

 Editorial

TERMS SUCH AS big data, datafication, algorithms, metadata, platformization, artificial intelligence, among others, have been gaining strength in communication research in recent years, highlighting the relevance of processes involving digital media and technologies. Terminological issues in a field of study are, as Livingstone (2009) reminds us, related to social and technological changes that transform communication practices – which now involve machines and computer programs – and require attention to new issues that the terms mobilized seek to distinguish and clarify.

The ubiquity of digital technologies means that they affect practically all social dimensions: democracy, culture, identity, inequality, and power relations. In this sense, the multi or transdisciplinary contributions of research in our field can be identified, as well as the epistemological and theoretical research related to communication technologies.

The contribution of the philosopher Pierre Lévy, which opens the **Dossier** of this issue, lies in this second aspect, but with obvious implications for the first – particularly to avoid determinism or technicism. It is certainly significant to note that among the author's current concerns is the practical development of theoretical ideas he launched decades ago, such as the notion of collective intelligence. Thus, in the essay **IEML: Towards a Paradigm Shift in Artificial Intelligence**, Lévy first presents a general discussion about limitations of Artificial Intelligence (AI) and then describes a computable and univocal model of human language, represented by the Information Economy Metalanguage (IEML). For the author, this creation may open new paths for AI by creating a synergy between the democratization of data control and the enhancement of collective intelligence.

The next article is **Event as Singularity**, by José Luiz Aidar Prado, who, resorting to Alain Badiou's work, seeks to deepen the event theory. As the author

observes, in the field of communication in Brazil, the event subject has been associated with the analysis of communicational processes by several theories. In the article in question, the author opted to examine the theory of the event from the French semiotics, with the conclusion that this allows us to advance towards questions such as the communicational processes engendered in the post-event.

In the third article of the **Dossier**, François Jost, in **Portrait of the Interactive Spectator as Musician**, reflects on a very current theme: the nature of certain interactive works, such as the analyzed *Bandersnatch* – a component work of the Netflix series *Black Mirror* –, in which the author notes a deep similarity with contemporary music. This occurs in view of the fact that the proposed narrative paths are composed of digressions and random passages executed or not according to the orders of a superior authority, which gives complex contours to the figure of the spectator of this type of work.

The two articles that conclude the **Dossier** are by Brazilian authors, Marialva Carlos Barbosa and Celso Frederico. The former, in the article **Communication Circuits of the Brazilian Press in the 19th Century: Perspectives About the New Moment**, presents part of a wider research that seeks to elaborate new interpretations about the history of the press in the 19th century. In the work in question this is done based on a detailed analysis of the newspapers *O Diário do Rio de Janeiro* and *O Universal* from Minas Gerais, concerned with demonstrating the communication circuits of the Brazilian press during the Empire, showing flows, counterflows, and dialogues between the periodicals. In the second work, **Ideology and Culture: Notes for a Research**, the author presents a study on the relationship between ideology and culture in three theoretical strands that start from Marxism, highlighting the diverse and conflicting interpretations on the relationship between these dimensions in the authors studied – among others, Althusser, Macherey, Adorno, Jameson, Gramsci, and Raymond Williams.

The **Interview** of this issue, with Néstor García Canclini, was conducted by Ana Carolina Damboriarena Escosteguy and João Vicente Ribas, who invited the Argentine anthropologist to discuss, among other subjects, about the research on “The Institutionality of Culture in the Current Context of Sociocultural Changes”, conducted by him under the Cátedra Olavo Setubal de Arte, Cultura e Ciência (Olavo Setubal Chair of Art, Culture and Science) at the Universidade de São Paulo from 2020 to 2021, in the midst of the COVID-19 pandemic.


The section **Agenda** begins with the article **Reality and Limits of Empirical Research on Public Communication**, by Maria Helena Weber and Carlos Locatelli, in which the authors seek to offer a theoretical and methodological contribution to research in public communication, highlighting the complexity involved in its objects of study, related to communication conflicts in democracy.

The second work of the section, **African and Latin American Cultural Studies: Global-South Perspectives**, by Nilda Jacks, Guilherme Libardi, and Isaias Fuel, discusses the so-called internationalization of cultural studies from two versions – Latin American and African –, describing the political conjuncture in which they are developed, their institutional context, and their main characteristics. The following article, **Melodrama, Excess, and Media Narratives: A Systematization Based on the *Intellectual Kinship* Approach**, by Anderson Lopes da Silva, presents a theoretical discussion of ontologies related to excess and melodrama in media narratives, which the author seeks to discuss through different categories of analysis.

The final three articles of the **Agenda** section are more empirical studies, with qualified analyses of certain contexts and situations. Thus, Rafael Grohmann, in **Worker-Owned Platforms: Cooperatives and Collectives of Platform Riders**, aims to analyze the emergence of platforms owned by delivery workers in the context of work platformization by discussing six cases from three countries (Spain, France, and Brazil), concluding with the importance of social media for communication and work organization and the emergence of cooperation between initiatives. Next, the article **Following the Paths of the 2020 Online Anti-Racism Mobilizations in Brazil**, by Nina Santos and Lucas Reis, seeks to understand the dynamics of visibility of the anti-racism mobilization on Twitter and in the Brazilian online media in 2020. Finally, Pedro Vinicius Asterito Lopera and Felipe Davson Pereira da Silva presents in **Between Moralities and Visualities: Cinema and Religion During Primeira República**, a historiographical study, under the indicative paradigm, about the consumption of sacred films during Holy Week in the cities of Rio de Janeiro and Recife in the first decades of the 20th Century.

This issue of **MATRIZES** ends with Francisco Rüdiger's review of Muniz Sodré's book *A Sociedade Incivil*, entitled **Barbarism and Mediatization according to Muniz Sodré: Is Neoliberalism to Blame?**. As the title suggests, Rüdiger highlights the originality of the author's approach and critically analyzes the view of neoliberalism as an explanatory stereotype.

Before closing this **Editorial**, we register that from the next issue on, the executive editors of **MATRIZES** will be the professors and researchers at the Universidade de São Paulo, Luciano Guimarães and Wagner Souza e Silva, replacing Richard Romancini, to whom we express our deep gratitude for his dedication to the journal since 2014. Professor Maria Clotilde Perez Rodrigues, coordinator of PPGCOM-USP, also joins the **Editorial Committee** in this issue.

In concluding, we wish, as always, that everyone enjoys this new issue of **MATRIZES**. 

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REFERENCES

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