

## EDITORIAL

IF, AS STATED by Bachelard (1938/1996), “the knowledge of what is real is a light that always casts some shadows” (p. 17), human history faces some challenging moments when shadows seem much larger than the light source. In such circumstances, when crises deepen, the joint operation between the historical time of reality and the logical time of the scientific discourse in the production of knowledge and in the development of science becomes more evident. Similarly, the need for interrelations between multiple fields of knowledge to overcome increasingly complex and global problems becomes clearer.

This new edition of **MATRIZES** should be read, to a great extent, from this perspective; here, researchers from different contexts, with diverse approaches and themes, direct their thoughts to pressing issues of contemporary times. This is explicitly shown in the first two articles of the **Dossier**, which address, from different angles, the most pressing issue of the current time: the Covid-19 pandemic. Thus, in **The complexity of communication. The communication of complexity**, Piero Dominici notes that the virus represents a kind of *emergency ecosystem* that must be faced from complexity, from a systemic approach that is both multi- and interdisciplinary. The pandemic is just one of the many emergency conditions that characterize today’s societies; according to the author, communication is another and one that is even more relevant since it is from communication that organizations seek to manage risk and crisis/emergency/uncertain situations. In the following article, the relationship between coronavirus and communication is assigned a more sociological outline through the discussion proposed by Christian Fuchs in **Everyday life and everyday communication in coronavirus capitalism**, where he discusses alternatives – progressive and conservative – for coping with the crisis and reconfigurations caused by the virus in the social space, in everyday life and communication, also analyzing the communication of conspiracy narratives and fake news linked to Covid-19.

Continuing with the **Dossier**, Nico Carpentier’s article – **Communicating academic knowledge beyond the written academic text: an autoethnographic**

**analysis of the Mirror Palace of Democracy installation experiment** – develops an instigating reflection on the possibility of political discussion and scientific investigations that are, at the same time, related to art, in different aspects and styles that point to a hybrid identity of academic-artistic communication. Also from a perspective focused on the theme of knowledge production, José Luiz Braga, in **Middle range theories: a strategy for communicational knowledge**, defends an analytical approach focused on the discovery of characteristics of the communication phenomenon, based on the elaboration of middle range theories of communication, systematizing strategies to do so. Concluding the **Dossier** of this edition, Maurício Ribeiro da Silva, in the article **The eclipse of imaginary: instrumental imaginary and reducing the imaginative power of images**, proposes and operationalizes, from the dialogue with Gilbert Durand and Max Horkheimer, the concept of *instrumental imaginary* in the analysis of imagery records of carnival and advertising.

In the **Interview** of this issue, with João Canavilhas, conducted by Aline Tainá Amaral Horn and Myrian Regina Del Vecchio de Lima, the Portuguese researcher discusses the transformations that journalism is undergoing in the contemporary environment of digital media culture, and the pressing issue of misinformation.

The section **Agenda** presents the article **Music, sounds and dissensus: the female poetic potency in the streets of Rio** by Cíntia Sanmartin Fernandes and Micael Herschmann, which discuss *artist* experiences that fill the daily agenda of the city of Rio de Janeiro with themes such as citizenship, gender, post-gender, racism, *machismo*, heteronormativity and violence, elaborating, according to the authors, territorialities and significant dissensus. Following, the article **Criticism and contagion: a-signifying communication in Lazzarato and Preciado**, by Demétrio Rocha Pereira and Alexandre Rocha da Silva, outlines parallels between the ideas of Maurizio Lazzarato and Paul B. Preciado, with the concern of thinking about research alternatives that consider the translation of specific a-signifying operations.

The next two articles adopt a contemporary, analytical and critical research axis: **The rock ethos, erasures and political conflicts on Roger Waters' tour in Brazil**, by Jonas Pilz, Jeder Silveira Janotti Junior and Thiago Pereira Alberto, and **Race and gender of aesthetics and affections: algorithmization of racism and sexism in contemporary digital image databases**, by Fernanda Carrera, both present the reader with enlightening discussions about the phenomena mentioned in the titles. Aline Meriane do Carmo de Freitas and Fábio Fonseca de Castro, also concerned with empirical matters and using an ethnographic approach, discuss communicative sociocultural processes based on a group

of football supporters from Pará in the article **Social forms, communication and typifications of affection in a soccer crowd**, to understand the social construction of sensibilities and meanings that involve fans.

Continuing the section, the article **Media in capital territorialization**, by Janaina Visibeli Barros, updates the discussion about the large media conglomerates and their ramifications, demonstrating the economic and political dynamics that guide the territorialization of these organizations. In **Memory narratives as dispositif: A Sirene and the fight against forgetting**, Mozahir Salomão Bruck and Herom Vargas analyze, from a communication approach, the traumatic event that was the destruction of communities in Mariana (MG) due to the rupture of the Fundão Dam in 2015. Finally, closing the section, Carina Ochi Flexor discusses, in the article **Media nature and reading protocols of the digital book**, the implications of the materiality of the application books in the reading experience, with results that highlight the role of media in the transformations of this practice in the digital environment.

Finishing the issue, the **Review** made by Larissa Leda F. Rocha is about the last book by Néstor García Canclini, **Ciudadanos reemplazados por algoritms** (2019), in which the author discusses new forms of participating and claiming, while alerting to the dangerous combination of the opacity of algorithms and transparency of data given to technology companies by users.

We wish everyone can enjoy this new edition of **MATRIZES**.

Maria Immacolata Vassallo de Lopes  
Roseli Figaro  
Richard Romancini  
Luciano Guimarães

## REFERENCES

Bachelard, G. (1996). *A formação do espírito científico*. Contraponto. (Originally published in 1938)