

Editorial

THE ARTICLES IN the **Dossier** of this issue 9.2 of **MATRIZes** fit into two major thematic sets: Culture and Epistemology. Within the first is the article by Lawrence Grossberg, **Wrestling with the angels: Cultural studies in dark times**, which demonstrates the renewed relevance of cultural studies for understanding the contemporary world. The next article, by Daniel Mato, **Stuart Hall from/in Latin America** that is, firstly, our tribute to this great thinker, deceased in 2014, who inspired many reflections in our latitudes. The conflictive coexistence of freedoms and constraints in the communicative process is addressed in both articles as one of the central themes of Cultural Studies – school and epistemological stance.

New perspectives on culture are based on the expansion of the digital technologies that rewrites the communicative processes and also provides major changes in the possibilities of studies of these processes. The construction and availability of large digital databases about culture is the subject of the article by Lev Manovich, **The Science of Culture? Social Computing, Digital Humanities and Cultural Analytics**.

Considering culture in another context, digital technologies provide new dynamics between the fans and the works and creators admired by them, but also for new fan interactions with each other. The collective practices of fans are multiple and varied, especially those organized into virtual communities, being one of their most common practices the preparation of lists. This is the theme, current and provocative, to which Paul Booth dedicated his article: lists production fans: **Fans' list-making: memory, influence, and argument in the "event" of fandom**.

It is interesting to note that these themes reappear in discussions of the **Interview** conducted by Bruno Campanella with Christine Hine, an influential scholar of the implications between science, technology and methodology of research on the Internet, published with the title **For an ethnography to the internet: changes and new challenges**.

The second major theme set of the **Dossier** of this number of **MATRIZes** is located in the epistemological substrates of studies, discussions and analysis of communicational processes in which essential and complex issues abound: what characterizes the communicational field? What is the space of technologies in this field? It is possible to rewrite historical research methods in the construction and understanding of communication? These are the topics discussed by José Luiz Aida Prado in **Communication as southern epistemology: from recognition to the emergence of the event**; by Francisco Rüdiger in **Against the abstract connectionism: a reply to André Lemos**; and by Roseli Figaro in **The historical method(s) in the communication research**.

Opening the section **Agenda**, we assembled three articles dealing with cinematographic issues. The article **Rio, 40 Graus, Rio, Zona Norte: presentation of the field of Brazilian Cinema**, by Pedro Vinicius Asterito Lapera, discusses the drawbacks in the distribution and reception, in the 1950s, of these two movies, and shows us how they brought to the public the debate carried out in the field of Brazilian cinema about the difficulties faced by domestic producers and on the images of the Brazilian people that movies should divulge.

Another article is **Reviewing bipartisan systems in the context of classical film theory: formalism and realism, identification and essentialism**, by Alfredo Suppia, that addresses aspects of classical theories of cinema. After that, we have **Control, fracture, profanity, escape: the poetics of looking in Gigante**, by Sandra Fischer and Kati Caetano, who discuss how the Uruguayan movie of 2009 problematizes contemporary technologies as monitoring and control equipment.

The section **Agenda** continues with the article **Netflix and the maintenance of television genres out of the flow** by Cecília Almeida Lima, Diego Gouveia Moreira and Janaina Costa Calazans, who discuss and seek to interpret a fact extremely new and singular: in the 2013 Emmy Awards, the main television awards, series produced for the internet by Netflix were indicated, a fact that brings about the discussion of how to characterize the audiovisual beyond the question of flow.

Eduardo Yuji Yamamoto, in **The genetic structure of communitary entifications**, discusses communitary ways of being and as communication devices that operate in the new contemporary political phenomena. Finally, ending the section, we have the article **The consumer as agent in neoliberalism**, by Júlio Cesar Lemes de Castro, goes against the speech that extols the active role of the consumer, because the alleged empowerment of the receiver,

based on complicity, possibility of interaction and social responsibility, is, in fact, quite limited.

The section **Book Reviews** features two very recent works, both published in 2015. Maria Cecília de Sá Porto analyzes in the text **The education crisis and a revolution in thinking** the book, *Teaching how to live – a manifesto to change education* by Edgar Morin, published in Portuguese by Editora Sulina. The book organized by Patrick Charadeau, *La laïcité dans l'arène médiatique. Cartographie d'une controverse sociale*, published by Paris INA, is here reviewed by Carlos González-Domínguez in **Laicism in France from communication**. Placed side by side, the two books defend education for the construction of a more tolerant society.

We conclude this Editorial noting that the data concerning the year of 2015 (published texts, number of submissions, downloads of articles etc.) will be presented in the next issue of **MATRIZES**. It is also important to note that the journal is now part of the Forum of Publishers of Scientific Journals of the University of São Paulo, created at the end of this year, aiming to discuss topics that qualify the publications. As discussed at the meeting that created this discussion area, the theme of integrity in research shall be debated. In this sense, although we are building a specific set of guidelines for the journal, we prefer to mature it in the context of the discussions that will take place in 2016.

Our thanks to the peer reviewers of 2015, listed following, who with collaborative spirit helped in our efforts to produce a publication with quality.

We wish all a good reading.

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