

Digital technologies, the internet, with its various tools and applications, and, notably, social media, not only streamline the processes of human communication, but they are the material basis of a new era, qualitatively, ontologically, specific and diverse models above. The new media and current configuration of the digital universe which is an essential element entails and implies profound changes in the way of being and living.

Understanding and analyzing these changes is what one do when ask, for example, which is the specificity of the fans when the spread of cultural productions do not get more through mass media, or else, when it asks if the media network and open to the participation of users are safe and away from big business, or even if globalization propylene-enced by digital media is beneficial for the academic production in Social Sciences? Issues such as these are engaged Nancy K. Baym's article *Fans or friends?: seeing social media audiences as musicians do*, Mario Carlón at the text *A contract of foundation, power and mediatization: news of the front about the Youtube invasion and occupation by barbarians* and Isabel Ferin Cunha at *The globalization of research in social sciences: the case of communication studies in the ibero-american and lusophone space*.

Noting that the new setup media does not settle in one direction, Joseph Straubhaar notes how media institutions both go for regionalization to globalization as at times and cumulative processes; this discussion interacts with Dieter Mersch whose article proposes a very findings on the topic: a theory negative media, namely, the idea that structurally the means have the peculiarity to hide their mediality to produce or represent something.

Inserting issues concerning social settings variables linked to the mainstream media, are reflections of Juremir Machado, Eugenia Mariano da Rocha Barichello and Marco Toledo Bastos - in the first two observations are made from the look of Harold Innis and McLuhan and last from Niklas Luhmann, Dirk Baecker and Flusser. Narrowing your focus to the field of journalism, the article Profile of the journalist in São Paulo: contradictions felt in the immediate period following the mandatory diploma decree written by José Marques de Melo, based on data from industry professionals on research collected in 1972, aims to situate the impasses of journalistic at a certain time of the Brazilian military dictatorship (1964-1985) - period of curtailment of freedoms, including speech. A note on the meaning of information and the possibility of restriction of freedom leads to two other journal articles: the Mayra Rodrigues Gomes, debating current indicative classification as a form of censorship, and Glauco Rodrigues Cortez discusses the industrialization news as a form of dissignification.

Christina Ferraz Musse in the article Culture, television and urban imaginary and Gustavo Pereira Portes and Eward Haig in Seeking a methodology for the analysis of the influence of anime on brazilian youth – a post-jungian approach have very specific issues and at the same time, central with respect to the Brazilian identity: the first work focuses on television as a mediator of social relations and construction of collective identities in Brazil, and the second discusses the influence of Japanese comics in young Brazilians.

Turning to the United States of America, Mariana Baltar discusses the spectacle taking an object very specific travel films of the years 1910 to 1930. Reviews offers analyzes of the work Spreadable media: creating value and meaning in a networked culture, professor Henry Jenkins, and the collection Communication and Development. Communicative practices and local empowerment by Francisco Sierra Caballero and Marcelo Martínez Hermida. And Theses and Dissertations presents in the second half of 2012 closes this edition.

The set of articles comprising this issue of the magazine in its fullness MATRIZes exemplifies the mission of the magazine, that is, it is a publication open to reflections on media cultures and languages and its socio-political implications and cognitive, which preserves the transdisciplinarity horizon-disciplinary communication of thought and expects resize knowledge and practices that contribute to define, map and explore new communication scenarios.



With the intention to be available digitally so broad and easy, the entire collection of magazine MATRIZes is currently in Portal Journals USP, the address <http://www.revistas.usp.br/matrizes>.

Wishing a good read,

*The Editors*