

Editorial

THIS EDITORIAL of **MATRIZes** journal, edition number 8.2, in its eighth year of uninterrupted publishing, starts with a quote from a small section of the poem **The Keeper of Sheep** by Alberto Caeiro (Fernando Pessoa). Caeiro was the pen name of this poet who was concerned with the approach to the vision and the reality:

The main thing is knowing how to see,

(...)

But all of this (what a shame that we all wear a dressed-up soul!)

All this demands serious looking into,

an apprenticeship of unlearning¹

(...)

In the **Dossiê**, to be able to see repeated things, understand meanings and interpret vectors in the world around us we need to know how to look beyond the multiplicity of appearances and to renew the look by the learning of new perspectives. It is important to have a renewed look in order to understand the new type of state relationship, in relation to culture and technology, the interactions between local communities and global players – as does Jesús Martín-Barbero in his paper **Diversity in convergence**. Likewise, Margarida M. Krohling Kunsch in **Organizational Communication: contexts, paradigms and comprehensive conceptualization** exemplifies how the theoretical and conceptual support is the generator of renovating looks on objects and known realities.

Simple dichotomous vision of the media and the mediatized world as a place of commercialization of culture or further of being able to focus on the role of technology in communication processes, are not able to deal with the complexity of the current communicative reality. After showing critically some

¹ Translation of Edwin Honig and Susan M. Brown (*The keeper of sheep*, Riverdale-on-Hudson, NY: Sheep Meadow Press, 1997, p. 65).

dominant theories in communicational thought of the 1970s and 1980s, Vera França in **Criticism and metacritique: contribution and responsibility of the communication theories** presents the debate for the current situation and highlights the complexity of mediatic products that are also symbolic products that are full of dimensions.

The ethnomethodology of the discourse, as a divergent new proposal of so called discourse analysis, by proposing the privilege of the pragmatic dimension of the phenomena of discursive production, is presented by Adriano Duarte Rodrigues and Adriana Andrade Braga in the paper **Discourse analysis and ethnomethodology discourse analysis**.

Further on the topic of trespassing boundaries to build new looks and new knowledge, Raúl Fuentes Navarro, in his work **Communication and double hermeneutics: convergences between scientific disciplines and professions**, tells us about the “*self-similarity* that enable defining and distinguishing between them, without disassociating them, the disciplinary structures (scientific-academic) and the professionals that has communication as a main subject-matter”.

Closing the **Dossiê**, the text **Transnationalisation of television programming in the Iberoamerican region**, John Sinclair uses aspects by Jesús Martín-Barbero that are present in the article of how to rethink concepts such as cultural imperialism or global culture, related to alleged homogenizing trends of the cultural globalization and the heterogeneous effects of the local culture.

Local communities, global players; global homogenized cultures, heterogeneous and specific local cultures; the world that integrates and fragments into new associations – are the themes of the interview with Daya Kishan Thussu, conducted by Andrea Medrado: **The West, the “rest” and the internacionalization of Media Studies – “Chindia”, BRICS and soft power**.

The **Em Pauta** section of this number of **MATRIZes** has eight texts. Two papers analyze productions of the Brazilian press culture: Waldomiro Vergueiro and Roberto dos Santos Elysium redeem and show a magazine published at the end of the 1930s: **Gibi magazine and the consolidation of the publishing market of comic books in Brazil**. An important figure for the consolidation of the book industry in Brazil, the journalistic production by Monteiro Lobato is analyzed by Francisco de Assis in **Monteiro Lobato in the press**.

Also as part of the written word, but transmitted digitally, are two articles. The first, **Lost in translation: Level 26 and the interactive digital literature**, written by Marina Cavalcanti Tedesco and Pedro Peixoto Curi, addresses an interactive digital novel integrating reading on paper, social networks and short narratives on video. And the second, **Narrative and violence: the Brazilian**

Autumn coverage on Twitter, by Rachel Recuero, Marco Toledo Bastos and Gabriela Zago, presents the results of the monitoring of almost 3,000 tweets of ten Brazilian journalistic vehicles in covering the June 2013 protests in Brazil, through which they compare the data obtained with the official data on deaths, injuries and 268 arrests in protests in that period.

The biography through a communicational perspective is the title of Igor Sacramento's paper that develops the idea of communicational biography, the focus of which "is not on the individual activity, but the communicative circuit on the discursive productions imbricated in an individual". With the same thematic scope, Samuel Matthew in the text **Visibility regimes in mediatized publicity** show how the public sphere in a context of mediatization is a negotiation space between the public and the private.

The specifics of the Chilean television audience are focused by William Porath, Constanza Mujica and Francisco Maldonado Ulloa in the text **Factors associated with the Chilean public's interest by foreign news on TV**, in which they conclude that the proximity felt by the public is a decisive factor in the audience of issues of foreign policy, which grows when the news is linked to the local context.

The complexity of philosopher Walter Benjamin appears in the text of Maurício Liesen, **The silenced medium: theoretical re-reflections on a media theory of Walter Benjamin**, which specifically addresses his text written in 1916 by the philosopher with focus on the general language and human language.

Closing this volume, the reader will find in the **Digests** section two texts on newly released books: **Against barbarism and lack of communication by building a learning society**, by Roberta Brandalise and Sandro Assencio, which shows the book review by Jesús Martín-Barbero, *A comunicação na educação*, and explains the ways by which this author works on current communicative literacy processes in their different material supports and how this new literacy builds new interfaces with the culture and poses challenges to the school and to the writing.


Silvia Roca Baamonde, in the text **Identity, cinema and diversity: dialectics towards digital convergence**, provides an overview of the book coordinated by Margarita Ledo Andión *Cine, diversidade y redes. Pequeñas cinematografías, políticas de la diversidad y nuevos modos de consumo cultural* that proposes to think and analyze strategies to overcome the marginalization of minorized film cultures/languages and survive in a global market that is monopolized by large multinational distributors. Again, the issue of the specificity of local cultures arises as a central theme in contemporary communication.

The Editorial Board has made efforts to keep **MATRIZES** updated with the state of the art scientific publication. One of the most debated topics currently is

2. See: <http://scholar.google.com.br/citations?view_op=top_venues&hl=en&vq=pt>. Access at 16 nov. 2014.

the ethics of publication. We have sought literature concerning the subject (CNPq, 2011; FAPESP, 2014 and Coury, 2012) to support and substantiate the decisions made by the journal. We intend to disclose positions on the theme as from 2015.

We would like to make two references about the impact of **MATRIZES**. The first, by appearing ranked among the one hundred Portuguese language journals with the best h5 rating, according to Google Scholar². And the second, by reappearing with the best position in Brazil's Communication area in the ranking prepared by Repiso and Lopez (2013).

Finally, the partial balance sheet for the year (to be completed in the first volume of 2015), records that **MATRIZES** had a large number of submissions: there were more than 60 texts, including papers and reviews. Aware of this, we wish to highlight the important role of the commentators, who ensure the quality of the journal, to whom we express our special thanks. 

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