

EDITORIAL

The current new issue of MATRIZes launches a new series in its **Dossier** presently called “New authorial perspectives in communication studies”. Rather than being a limited change it entails, otherwise, a theoretical and methodological trajectory that unfolds and reviews the debates related to the communication field. In the present issue, the first of the magazine’s fifth year, contributor’s articles place the concerns that, once again, look over theories and different objects of study to then go back to them in an integrated way and at once dialogic, establishing intersections among the many proposed approaches.

John Hartley provides us with a sociocultural approach of communication while comes close to the cultural studies field. He contrasts such perspective to those proposed by positivist branches, specially north-American ones. Francisco Rüdiger debates, in a critical perspective, the meaning of cyberculture taking from the 90’s on. The controversy over new technologies ranges from those who understand digital media as technical progress overcoming vertical and linear communication and those who understand it is a modern substitute for our spiritual alienation.

To Milly Buonanno the biographical genre seen in its hybrid form stimulates reflections on the audiovisual format, remarkably on the aspects that in its contemporary conformation diverges from the tendencies that indicate the progress of such genre in other contexts, as that of the movies. Deepening the theoretical foundations through which is possible to think over communication, Winfried Nöth examines how such process is represented in the etymology of the very word, in its everyday metaphors and in the theories and models proposed to its analysis along the XXth century. The author argues that communication is not only represented in the form of a fundamental conjunction between a message’s sender and receiver. Paradoxically it is represented also in the form of a disjunction.

Questioning the matter of surveillance in contemporary societies Christian Fuchs outlines the borders between a neutral approach and a negative one to the concept. He presents the main controversies in the field of social theory over such notions. Rosana de Lima Soares, in the last article of the Dossier, proposes connections between the concepts of media convergences and genre hybridisms in Brazilian borderline movies, pointing out narrative recurrences in such productions when compared to other movie or television narratives.

In the present issue, the **Interview** section features Jorge A. Gonzales being interviewed by Richard Romancini. Throughout the conversation the Mexican researcher focuses analytically his trajectory of investigation.

In the Agenda section, part of Matrizes dedicated to free subjects, six articles contribute to presenting the different aspects of contemporary debates on the field of communication. The first of them, written by Ciro Marcondes Filho, presents the notion of communication as relational and dynamic, unpredictable and accidental in opposition to a conception that attributes to it materiality in terms of a bigger or smaller comprehension of what is communicated. The text of Rosalia Winocur regards the place intimacy performs in sociability practices of young people in social networks, ranging from complete exhibition to reservation.

In sequence, Sandra Reimão draws considerations on an undeniable quantitative growth witnessed in the editorial market. According to the author it does not reflect in terms of the renewal, repeating works and author previously renowned. Suely Fragoso, Rebeca Rebs and Daiani Barth, on their turn, explore internet mediated communication and the resettling of territorial bond establishing three modes of multi-user online environments.

Sandra Ribeiro Souza's article is set to ponder on the presuppositions of advertising activity by presenting and analyzing the launching campaign of the *Devassa* beer. It is a break through passing from a traditional model, considering the direct persuasion over the expectator, to that considering its engagement. A critical approach to modulated frequency (FM) radiobroadcasting is the subject taken by Marcelo Kischinevsky, analyzing the network of broadcasting companies with a predominantly pop music schedule in times of rearticulation of the phonographic market.

Reviews brings the analysis of Nicholas Carr's book, *The shallows: what the internet is doing to our brains*, written by Marco Toledo Bastos, and of Andrei Tarkovsky, *Esculpir o tempo* (To sculp time), written by Luiz Arnaldo Bagolin. This issue ends with the postgraduate student production of the PPGCOM-USP with the thesis and dissertations defended in the first semester of 2011.

Once again Matrizes reinforces its purpose of contributing to the quality of the debates in the field of Communication bringing a unique selection of authors and subjects that may be attested with an attentive reading of the articles gathered in the present issue.

The Editors