

## Editorial

**T**HE ABSENCE OF José Marques de Melo (1943-2018) in communication sciences in Brazil can be perceived and lamented in several ways. Indifference, however, is impossible. Marques de Melo was involved in pioneering initiatives that helped shape what is now the field of communication studies in the country. This is why we included the creation of the Graduate Program in Communication Sciences in 1972, which nowadays publishes **MATRIZes**. His legacy includes so many aspects that it is possible to synthesize his trajectory as a *full academic*: he developed studies and published them, as evidenced by his fruitful bibliography; he taught and mentored students, forming researchers and professors – no less than twelve of the current Graduate Programs in Communication Studies of the country have professors mentored by him –; he was involved in important administrative and institutional initiatives in Brazil and abroad. For instance, nationwide, he was involved in the creation of the School of Communications and Arts of the University of São Paulo (ECA/USP) and of the *Sociedade Brasileira de Estudos Interdisciplinares da Comunicação* (Intercom); in Latin America, the reconstruction of *Asociación Latinoamericana de Investigadores de la Comunicación* (Alaic); in the Ibero-American space, his participation in *Congresso Internacional de Comunicação* (Ibercom); and worldwide, his incentive to Brazilian participation in the International Association for Media and Communication Research (IAMCR).

In this introduction from **MATRIZes**, we do not seek to recapitulate the rich legacy of this author, a task that will certainly still be performed, but we seek to express our feelings of sadness, combined to our gratitude towards this innovative researcher who moved so many long-lasting projects. Thus, with this edition we give continuity to the commitment towards communicational knowledge, much cherished by Marques de Melo.

This edition's **Dossier** is introduced by the article **Refeudalisation revisited: the destruction of deliberative democracy**, by Graham Murdock, who makes a re-interpretation of studies by authors of the Frankfurt School from a completely up-to-date perspective, that is, it discusses how certain concerns and concepts of these researchers collaborate to reflect on phenomena such as Trump's election and the Brexit campaign, stressing the mediatic aspects of these cases.

In the following article of this section, **The modes of existence of gameplay: an applied exercise with *Cities: Skylines***, Suely Fragozo seeks to apply the ideas proposed by Bruno Latour in *An inquiry into modes of existence*, as key to interpreting the idea of gameplay, based on the situation of the game that names the study. Next, Benjamim Picado and Maria Carmen Jacob de Souza, in **Dimensions of authorship and style in television serial fiction formats**, discuss style as a heuristic category of authorship analysis in fiction television series; and Rose de Melo Rocha seeks to develop, in **Paradoxes of (dis) possession: capitalism, ambivalences and magic dimensions of consumption on contemporaneity**, a reflective perspective able to contribute to the construction of a theory of consumption, characterizing it as a process whose expression and communicational basis are determinant.

The **Dossier** wraps up with the poignant text of Cremilda Medina, **Posthumous letter to José Marques de Melo**, in which the author recalls certain passages from her daily and intellectual coexistence with Marques de Melo, in a tessitura of affections that reminds all researchers from the field of communication that, beyond all differences, one thing can unite us: the belief in critical and respectful dialogue.

Ben Highmore, a researcher of the United Kingdom and one of the leading names of studies on everyday life, is featured in this edition's **Interview** conducted by Gianluca Simi, and speaks of this research perspective and its connections with cultural studies.

In the section **Agenda**, the first three articles discuss an also relevant and current subject in communication sciences, under different perspectives: the ways in which the omnipresence of digital media has affected life and social practices. Hence, in **Big data: shaping knowledge, shaping everyday life**, Ralph Schroeder highlights how the so-called *big data* causes changes in the sphere of scientific and applied knowledge – in the case of the latter, both in terms of government and market – and raises concerns about topics such as privacy and surveillance. In turn, in the article **Social networks as a model of algorithmic governance**, Julio Cesar Lemes de Castro examines three dimensions of “algorithmic governance” (relational, vectorial and agentive), which has the peculiarity of deriving its normative power directly from those who submit

to it. And in the article **How does YouTube algorithms calculate value? An analysis of the production of value for digital music videos using the social logic of the derivative**, Leonardo De Marchi examines the technology used in the production of monetary values for music videos hosted on the platform mentioned in the title of the study.

Giving continuity to the section, in the article **Knowledge affects in epistemology: choice and subjectivity in Communication research**, Luis Mauro Sá Martino and Angela Cristina Salgueiro Marques reflect upon intersubjective relations in communication studies, taking as basis experiences of research advising at various levels; the authors argue that subjectivity is a fundamental dimension of knowledge construction. In the two following articles of **Agenda**, Brazilian television is highlighted under a cultural perspective – with **From Hebe to Encontro, what's disputed? Matrices of the national talk show** by Fernanda Mauricio Silva and Juliana Freire Gutmann - as well as a political perspective with **Television and Brazilian political culture: “mandonismo” in the soap operas Renascer and O Rei do Gado**, by Reinaldo Maximiano Pereira and Simone Maria Rocha. Finishing the section, with **Versus: a space for Latin America in the alternative press (1975-1979)** Regina Aída Crespo shows the historic changes in the editorial project of an important magazine of Brazilian alternative journalism.

The section **Book reviews** features the text **Peter Sloterdijk's spherical communication**, by Fernando Garbini Cespedes, who discusses the trilogy *Spheres* of the German philosopher, seeking to highlight dialogical possibilities of this set of studies with communication questions.

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

Maria Immacolata Vassallo de Lopes  
Margarida Maria Krohling Kunsch  
Richard Romancini  
Luciano Guimarães