

## Editorial

**M**EDIATED INTERACTION IN the digital age, an article by John B. Thompson that opens this new edition of **MATRIZes**, is undoubtedly a milestone in the author's trajectory and in the field research in communication because of the social theory of the media exposed in his influential book *The media and modernity* (Thompson, 1995). Therefore, it is an honor to introduce this article to the readers of **MATRIZes**. In addition, this work can be understood as symptomatic of the contemporary challenges and efforts of the research in communication addressed in this issue. Although Thompson demonstrates how his theory – concerned with the forms of *action* and *interaction* offered by the media – dissociates from the Media-Centrism, he realizes that “in the light of the digital revolution and the expressive growth of the internet and other forms of network communication” his analytical argument requires an *upgrade*. So, in the article, he adds a fourth mode of interaction (the online mediated interaction) to the theoretical types previously described. The reader will notice the advances already produced in which the author himself acknowledges to be a line of reasoning draft that still needs strengthening. However, the work suggests an interesting research agenda, particularly within the framework of politics, which can be supported by the author's theoretical work. It is true that contemporary communication practices have been modified by the increasing use of digital media.

That is what takes Erick Felinto, following the **Dossier**, in the article **Mare nostrum, mare alienun: identity, epistemology and the Flusserian imagination of flows**, predicting that the themes of identity and otherness, still present in research in communication, should be boosted thanks to the protagonism of identity in the discussions on the digital culture. The theme is repositioned in the current context by “discussions that gravitate around the use of social networks for identity activism or recent reconfigurations of ideological and

political spectra associated with the use of digital means.” This leads Felinto to revisit the thought of Vilém Flusser to “suggest ways of reading his work able to specifically generate results for our unique epistemic and cultural situation,” which would have the effect of “helping us to design other future possible.”

Another scenario, this time related to television, is evidenced in the following article, by Guillermo Orozco Gómez and Toby Miller, **Television beyond itself in Latin America**. The authors propose an unusual analytical perspective in literature aimed at “certain elements that are not always evident by themselves; yet, they denote their existence manifesting in several subtle manners, and not directly, as many of the most profound elements of Latin-American culture.” In this sense, the hegemony of television as “cultural machine of everyday life” is suffering competition from new devices. But, in the Latin American context, television remains central as a *programmer of social life*. Therefore, the authors argue that concepts deeply rooted in Latin American history and culture, such as magical realism, mixed races and *loneliness* of their audiences are strategic elements to think about the future of TV in the region.

Next, the researcher Círcula Maria Krohling Peruzzo, **Possibilities, reality and challenges of citizen communication on the web**, also directs her reflection towards possible influences of technologies on society, more specifically on social practices of popular movements. This leads to a discussion on which a series of challenges are pointed – as the urgency of extending the fight for full access of citizens to the benefits of technological development; the appreciation of diversity and dialogic communication in this communicational complex – as well as emancipative and oppressive potentials related to the incessant technological advance.

Closing the Dossier, the article **Mediatization of science: reconfiguration of the paradigm of scientific communication and academic labour in the digital era**, by Thaiane Moreira de Oliveira, points (in the title already) to the *reconfigurations* caused by the digital environment, which are, in the author’s reflection, associated with mediatization. This concept in her work is combined to an empirical research with Brazilian researchers of different levels and areas, in which the *question of visibility* is perceived, becoming central in the practices of researchers. Thus, readers familiar with Thompson’s vocabulary, bypassing the texts of this Dossier, may notice a concern about the mutations in the communicational environment reflected in different social instances.

The **Interview** of this issue was granted by Carlos A. Scolari and performed by Fernanda Pires de Sá. The Argentine researcher who lives in Spain has the opportunity to talk about his latest works and the search undertaken in building knowledge to promote *media education* for the current times, using the concept

of *transmedia literacy*, which refers to the intersection of transmedia logic and educational practices.

The section **Agenda** brings a series of works that attest the diversity of communication research in Brazil, starting with the article **Narrativity and authorship in alternative communication research in Brazil**, by Fernando Felício Pachi Filho, João Augusto Moliani and Roseli Figaro. The authors are based on the assumption that the advances in the studies of the area may be favored by the understanding of historical stabilization process of the meanings of certain concepts, enabling the realization of a mapping to identify thoughts and authors related to journalism and alternative media. The following text, **Performative sensibility and the communication of things**, by André Lemos and Elias Cunha Bitencourt, discusses an innovative theme, the *internet of things*, exposed in an empirical research that sought to highlight what the authors call *performative sensibility* of digitally enlarged objects, essential element to think a model of *communication of things*.

Then, João Guilherme Bastos and Viktor Chagas, in the article **Fucking right-wing: MBL's personal frames and ultraliberal agenda**, revealed the strategies of the Free Brazil Movement on the internet, through an approach that combines quantitative and qualitative techniques, capable of showing that the case study differs from the usual class action model of social movements, since, instead of a collectivist speech and of strengthening confidence in the institutions, there is an emphasis on the role of the individual as protagonist of politics. Also in an axis of the political role of communication, Rafael Grohmann, in **Struggle path: pioneering studies on social class in communication studies**, develops an argument about how the concept of social class was approached on researches in the field of communication between the 1970 and 1980, mainly in Brazil.

In the following article of the section, **Chronicle of a summer: cinema as a sociological experience**, by Fagner Torres de França and Maria da Conceição de Almeida, discusses the method of Sociology of the present by Edgar Morin, seeking to demonstrate how the multidimensional approach reality proposed by the French author still has potential for social research. In the **Jornal do Brasil was the best: journalism, memories and nostalgia**, Itala Maduell Vieira and Ana Paula Goulart Ribeiro mobilize the concept of nostalgia to analyze statements about the *Jornal do Brasil* and its cultural supplement, *Caderno B*, highlighting the existence of a movement of valorization and idealization of the past, which sustains the mythic aura of the newspaper, according to the reports produced by many professionals that worked in it.

As for the in **The role of dualism in environmental discourse: an analysis of documentary films that address the agricultural issue**, Priscilla Muniz de

Medeiros and Maria Azevedo de Melo analyze six documentaries that address the theme of industrial agriculture from the concept of discursive formation to discuss the possibility of the dualism playing a central role within this type of movie. Finally, concluding the section **Agenda**, Daniel Gambaro and Valdecir Becker, in **The Audiovisual Design as a methodological option for radio production**, propose a methodological flow for the creation, production and analysis of radio programs. The authors' efforts aim at the concern for the development and study of interactive radio productions directed to the recent media panorama.

The **Review** of this edition brings the text **A libel against technological determinism**, in which Fabio Azevedo Palácio writes about the book *Television: technology and cultural form* by Raymond Williams. The work was translated into Portuguese four decades after its original publication. However, as the author of the review states, the classic reflection of Williams suggests clues for understanding current phenomena such as digital convergence.

This edition is concluded with the registry of theses and dissertations defended in the Graduate Program in Communication Sciences at the University of São Paulo (PPGCOM-USP), from July 2017 to June 2018.

We specially thank the numerous reviewers who dedicated themselves to the evaluation of articles of 2018, listed at the end of this editorial.

We wish everyone appreciate this new issue of **MATRIZes**. 

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