

## Editorial

PUBLISHING INNOVATIVE WORKS in the field of knowledge is the main goal of journals and it has many pathways, relating, among other points, to the conceptual and reflexive development of some particular research issues, to the questioning and criticism of the premises of a research area, to the proposition of new answers to traditional questions, critical analysis of the inconclusive strands of knowledge, and the study and questioning of traditional questions or answers. Based on this perspective, the **MATRIZES** texts on this subject can be read, particularly the **Dossier** articles, as they are mature research papers with the potential to introduce ideas and to be discussed, incorporated and debated by researchers in the area, in other words, affecting the research.

Starting with Lucia Santaella's article **The book as a cognitive prosthesis**, one can observe that the author, in this work, extending her reflection on the configuration of different types of readers from the changes in the communication environment, focusing on the cognitive issues that would require the cultivation of the contemplative reader. This is based on the fact that the book, among all media, "functions as a prosthesis for the development of reflective capacity," in the author's words. The following text by Milly Buonanno, **Seriality: continuity and disruption in the contemporary medial and cultural environment**, presents an overview of studies on television seriality, discerning two current research trends on the subject, one defending a radical rupture between contemporary television forms and previous series; the other one addressing the apparent blindness of academia to the rupture with the seriality brought about by new technologies and its reception practices. At the same time, the author presents her reflection on the subject, noting that the "Netflix paradigm" places the notion of seriality in crisis, but this only occurs as it is associated with the "frame of a modernist culture of immediacy and simultaneity that eschews the temporal delays inherent in the principle of deferred gratification embraced by seriality."

In the article **Lost project: journalism studies and the Italian way to its conversion into a science during the Fascist era**, by Francisco Rüdiger, we find the author's concerns in a historic report that reveals the development of a little known, mainly in Brazil, attempt to create a "science of journalism" at

the time of the Fascist Italy. Then the author presents features of this project interrupted in the end of the Fascist regime. Erick Torrico, in **For an ex-centric Communication**, criticizes the prospects of studying communication in Latin America, marked by “coloniality,” i.e., the adoption of the thinking of colonial countries and their successors as the only valid route in the construction of knowledge. He presents how the critique of the authors, with a “decolonial” bias, can be used to fuel an “ex-centric communication,” which would be an original contribution and how it is anchored in the context and history of the countries of this region. Concluding the Dossier, Clotilde Perez and Eneus Trindade, in **Three dimensions for understanding communicational mediations of consumption in contemporaneity**. They mobilize the semiotics to develop a theoretical-methodological reflection on communication and consumption to situate the phenomena of consumption in communicative scope. The communicative condition of sign mediation in consumption is the starting point; it is complemented by the perspective of consumption as communicative mediation, based on Martín-Barbero’s model/map of mediations.

The **Interview** of this issue was granted by Massimo Leone and performed by Clóvis Teixeira Filho. In this text, the Italian researcher talks about his research trajectory, which is marked by the study of daily life through cultural semiotics, and his most recent incursions in the digital environment, with particular concern for issues involving language and communication modalities in this medium.

The section **Agenda** is started by the article **The image as the body’s other: considerations on Image Anthropology in Hans Belting and Dietmar Kamper**, by Alex Florian Heilmar and Norval Baitello Junior, using the authors mentioned in the title of the study, this article conceptually explores a subarea of communication, the studies of image. The article **Digital democracy in Brazil: legal obligation, political pressure and technological viability**, by Maria Paula Almada, Rodrigo Carreiro, Samuel Barros, and Wilson Gomes, presents an empirical research on digital democracy initiatives maintained by the Brazilian Federal Government in 2017. The work, as highlighted by the authors, is an “effort to understand agendas of interests, institutional and strategic preferences of the federal government,” offering methodological contributions to the study of such subject, in addition to its specific results.

Returning to the semiotic scope, Irene Machado, in **Semiotics as resistance in the context of the Latin American semiosphere**, follows the trajectory of Desiderio Navarro, particularly in the editorial and translation context, showing the role of this Cuban researcher in the introduction of the Eastern Europe’s semiotic theories in the Latin American, which enabled the construction of an alternative way to study semiotic in this region. Continuing the **Agenda** section,

the following article is **Art and government of life: human capital and self-invention within artistic and cultural fields**, by Sharine Machado Cabral Melo. The author presents a discussion of artistic work, supported both by authors such as Foucault and Veyne and by elements of the reality of cultural policies in Brazil. Finally, the last article of this section is the **Game as an effect of tuning in a ludic attunement: a phenomenological approach to *Ingress***, by Breno Maciel Souza Reis, in which the author proposes an approach to the gaming experience as an effect of what he calls “playful affective tone”, exemplified in an empirical study of the *Ingress* game.

The **Review** of this issue brings the text **Digital citizenship: a way out of the crisis of politics?**, in which Eli Borges Júnior writes about the book *La cittadinanza digitale: La crisi dell'idea occidentale di democrazia e la partecipazione nelle reti digitali*, by Massimo Di Felice, noting the impasse in the traditional forms of doing politics, pointed in his work, based on the transformations of our time, particularly the emergence of digital networks and environmental crisis.

This edition is finished with the registry of theses and dissertations defended in the Graduate Program in Communication Sciences at the University of São Paulo (PPGCOM-USP), between July 2018 and June 2019.

Before the conclusion of this **Editorial**, we consider important to make two comments. Firstly, as it is usual in the last issue of the volume, we express our appreciation to the nominated researchers who drafted reviews for the journal this year. The significant number of reviewers (178) is an indicator of the researchers' interest to publish in **MATRIZes** and it is also an indicator of our editorial efforts. Second, continuing the policy of author-themed issues with relevant authors to the field of communication, we present the call for papers for volume 14, issue 3 (Sept.-Dec. 2020) of the journal on influential researchers Armand and Michèle Mattelart. ■

## CALL FOR PAPERS – MATRIZes

### SPECIAL ISSUE ON MATTELART'S LINE OF THOUGHT

We are glad to announce a special edition of **MATRIZes** (September-December 2020) dedicated to Armand and Michèle Mattelart's thoughts on communication, edited by the researchers A. Efendy Maldonado (UNISINOS) and Roseli Figaro (USP).

For this issue, submissions are open and will run until **June 30, 2020**.

Submissions can be made on the following address, from which the Author Guidelines are also available: <http://www.revistas.usp.br/matrizes/about/submissions>

### THEME RATIONALE AND SCOPE

The communicational line of thought and **critical investigation** articulated by Armand and Michèle Mattelart is one of the main criteria for strategical production of knowledge in the field – in Latin America and worldwide. This line of thought has been distinguished by its *transdisciplinary* strength to formulate theoretical resource *issues/subject* and by its consistency and methodological openness to combine research strategies and procedures, which conjoin to elucidate a set of significant problems to the area of communication science.

In an **epistemological dimension**, Mattelart line has been a referential framework to considerations and systematic and deep critiques on the methodological and theoretical models, hegemonic in the area (*positivism, functionalism, formalism, instrumentalism, technicism*). In this sense, their argumentation on behalf of Latin American critical thought, which they recognize due to its philosophical, political, ethical and aesthetical fortune, has contributed to strategically questioning the Euro-American logocentrism. In this perspective, their epistemological work has been vital to problematize *left-wing* logics, assumptions, scholastic cultures, and political – communicational behaviors. With this in mind, their analysis of Allende and Mitterrand's govern administrations, and of the "politics" of *left-wing* governments in Latin America and worldwide, are paradigmatic. Their criticism on politically correct *culturalism*, which has substantially restricted thoughts on *culture/communication* since the 1980s, is also enlightening.

The Mattelarts have been working in the **theoretical dimension** with such singular dedication, and this is how their research offers valuable systematizations to interpret, understand, know and problematize the various

trends, schools, models, proposals and arguments of relevance in the work of theoretical training of universities and academic communities from Europe, USA and Latin America.

In the **methodological aspect**, the Mattelart line of thought, during their six decades of work in the area, explored, formed, sampled, and produced fruitful and consistent critical investigational combinations. Their research on transnational systems of hegemonic power; liberal press coverage in Allende's Chile; Latin America's mainstream genres (comic books, photo comics and telenovelas); the economical-political logics of media systems; the main paradigms in the field of communicational sciences; their investigations on the key aspects of the international communicational environment (telematics, advertising, telecommunications, digitalization, surveillance, control); and the historical research regarding *communication-world* structure in modernity should be noticed. In this intricated set, a *disrupted and continued historical epistemology*, articulated in a strategical way developed from Marx's critical thinking is prioritized and combined with contributions from dialectical, existential, heuristics and hermeneutical philosophies updated in the twentieth and early twenty-first centuries.

Given the relevance and critical power of the Mattelart line of thought, it is essential for Brazil and Latin America to update and present it to new generations problematizing elements crucial to the research in this field, which can be strengthened in dialogue and confrontation with the Mattelarts. A special issue in **MATRIZes** on this subject will contribute to the excellent work the journal has been accomplishing.

Indicatively but not restrictively, we suggest the following aspects to be explored:

- Contributions of the methodological theoretical approach of Mattelart's thought.
- Critical Latin American communicational thinking and the Mattelart line contribution.
- World-communication as an aspect of the historical epistemology of the Mattelart line rupture and continuity.
- Critical research and strategic communicational thinking in communication, according to the Mattelart line.
- Mattelart line and the critical analysis of leftist governments in Latin America.
- Transactional systems of communication, power and democracy in Latin America from the perspective of Mattelart line.

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- Critical investigation of Mattelart line in communication and popular genres (comics, telenovelas, photo comics, TV series) in Latin America. 

Maria Immacolata Vassallo de Lopes

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