

## Editorial

The reader will find in this issue of **MATRIZes** a set of four articles in the “Dossier” section that focus on a very current theme: the *June 2013 journeys*, which culminated on the 21<sup>st</sup> of that month, when 1.2 million people took to the streets of several Brazilian cities, protesting against a wide and varied list of unacceptable things. Unable to be credited to a single political group or social/professional organization, the June journeys were the space of indignation and hope of the so called “street voices”.

**Bart Cammaerts**’ “Protest Logics and the Mediation Opportunity Structure” and **Massimo Di Felice**’s “Being networks: the digital formism of net-activist movements” both discuss theoretical approaches and analyze the role of social networks in collective movements and the new forms of sociability and politics. **Cicilia Peruzzo**’s “(TÍTULO)” and **Cremilda Medina**’s “TITULO” construct archeological/genealogical looks in search of the singularity of cause of the June 2013 street protests in Brazil.

Tackling ideological constructs in visual texts, **Eduardo Peñuela Cañizal**’s “Ideological and Writing Frames in visual texts” establishes a dialogue with “Knowledge as Dialectics of Imagination” by **Lucrecia D’Alessio Ferrara**, in which are studied the “cognitive inferences produced by the imagination when one adheres to the sensitive nature of the empirical object”. Never before seen acts, phenomena and happenings demand new strategies of the observer. Variable research procedures and viewpoints unaffected by limiting previous generalization can construct and understand what is new, as shown in these two articles.

**Mark Deuze**’s “Living as a Zombie in Media (is the Only Way to Survive)”, regarding the issue of living with and within the media nowadays, and **Ana Carolina Escosteguy** in “Melodrama and heroization: The media in biographical accounts ”, regarding identity narratives constructed through media, both tackle different

standpoints regarding the same theme.

How does the low-income citizen decode publicity? Is it possible to verify the presence of aesthetics and culture of narcotraffic in Latin television? How does the printed press portray immigrants? Does the possibility of digital sharing of photos reconfigure the correlations between home photography, aesthetic photography and intimacy? Questions such as these, dealt with in the “In Focus” section of this issue of **MATRIZes**, respectively by **Clotilde Perez** and **Sergio Bairon**, in “Universes of meaning for the low-income populace in Brazil: semantics of stability, of social ascent and mobility.”; **Omar Rincón**, with his peculiar style, in “Living in a narco.culture: an essay on the narco-culture and telenovela as ways of becoming modern”; **Maria Cristina Dadalto**’s “Immigration and staying in the dream”; and, finally, **Nina Velasco e Cruz**’s “Transcending the Everyday: an Analysis of the Family Photographs Produced by Cia de Fotos on Flickr” attest to the dynamic nature of a field of knowledge in which the triad *culture, communication and society* don’t stop multiplying and repositioning themselves, consistently demanding new postures from its researchers.

Reflections regarding communication research answer questions as to how can scholars arm themselves to understand the complexity of current times, as discussed in **Marco Schneider**’s “Ethics and epistemology: warning against the “axiological neutrality” on contemporary communication research”. **Eva Pujadas**’ “‘Quality Television’, beyond a politically correct concept Contents and research perspectives involved” questions the possibility of quality TV programming.

The very title chosen to christen **Richard Grusin**’s interview, conducted by **Elizabeth Saad Corrêa**, “From remediation to premediation: or how the affective immediacy of late 90’s digital society evolves to an continuous affectivity anticipation of future in the 21th century” is enough to explain its theme. The scope of it also reverberates in **Maria Clara Aquino Bittencourt**’s review of the book *@internet e #rua: ciberativismo e mobilização nas redes sociais*, by Fabio Malini and Henrique Antoun. The discourse and representation that the journalists have of themselves in the current and troubled times, is the theme of the book organized by Roseli Figaro, *O jornalista e os discursos sobre o seu trabalho*, reviewed by **Claudia Nociolini Rebechi**.

With this set of articles, **MATRIZes** follows its path and stays with its mission of acting in the transdisciplinary horizon of Communication studies and contributing to define, map and explore the new communicational scenarios.

*Editorial Team*