

Editorial

AVOIDING ANY reductionist determinism, it is vital at this moment, to note and understand technological innovations and the new ecology of communication systems. In this thematic context we can find the articles that make up the **Dossier** of this **MATRIZes** 9.1 edition with all of them gathering issues related to the contemporary digital world and the audiovisual universe.

Michael Curtin and Derrick de Kerckhove, respectively, in the articles **Media policy in the 21st century: from national interest to cultural stewardship** and **E-motivity: the social impact of the Internet as a limbic system** both think of modern sociocultural dynamics as a complex context that requires new resolutions about communication policies and which can also generate and promote new forms of political participation. In the same line issues, André Lemos, in the article **The critique of essentialist critique of cyberculture**, highlights that a brand new look is necessary to build a new ontological reflection on the digital culture phenomena escaping from the traditional perspective – of an essentialist compliance.

Next, Milly Buonanno, in the current ecology of communication systems, discusses the advantages and disadvantages of the open television decline and the broadcasting age in the article **A (premature) eulogy of broadcasting: the sense of the ending of television**. Correlated to this issue, Felipe de Castro Muanis emphasizes the social circulation of information generated by television in his article **The worst television is better than no television**, and Valerio Fuenzalida reflects on what would be a citizen public television in **Public TV and digital change: TV technology – audience – formats**. And closing the

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Dossier, Marcel Vieira Barreto Silva discusses in **The origins of contemporary serial drama** the beginnings of this format – which today transits across different platforms hosting relevant degrees of innovation in television.

In the contemporary communicational scenery also arising fans who, through digital technologies, create new ways of sharing, performance and engagement with their preferred objects . This is the main subject of the **Interview** with Matt Hills carried out by Clarice Greco and published with the title **Fandom as an object and the objects of fandom**.

Opening up the section **Agenda**, we find an original discussion on the Actor-Network Theory by Latour made by Lucia Santaella and Tarcísio Cardoso named as **The baffling concept of technical mediation in Bruno Latour**.

The introduction of film subtitling in Brazil, by Rafael Luna Freire addresses the initial decades of cinema in Brazil and works with texts printed on newspapers that analyze cinematographic actions.

Understanding technology as mediation, Mônica Pieniz, in **Structural mediation of technicity: audiences repositioning on Twitter**, studies how receivers become emitters when sharing their perceptions about soap operas on Twitter, focusing on motivations and content involved in this practice. Political scandals and its mediatization is the subject of this article, by Patrícia Milano Pérsigo and Maria Ivete Trevisan Fossá, **The mediatization of public communication: looking through the discusses of political scandals**.

Computer-based moving images can be executed by softwares and reproduced, edited, copied and streamed by applications, according to Gabriel Menotti's article **Executable movies: on the existence and propriety of networked images** by wich both film and device become mixed.

In the **Book Reviews** section, Marialva Barbosa analyses in **Communication: the science of the XXI century** the recently released Muniz Sodré's book *A ciência do comum: notas para o método comunicacional* [The science of the common: notes for the communicational method] wich covers a wide range of historical time to turn to the epistemological statute of communication to the understand of the present. And João Elias Nery reviews in **The universities and the military regime** the book *As universidades e o regime militar – cultura política brasileira e modernização autoritária* [Universities and the military regime – Brazilian political culture and authoritarian modernization], by Rodrigo Patto Sá Motta, a meticulous work about the relations between dictatorship (1964-1985) and Brazilian universities, using documents recently made available to researchers.

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In this editorial, we are concluding the 2014 statistical assessment of **MATRIZes**, started in the previous number. We account a total number of 72 submissions on this year. In the two editions were published 36 texts, organized in the following sections: 12 in **Dossier**; 17 in **Agenda**; two in **Interview** and five in **Book Reviews**. In this amount, 25 (60.4%) were written by lone authors and 11 (30.6%) by coauthors. These texts were signed by 50 authors, of which 36 (72.0%) are Brazilian (from three different regions of the country) and 14 (28.0%) are foreign authors (6 from Latin-American countries, 7 from Europe and one from Australia).

We want to point out that the texts submitted and approved in 2014 will be published at most until the next edition of the journal. Thus, we reinforce our commitment to the processing of texts in deadlines increasingly favorable to the authors and with the dissemination of knowledge

For the evaluation of the texts from 2014 **MATRIZes** counted with collaboration of 54 reviewers belonging to academic institutions from almost all regions of Brazil and from abroad. There were 21 (38.9%) reviewers of institutions from the Southeast region; 20 (37.0%) from the South region; 9 (16.7%) from the Northeast region; 1 (1.8%) from the Midwest region, and 3 (5.6%) from foreign institutions.

Concluding this 2014 statistical panorama, we are pleased to inform that in this year **MATRIZes** texts had an expressive number of 33,288 downloads on the **USP Portal of Journals** (<<http://www.revistas.usp.br/matrizes>>), according to totalization undertaken by **SIBi - USP Integrated Library System**¹. Once the journal is not only available on this platform, but also in other online addresses, such as its own website and almost ten collections and databases, we believe that **MATRIZes** efforts with the scientific and editorial quality have been reflected in increasingly significant numbers of reading.

Finally, at the end of another journey we wish all to enjoy this new number of **MATRIZes**. **M**

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¹ The downloads data follow the COUNTER pattern (Counting Online Usage of Networked Electronic Resources). Available in: <<http://www.projectcounter.org/>>