ECA IN MOURNING

THE TRAGIC YEAR of 2020 left irreparable marks in the School of Communications and Arts of the Universidade de São Paulo (ECA/USP) due to the loss of four colleagues. However, in the same year they left the School in mourning, reduced to their living references, we inherited legacies as large as the future. To these colleagues, **MATRIZes** pays a humble tribute.

On January 3, Professor Maria Aparecida Baccega left us. Her life entangles with ECA's history itself, particularly that of the Department of Communications and Arts, where she acted fearlessly in the Verbal Language in Mass Media discipline, introducing innovations for the field from the communication perspective. She dared to pursue telenovela studies, up to then unknown and ill-seen by the academy. She then devoted herself to ECA's greatest change within the last 20 years: a collective mobilization around the communication and education interface through the theoretical and practical content that spearheaded the creation of the Educommunication undergraduate course, and in the Communication and Education line of research in the Graduate Program in Communication Sciences. Baccega forged an academic leadership at ECA for over 40 years. Even retired, her work continued to nurture projects and interventions; and so they will, without experiencing passing time.

On July 19, the professor, researcher, critic, and art and technology curator, Arlindo Machado, left us. He was a pioneer in research on television and digital media in Brazil, indicating the future directions of these study and training fields for researchers and artists. He became a national reference and widely recognized abroad, to where he spread ECA's attributes. Owner of a vast theoretical and empirical knowledge of the different genres and formats of the audiovisual, Arlindo never experienced academic affectations. As his co-workers of the Department of Film, Radio, and Television rightly point out, Arlindo's interests ranged from the Russian filmmaker Sergei Eisenstein to TV shows such as Chaves, spanning over video games and the work of the famous video artist Nam-June Paik. He was also a prominent curator and author of short films and multimedia works. The health problems he faced in his last few years did not prevent him from enthusiastically discussing his ideas until the very end.

An unexpected event shook the School on November 8: the death of Professor Ciro Marcondes Filho. Graduated from ECA, Ciro protruded at a national and international level with his *New Theory of Communication*, reference for studies in communication theory and philosophy. A rigorous, restless, and innovative researcher, he marked hundreds of books and generations of students. He also marked the history of ECA and Communication by creating the brilliant research group Atrator Estranho, which antecipated themes that would define contemporaneity since the 1990s. Cyrus had a unique ability to create reflection and research collectives, such as the Atrator and Filocom. At that moment, he was initiating an international project on the phenomenon of disinformation and its impacts on politics and society. It was through him that ECA spread the profile of qualified researcher and sophisticated knowledge.

On December 1, Professor Victor Aquino unexpectedly died due to Covid-19. Aquino was ECA's director and, several times, Head of the Department of Public Relations, Advertising, and Tourism. Undoubtedly, he was an eager representative of the School irreverent, creative, multifaceted, and open-minded spirit. In Brazil, he was a pioneer in the studies approaching the interfaces between advertising and fashion and pop culture and consumption, as well as a poet and essayist. His passing moved all teachers, students, and staff, and certainly many of his graduated students and fellow professors, spread throughout various universities and countries. Borrowing the words of one of his colleagues, ECA has always been and always will be the home of Victor Aquino. **M**

Maria Immacolata Vassallo de Lopes
Director of **MATRIZes**