

Fragments of “analytics” of mediatization

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RESUMO

O texto dispõe-se a refletir sobre o conceito de “analítica da midiatização”, tomando como referência a evolução da “sociedade dos meios” para “sociedade midiatizada”. A partir de elaborações sobre o fenômeno da midiatização, descreve a sua organização, mas detêm-se no seu funcionamento, no qual descreve marcas de funcionamento deste dispositivo. Vincula a emergência destas novas “estratégias interpretativas” à crescente autonomia do campo das mídias que impõe, de sua parte, transformações nos “contratos” e nos vínculos entre estruturas de produção e recepção de discursos midiáticos. Finalmente, propõe a compreensão dessa enquanto um conceito associado às práticas que se estruturam e desenvolvem a partir de operações de sentido engendradas no âmbito enunciativo da cultura midiática.

Palavras-chave: midiatização, analítica da midiatização, sentido, leitura, incompletude

ABSTRACT

The text intends, through a dialogue with authors, to reflect about the concept of “analytics of the mediatization”, taking the evolution from the “society of means” to the “mediatic society” as reference. It ties the emergency of this new “interpretative strategies” to the increasing autonomy of the media field, that imposes, from its part, transformation in the “contracts” and in the bonds between the production structures and the reception of mediatic discourses. Finally, it proposes the

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comprehension of this “analytics” as a concept associated to the practices that are structured and developed from operations of sense engendered in the enunciative ambit of the mediatic culture.

Key words: mediatization, analytics of mediatization, meaning, reading, incompleteness

The construction exercise of some notes about “analytics of mediatization” methodologically requests, as a brief and introductory enlightenment, the indication of some observations about the concept of mediatization. Such request is in the context of concerns that aims to avoid that this notion – as the others concepts – floats as a term without the necessary problematic, staying, as an “empty word”, without receiving the fundamental and theoretical pretensions. In these conditions, and taking into account the purposes of this article, we highlight some observations that distinguish the fact that the theoretical exercise of concept construction stays superposed in the process of this phenomenon.

Clarifying: mediatization is the result of mediatics processes’ evolution that are established in the industrial societies; theme elected in authors’ analytics reflections done in the last decades and that stresses the structuring manners and the functioning of the mediums into social and symbolic dynamics.

In his reflections about the Consequences of modernity (*Conseqüências da modernidade*), Giddens (1991) define the communication media, and its experts, as a sort of “access doors” in the sense of enable society to build bonds, establishing relations with the “abstract systems”. Explaining this concept, he says that the media, through its actions and “experts”, take care of translating to individuals concepts and problematics that, seeming to be distant, need the “mediator work” as a place that constitute links of confidence and security for the individuals. In some way, in the Britannic sociologist’s thesis there are already present, even though in an indirect way, the concepts as complexity reduction, interactive regulation and the reduction of risks, that are presented here.

In a similar context, Rodrigues, in his elaborations about the social fields as a production place of practices, points to the uniqueness of what represent the media field in which the organization and functioning reflects on the way of living the social experience and interactions, today. He says, in a general way, that in contemporary times, the experience is redrew by the presence of technologies and its communicative protocols, giving to the field that organize those practices a sort of regulatory

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role (Rodrigues, 2000). That is, life and dynamics of different fields are overpassed, or intervened, by the organized techno-symbolic task of new interactions realized by media field.

In the extent of Latino-American communications studies, these worries appear with another perspective. In the transition of the 70's to the 80's, the action of the media, and its importance in the cultural and political life of Latin America, was also highlighted, according to arguments that recognize its "power" and its "effects", associated, or in contact, with dynamics of others practices. There was emphasized that the strategic importance of media would only be taken into account and comprehended, if it was articulated with others social practices, whose dynamics strongly installed and structured the contexts and the temporalness of the institutions and individuals (Martín-Barbero, 1997).

The elaborations of Giddens, Rodrigues and Barbero about the media action are established in a process that questions the existence of this communication modality, different from the clearly functional constructions. They put in motion technical and analytics models that offer new explicative portraits about society and, in a particular way, the status of the mediacts practices together with the organization and structure of social-symbolic dynamics. Let us explain: they stress a certain group of medias, but as long as a "mediator place" in the measure these practices put themselves as an articulator point between parts of society, depending on a higher or lower degree, of others dynamics of fields and its social practices. Historically, it is understood that such dynamic would give to the means existence a sort of "representational action". Circumstance in which they would divide, with practices of others social fields, the task of production of intelligibilities. In this context of processes, the reflections of Matta (1999) already showed the visualization of the emergent horizons of mediatization. By making distinctions between the "mass culture" and the "mediatic culture", from the evolution of the functioning ways of this second culture, she points to the existence of a new "subject". Referring to technologies and institutional actions that generate

new interaction processes, she emphasizes the importance of means and its central role in the cultural analysis, but not in its character of transporter of some sense (...) or as interaction spaces between producers and receivers, but as impression, pattern, matrix, sense producer and organizer rationality (Matta, 1999: 80, 91). It indicates clues to the comprehension of what would be such media “analytic”, as it points to the conversion that the technology suffers in a new device of reading and organizing senses. Therefore, the comprehension of this object will only be clear, with vigor, by the “rupture effects” between the “representational vision” and the hypothesis about the mediatization, as it gives them another kind of protagonism passing through a complexity that would not be situated only in technologies, in itself, but in its conversion into means, as dynamics of senses operations, in the social practices extent.

EMERGENCY OF MEDIATIZATION

The convergence of social-technological factors, spread into the society by logic of offer and social uses product, over all in the last three decades, deep and complex changes in the social construction, in its forms of life, and its interactions. It happens the spreading of new technical protocols in the whole extension of social organization, and of intensification of processes that will transform technologies into production means, circulation and speech reception. It is not anymore about recognizing the importance of means in the task of organizing the interaction processes in the social fields, but it is about verifying that the society constitution and functioning – of its practices, logics and codification’s projects – are crossed and interposed by presupposes and logics of what would be named “media culture”. Its existence does not constitute an auxiliary phenomenon, in the measure that the social practices, the interaction processes and the social organization itself, are made by taking as reference the way of existence of this culture, its logics and its operations.

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Theorists and studiers elect this new communicational order, according to distinct perspectives, emphasizing the questioning in which the media are not anymore a “dependent variable”, a “subsystem serving an organized social action”, as establish the functionalists. Or yet “equipments”, “power instruments”, as the structural perceptions prefer. New concepts appear to make this phenomenon more intelligible. Sodr  define it as a new way of specific mediation, establishing a new bios – the mediatic bios – in which rests a new way of techno-interaction (Sodr , 2004). Gomes speaks of a new environment whose mediatic processes would be constituted in new operators of social intelligibility (Gomes, 2006). Braga identifies the role that the socio-technological reformulations have in the passing of mediatic processes creating a “processual interactional of reference” (Braga, 2006). Ver n stresses the media status mixing itself in all significant aspects of social functioning, through complex interactions between media, institutions and individuals, resulting from there non-linear affectations processes (Ver n, 1998) originated by discursive practices. The axis that pass through such formulations is the fact that these formulations understand that the media are not anymore only instruments serving the organization of the interaction processes of the others fields, and they convert themselves into a reality more complex around which it would be constructed a new environment, new ways of life, and social interactions crossed by new modalities of “sense work”. In this context, the media not only affect themselves, inter-determining themselves, by manifestations of their operations, but also other social practices, in the core of their own functioning.

The emphasis of the sense operations of mediatization about the social organization and the autonomy’s expansion of the media fields would be related to historical factors, especially to the ones that generate the functioning of culture in the extent of contemporary society. The crisis named crisis of the big reports produced another one that is the inexistence of legitimateness of a speech that could by itself articulate fundamentals that would become accepted by social fields. Such fact begins new discursive regimes, whose dynamics is characterized by a general equivalence of all

speeches and some autonomy of its games; each one with its specific rules, constituting a sort of universe relatively closed (Verón, 1997), making appear a reality deprived of poles and central speeches. This context seems to precede what would become the emergency of mediatic practices as an autonomy place that would be an organizational device of the field interactions, from its abilities (the media as a mediator place of other speeches). And also, the mediatization itself, whose dynamic would impose as a new socio-symbolic organization, sort of new dynamic in whose logics and fundamentals would be structured the centralization of the emergent and complex social organization, according to rationality of a “techno-discursive program”, with technologies being converted into means, as different logics of social practices.

An economic designation to distinguish the “society of means” of the “society of mediatization” is in the fact that the first one the media would be serving an organization of an interactional process and about which it would have a relative autonomy, opposing to the existence of others fields. In the second, the mediatic culture converts itself in the reference about which the socio-technical-discursive structure establishes itself, producing affectation zones in several degrees of organization and dynamic of the own society. In these conditions, the media would be the place (...) in which the plan of global society would have the “work” about the social representations (Verón, 2004). The media lose this auxiliary place and became to be constituted as an originating reference in the way of being of the own society, and in processes and interaction between the institutions and the social actors. The expansion of mediatization as an environment, with technologies electing new ways of life, with interactions being affected and/or configured by new strategies and manners of organization, would put everybody – producers and consumers – in the same reality, a reality of floods and that would let know and recognize, at the same time. Nothing would be out of the boundaries of its constitutions, although it wouldn't have any object to be represented, because everything would be refrained in the multiple relations and co-determinations, manifested in the way of existence in this environment of floods and of sending/ re-sendings. It is not anymore about the “means era” in itself, but it is about another one structured by the right notions of a reality of

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mediatic communication. In it, the processes that reformulate the conditions of enunciating the reality, that is not anymore seen as a phenomenon represented by language, but one that constitute itself in the right enunciative agenting of new models of interaction, are organized and dynamized. Converting itself into a sort “subject” of processes and of social interaction dynamic, the mediatic culture became a complex device in whose extent it organizes a kind of analytic activity, whose grammars, rules and strategies still create, by auto-reference operations developed in the device, the intelligibilities about which the society would structure its new interpretation possibilities.

“ANALYTICS OF MEDIATIZATION”: SOME APPROCHES

Recapitulating, in a quick way: we looked for, syntactically, point the aspects over which the concept of mediatization was being structured, concomitant to the development of the society transformations, deriving from the installation of new manners of interaction and resulting of the conversion of technologies into means, according to different social logics. Such precautions should be answered for that we could construct some registers, being comments and exercises, regarding the “analytics of mediatization”, mainly the concerns about the functioning of its manifestations.

Only in an hypothetical way, it is understood here the concept of “analytics of mediatization” as a reading work accomplished by a communication modality, according to practices that comprehend techno-discursive devices that take as reference the manner of existence of the mediatic culture logics and presupposes, structured themselves into their own language forms and by their sense operations to construct realities, in text configuration in which representations about the constructed reality are represented.

Understand this mediatization “desire” while a possibility of interpretative action that establishes itself increasingly, in the heart of the societies called post-industrial, imply taking into account two aspects: in the first place, the growing process of autonomy in the mediatic field and that it

manifests in the right singularization of the strategies of this universe, as a new pedagogic-interpretative place. Nevertheless, the referential processes of reality, structured around the mediatic logic, do not distribute themselves only in the boundaries of their own mediatic practices. They migrate to other social practices, passing through them and removing them by significant operations, whose application is the condition for that these processes are recognized. In the second place, the comprehension that the right theoretical work has about these processes of auto-nomination and, above all, of their effects, by reflecting about the transformations of the “society of means” into the “society of mediatization”. In the set of the theoretic sociologic production, it is highlighted the Luhmann’s (2005) contribution to clarify such effects. In considerations to explain the implications of systemic theories (of the second generation) about the society, he reflected in a specific book about the media, the processes that lead this system to construct, by its own operations, a determined reality. And, by qualifying the competence of this system, he emphasizes the fact that the media, being observant instances that work other observations (reading of other systems), have, because of their own operational autonomy of techno-symbolic nature, the power to function as a “complexity reducer” device. That is, through laws and particular rules, they structure practices and routines according to readings (observations) that have as objective regulate the observations that have being made in other systems, should be organized in conformity to the “laws” of this observer system (the media), as a condition of its intelligibility. The Luhmannian’s considerations, read from this perspective, allow bringing near the “analytic” notion being an action near to that, defined by him, as “complexities reducer”. At last, what is a “reader system”? It is an operator place of codification and of classification of a determined object, in conformity to the fundamentals of its particular logics and operations and that aims to product situations of intelligibilities. We make an approximation of the concept, here discussed, with the analytic notion, developed in the therapeutics field. In it, this notion reminds, in a general way, a work about which it is structured the route of a treatment of someone that, requesting the befalling about its suffering of the “interpretative act”, make then emerge an existence of “a base point” (Chemama, 2007).

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Placed in the interior of a specific device, this point would offer itself for that through it, and according to its grammars, it is constructed a route that present interpretative possibilities about the “uneasiness” object of the demand. Notions as the “complexity reducer” and the “base point” are, also in a certain way, idealities to which the interpretative work of the mediatization practices and its sense operations propose themselves to. In other words, the base point edifies itself in a device, developing a systematic action that aims to product, in its manners, an interpretative action.

FUNCTIONING OF “ANALYTICS”: SOME DESCRIPTIONS

It is important to stress that the functioning of the “interpretative work” of mediatic nature is developed in the interior of the processes from “society of means” to “society of mediatization”. There, in the first, the transformation of the experience exercise, by the mediation of socio-technical-discursive protocol, already fall on the right “discursive politics” of the social fields, taking from them the central role in the enunciation tasks of its own points of view. With the emergencies of the media, the speeches of the social fields are now enunciated according to new intelligible rules, and then disjoined by communication technologies for a new way of being in the “public sphere”. In the second, as a consequence of the intensification and of the generalization of mediatic operations of construction of senses practices, it is installed a new interactional environment, whose social practices are crossed by floods, operations and technical-discursive relations, constituted by mediatic fundaments that, by closing in itself – in its logics and operations – the transaction of speeches and of interaction between actors and institutions, redraw the social bonds that now rule by new “ways of contracts”. In other words, the “power effects” of the “analytics of mediatization” inscribe themselves in the particular social organization, putting themselves as a reference to the discursive organization and to the intelligibility operations of the social practices. They pass through them, permeating its “politics of sense”, as in situation of production as also together to the ones that the possibilities of its recognition are settled. The mediatization sets up to a new “sheaf of

relations”, engendered in operations above which are developed new affectation processes between the institutions and the social actors.

Having examine these questions, we will describe some of the characteristics about the organization and the functioning of this “analytics” set only in the ambit of the own media fields, taking as reference some aspects related to the transformations of the process of journalistic discourse production. The choice concerning such angulations it is due to the fact of considering that the journalist discourses propose, by their nature, the accomplishment of a determined “analytic” task according to the “private rules” inherent to its routines and productive processes. And, at the same time, by the fact that the journalistic practice reunites the “idealities” that mediate the media, commented above by our authors. Finally because it brings the characteristics of mediatiazation that is the fact of it progressively constitute itself in a device that enjoys growing autonomy to present itself as a complexity operator and, still, to construct realities by its own sense operations.

In conformity to our hypothesis, the configurations of this “analytics”, and of its functioning, present themselves in the universe of journalism and of its practice, according to four aspects: 1) “topographic journalistic” transformations, as a “contact organizer” space; 2) the auto-referencing of productive process; 3) auto-reflecting about the theoretical fundaments; 4) transformation of the reader status.

Certainly, this group would be larger; nevertheless, our empiric observations allow us to restrict the observations only about these four items.

Our hypothesis proposes that not only the registers about the nature of this device, but also the arguments about the fundaments that structure its conception, are correlated in the right journalistic discursive practice. They are manifestations and marks that are present in the right device functioning, which not only structure it, but develop ways of saying about its proprieties being discursive strategies turned to the readers. That is, the device not just announces its

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experience, but calls attention to the fundamentals and the effects supposed of its interpretative practice. In fact, we are facing an auto-referencing enunciative operation, in the measure that the analytical place emphasizes its own way of being. A short comment about the four aspects related above.

1) “Topographic journalistic” transformations as a “contact organizer” space – More and more, newspapers and magazines transform sections in which they address themselves to the readers into spaces in which they mention the organization and functioning of the dynamic of its work environment. The editorship and the other spaces of practices and of journalistic routines are showed to the readers, in shape of many constructions, whose strategies aim to point to the fact that such environments should not be constituted in a distant reference, or even in abstraction. Images are introduced to explain the way of being of the editorship and its group of sections, now transformed into new environments that appear visualized with the description of what they are, how they work and how the journalists are installed in them: “The media desk positions, the new editorial operations table of Zero Hora” (ZH, Porto Alegre, 23/04/2007). It is necessary to visualize this work process, make it touchable in order to the notion of newspaper do not be reduced only to an act of selling and buying. The journalists are also “actorized”, not as an undetermined source. References to its existence appear in shape of images in the body of this right institutional texts, like the section “Carta ao Leitor” (Letter to the Readers): “Anna Paula, Karina e Adriana: the team of Veja to the medicine and health area” (Veja, 20/20/2007) to signalize that not only they have “body and soul”, but also to place them, while being new types of “celebrities”, in the display window of the right productive process, in which it is described, by the selection of these characters, the virtues of its own work. It is necessary reformulate the concept of this productive chain, show and describe the techno-physical-symbolic configuration not only as it is. But what it does and how it does, specially the role of these actors in the production of the newspaper. If these structures are good to show the details of the productive niche, the explicative effort about its way of being develop in the

right topography of the newspaper. In this sense, the particular reforms done in the graphic project of a newspaper became a journalistic happening. Registers are presented in different pages and the reports calls the readers attention to the effects of them in the right “reading contract” that articulates the bond between production/consumption of information (Este é o seu novo Diário, O que muda no seu Diário de Santa Maria. Diário de Santa Maria, 19/06/2007). With certainty, there are very few social fields that show with so didacticism the “kitchen” of its productive processes as does, at this moment, the journalism. The sense effect of this strategy is, precisely, argument that it is necessary to construct a bond more durable between production structures and newspapers’ consume, and, to do so, it is needful to make visible and available the universe of the right productive process, making, in some way, the reader comply in it.

B) Auto-referencing the productive process – The strategies through which the “analytic” device put itself in contact with the readers are unfolded in another kind of operations, and that consists in the production of auto-referencing speeches about the productive process. It is not anymore about speaking with the reader, pointing to it the constructed reality, or saying that know or that “knew before”, but report how it makes to say that “you know before...”. In the presentation of this “reality of construction” it is built a new reading contract through which the media end by being its own object. That is, in conformity to a new model of enunciation put in practice, it is about producing an enunciation in which talks about itself, through which privilege not the representations of an external world, but its own operations, in which it is made clear the fundamentals of its own interpretative processes. To that, we could define as auto-referencing speech and that it is characterized by the emphasis of its own existence, of its enunciation processes, of its way of meeting. A good example for what is presented here in the section “Por dentro do Globo”, from the newspaper O Globo, from Rio de Janeiro, kind of distinct version of the traditional institutional text through which the journalistic media addresses to the reader. Its emphasis is to talk about its own production operations, of its routines, of how the journalists work in the coverages that are trusted to them. It is about a strategy that reunite a sum of actions: rending accounts (*Entrevista Inédita*, O

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Globo, 01/09/2006); description of its own work productive routine (*A hora de inventar*, O Globo, 27/07/2007); emphasis on a auto-celebration speech referred to the conditions of a coverage (*Visita ao submarino nuclear*, O Globo, 23/09/2007); the virtues of a particular product resulting from its elaboration process (*A viagem de uma foto*, O Globo, 12/09/2007). The emphasis of the analytic work it is not in what it shows, but in its own acts, in the procedures developed to show a happening (constructed), whose fundamentals aim to product a speech of auto-celebration of a way of journalism practice. The effects of those operations aim to stress the existence of the “journalism character”, whose emphasis single out as important a complement about itself, highlighting only the enunciation in which it is engendered its performances.

C) Auto-reflecting put in act – The discursive operations, in which those strategies of the analytic act are settled, bring contiguous reflections about the journalistic production, a kind of auto-reflect operation in which the journalistic act and its production processes are theorized. They are enunciations that reflect the challenges and effects of a “way of saying”, stressing the device conceptions on its work, and its productive process. In the launching of *Revista da Semana*, its first edition (03/09/2007) brought arguments that make clear the construction fundamentals of the ability of making news that guide its editorial project:

You have in hands a different magazine. (...) It is intentionally thin. (...) Its texts are short, but short, here, does not means superficial. The object here is present the news (...) and everything that it means in the smaller space possible. (...) News in the measure of their time (...) Why the *Editora Abril* decided to launch an informational magazine in this context? The answer is simple: someone needed to filter and organize this information tsunami. (...) That is why the slogan of *Revista da Semana* is: “It’s more information in less time. For a new reader of a new era”.

That is, its contract is defined by a didactic strategy in which it would unite briefness and selection, processes that have to be monitored by the existence of a mediator structure – the filter – that not only would act as a “contact guardian” between producer and receptor structures, but also would operate as a device of selection/interpretation of compatible happenings with the notion of a “presumed reader”, that is, the consumer established by the logic and the winds of mediatization.

In another model of publication, the nature of the bonds exists between specialized magazine – as the *Revista Pesquisa Fapesp* – with its readers’ universe, make the editorship of the publication reflect in a certain “critic-analytic” way about the criteria and the definitions of the cover subject, being away of the strategies that characterize the editorial selling of the weekly magazines, and that manifests by the celebrative exposition of its construction process. In another way, wanting to share routes of choices and of definitions with their readers (that presumably have access to the implicit of the journalistic production), reflect about the process of “journalists zigzags” in the choice of the cover subject, something that implicate, as she recognizes, some rationality: “the imperative of clarity”, and that “always involve, we should admit, a certain level of arbitrariness” (Mariluce Moura, O Imperativo da Clareza, *Revista Pesquisa Fapesp*, São Paulo, outubro de 2007, edição n.140, p.7). Spite of the difference of the publication focus, its auto-reflecting strategy highlights the importance that have the “private rules” of a specific productive process, to guide the operations of sense production of a publication, and about which are established the “contract” and the effects presumed of the right strategies put in act.

D) Strategies of the protagonism of the reader – Intense processes of discursive operations transform not only the “topography” of the journalistic device, but the interactions that reunite discourses’ producers and receptors. The dominant logic foresee a kind of attenuation between the boundaries that reunite them, and even of the “pregnancies zones” that would bring them near, in the measure that the receptors are increasingly installed in the interior of the productive system, as enunciation co-operators. Such mutations change, substantially, the identities of those actors and

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also its discursive positions, as enunciator and enunciatory, circumstance that by itself could be a theme for a beginner study. This new discursive economy would be producing deep and complex changes in the right culture and journalism work routines, for not saying in the rules that guide the codification of reality and that are shared with the receptors. Many factors would explain such strategies of inclusion, representing a new way of protagonism of the reader in the extent of the device, of its logics and of its sense production rules. In a brief way, we enumerate some of these factors: the called technological convergency and its avatars is used as a principle of re-articulation of interactions between discourses' producers and receptors, in the measure that the logics, processes, products and message production methodologies pass, gradually, to the receptors' hands. Such possibilities of articulation of new relations between production and reception find in the media autonomy a combinatory factor to dynamize those protocols, even though the autonomy would give to the media field the opportunity to expand new interactive operations with the receptors. Such sharing would reformulate the logics that until now are settled in asymmetric principles and of supplementary order, though the competence of the enunciation production of the mediatic speeches was trusted to the productional instance. The reader inclusion in "a game to be played" indicates a contract reformulation, pointing to an assumed regime of symmetry, and it is signalized in the right journalistic operations: "Here, you are the reporter (...) here it will be an honor to have your collaboration as our reporter" (Época, 09/07/2007). The example mentioned is only a fragment of an operation that is being intensified in all media, engendered in the different categories and discursive strategies. That is a question in the back that can not be dissimulated and that, in some way, represent the market side of those strategies, and that is about the impasse presented by the particular communicational model. If the means have autonomy to handle interactive strategies stimulated by the winds of convergency, that does not mean that the communicational process is made through effectively homogeneous situations. Explaining: we know that the quality of the relations between discourses' producers and receptors is characterized

by inevitable disagreements, in the measure that no speech can be controlled by another speech, even if it establishes, previously, the effects esteemed in relation to its reception. The contract change, with the inclusion of the receptor in the extent of the right device, signifies that it is constituted in a co-manager of sense operations, in the measure that “it came from outside, to play the game that happens here inside”. However, it is important not to forget which are the rules that define its inclusion and that its production choices are determined according to postulates that stay in the extent of logic of the productive system itself. Without questioning that there is in the strategy a symptom that marks the production worries in avoiding that its receptors can wander to “runway points”, compromising the sense protocol and its commercial and of audience goals. In these conditions, the strategy aims to operate, through which Luhmann call “complexity reducers”, in the measure that the focus of the contract is, by supposed differences attenuations, educate the receptor to deal with the logics of this discourses production-interpretation system.

It is inferred that the mediatization autonomy to engender contracts in which the readers are submitted it is not realized in a intense way, although its pragmatics should preview the existence of the “other”. That is the reason that it should include it as a contract partner, and in consequence, contemplate it by the effects presumed of the strategy, that could be called of closing of sense circuits. We still should recognize that a strategy realized by the productive extent reveal the device dynamization by the presence of a new discursive position, the one of the ombudsman, but that works in an enunciative regime, in a kind of “double bond”: it is instituted by the economy of journalistic organizational production, but that it should be serving, or imaginary “insufflate”, by the reader, whose introduction into the productive logic is placed in the middle of other rationalities.

We should also recognize that the establishing of this new cooperation regime transform the previous interaction protocols, though the sense operations begin to be created in situations of complex discursive heterogeneousness and that bring, certainly, marks of the receptors’ cognitive

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and cultural experiences. Immediately, this makes us admit that the classic boundaries – reuniting producers/receptors – can be attenuated, in favor of the emergency of the “pregnancy zones” whose the enunciative work can point to new “sense politics”. We can imagine what represent to the receptors to know “that they can something”, in realizing that they are inserted in a device whose waves that are directed to them, change them, from now on, into characters. Besides, in which measure the effects of this new communications would reverberate, from these new rules, about the happening notion?

For while, in order to the hypothesis that can generate discussions about such worries, and to organize the investigation route, we would say that the device functioning in those conditions make stay the delay in the measure that the environment and the logic about which the analytic of mediatization is built, would treat only of dissimulating the differences, in which it is constituted the extents of production and reception of the social speeches. And, in those conditions, it is transferred to the social circulation platform the challenges and effects of those new processes, apparently symmetric. Some exercises already realized about those questioning suggest answers, emphasizing what it would be defined as the “illusion effect”, produced for this monitored interaction by “analytic” and its devices. It would be promoting the existence of a symmetric interaction, based on the illusion of that “everybody can present itself in television” [that it would not be subjects more interesting than others], producing a kind of reduction of the otherness: everything worth it, everybody are the same to the media. There is no more a marked ending, no reducible difference (Imbert, 2003).

BRIEF CONCLUSION

What was pretended here was to point the aspects of the functioning of the “analytic” of (journalistic) mediatization work from the characteristics, logics and sense operations of its topographic architecture, of its motivations, especially those that point to new bond wishes with the


reception. The exam of some operations stresses the incompleteness of this “analytic”, and that is manifested, precisely, in which in it is abundant: its capacity of speaking, but according to auto-referencing strategies of its own operations. It remains as a path to be run the challenge of working the complexities that reunite the making of this “interpretative process”, mainly the effects of the incongruity of this interaction expressed by the permanence of the delays, but we must also recognize, of the sense “pregnancy zones” between production and reception. Studies, with encouraged hypothesis, are necessary for that the processes are reconstructed by the voice, efficacy and complexity of other interpretative devices, as the ones that involve the academic investigation. At the moment, I left here a kind of momentary conclusion and that certainly will be affected by proximities of other readings about the phenomenon: the impossibility of the process of mediatization close the sense circuits only by its auto-referencing operations, connecting a point to another, make that the media stay “observing” itself as a display, device that, yet, can not deal with, in another way, “potential spaces” (Belin, 2002) and its singularities. Despite of being autonomous, the mediatization and its journalistic practices can not wander between the uncertainties and the indeterminations of this “disagreement reality”. In those conditions, they seek others manners of bond with the “other”, but assuring such relation with the expression of its own place by the strategies of its auto-operations. We have sure that these questions and many others remain, for a while, like this in an unfathomable zone, but also as “indexes” to be investigated.

An anthropologist, Marc Augé (1998), that is studying the symbolics of complex societies, asks us in one of his works: How produce today the conditions of real symbolization (in the context of mediatized societies)? That is, how we give reality to the real, through sense production protocols, when nothing seems to be left, as an object to new designations efforts? How to know if nothing would rest to be named by the effort of creation, of investigation and of the own speculation to be recognized (by proximities of enunciation work), in front of the inexistence of what could be left to be recognized, as effect of auto-referencing operations of mediatization?

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Well, it is known that the symbolic work is constituted by inevitable gaps and by disagreements, being the incompleteness of its process the motivation to the development of new processes of sense production. If the mediatization inscribes its possibilities of referring, it is necessary to remember that the senses can only be produced in “relation sheafs” and not only in the boundaries of the own territory of a social and discursive practice. As we live in an order of interdiscursivities, this makes us remember that, inevitably, all discursive practices “abandon” its own boundaries, moving to the “pregnancy zones” (Culioli, 1990). They are the new environments where it is produced the transformation activities about which the mediatization does not know a priori, the manifestations of its effects. So we should act in these zones. Maybe, in them we could develop other enunciative possibilities, different from those that we experienced when we stay in the “vigil and in the mediatic duty”. 

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