of PhD Luciano Guimarães, from the University of São Paulo, to the Editorial Committee of **MATRIZES**, replacing PhD Sandra Reimão, from the same institution, whom we thank for the important participation in the Journal over the last years.

Finally, we would like to reiterate our editions' planning for the year 2017, after the inform in social networks and in the e-mail list. After the publication of this first issue of the year, **MATRIZES** will publish its second issue (May/August),

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and after that a special edition (n. 3, September/December), to celebrate the **30th anniversary of the publication** of Jesús Martín-Barbero's *De los medios a las mediaciones*, a work of great influence among us. For this issue, the submissions are open until **August 30, 2017**. We strongly emphasize the submissions for this edition that will seek to achieve the same quality and repercussion of the **MATRIZes'** recent number in tribute to Stuart Hall (vol.10, n. 3, September/December 2016). Submissions should be made through **MATRIZes'** website, which also includes the guidelines for authors: <http://www.revistas.usp.br/matrizes>. ■

Maria Immacolata Vassallo de Lopes
Richard Romancini
Paulo Nassar
Maria Aparecida Ferrari
Luciano Guimarães