

Editorial

Media ecology and opening to endings: Communication, temporalities and narratives

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Ecologia dos meios e abertura dos fins: Comunicação, temporalidades e narrativas

Gustavo Chataignier and Alexandre Carauta

Alceu was born 20 years ago. Inspired by journalist Alceu Amoroso Lima, one of the founders of PUC-Rio, it embraced the challenge of connecting communication, culture and politics. The 12 manuscripts of the commemorative edition reinvigorate this commitment to pluralism and scientific density. They also signal a permanent window to renewal. Incorporated into the Graduate Program of the Department of Social Communication, the magazine is launching a bilingual standard and its new digital environment, with more features and information. Yet another reason to get on board with Alceu 40.

The dossier “Media narratives: present time and cultural history” guides the theoretical backbone of the edition. It brings together six researches associated with narrative languages and experiences under different contexts, approaches, perspectives. This plurality, extended to the other articles of the edition, strengthens the communication dialogue with other areas of knowledge. This has been the path of the magazine since its launch, in July 2000.

The transdisciplinary compass gains momentum in the sections dedicated to academic book reviews and interviews. The initiatives expand the opening to intellectual production and the confrontation of ideals that started over two decades ago.

Under the feedback of editors such as Fernando Sá and Felipe Gomberg, Alceu consolidated reflections on concepts, methodologies and ethical issues in the field of communication. It increased the debate around its cultural, socioeconomic, political, philosophical implications (Invited to participate in the commemorative edition, Fernando recalls passages of this trajectory in an adjacent manuscript.)

Available in digital format since 2004, the magazine is aligned with technological changes and new communicative dynamics. This shows how much the online universe has changed since then. In line with Capes (Brazilian Coordinating Agency for Advanced Training of Graduate Personnel) guidelines, the new interface makes life easier for readers, authors, reviewers and editors. It favors, for example, research index-linking and data transparency. Therefore, it is better suited to international standards, required by funding agencies.

New features enhance the repertoire of this special edition. Diversity and scientific consistency are already revealed in the opening dossier, whose theme was suggested by anthropologist Everardo Rocha, professor at PUC-Rio and the Department of Social Communication, one of the architects of the University's Graduate Communication Program. The dossier "Media narratives: present time and cultural history" seeks to deepen the study of narrative forms as agents for the construction of subjectivities, representations, value systems, rituals, consumption practices.

Under this premise, Adriana Barsotti analyzes the articulation between memory and forgetfulness triggered by reading the first journalistic pages in print and online media. In this first article in the dossier, "Memory and forgetfulness in journalism: from paper to digital dematerialization", Barsotti also reflects on the effects of the dematerialized flows of digital media in journalism - the traditional creator of shared social memory. To support the analyzes, the researcher interviewed ten front-page editors of print-based and online media.

Contemporary communication is also the starting point of Ana Taís Martins, when she embarked on an original question: the symbolic effectiveness of the transposition of myth in the media, associating it with schemes, archetypes, images. As already indicated in the title, "Communication narratives: the mitogenic persistence", the second article in the dossier focuses on the changes in mythic narratives within the scope of contemporary communicative dynamics.

Aligned with the General Theory of the Imaginary, mainly through G. Durand and JJ Wunenburger, the author describes the mutations necessary to a given *sermo mythicus* - a fundamental narrative that guides human experience in all ages and cultures - to survive in the instances of social consciousness. Ana Taís believes that symbols remain alive in the mythic narratives of the collective imagination and concludes: the role of the communications mythologist is to unveil the repressed senses of the myth.

Ângela Marques and Francine Altheman discuss the role of aesthetic experience for political emancipation. They bring new elements to the debate using the movement of high school students who occupied the streets and schools of São Paulo in 2015 as a background. The third text of the dossier, “Secondary students’ insurgency scenes and figurations”, reflects on the influence of the creations observed in student protests - performances, posters, DIY, interventions - on political formation. The authors start with the dialogue between Foucault, Rancière and Deleuze around the constitution of the political subject in the resistances to immerse themselves in the aesthetic fabulation of the insurgent scene, and in the dispositional arrangements that compose it.

Soon after, Míriam Cristina Carlos Silva, Tadeu Rodrigues Luama and Vanessa Heidemann present, in “I was what thou are, and thou shall be what I am: a phenomenological view of narratives in epitaphs”, the result of the incursion through epitaphs of a cemetery in Sorocaba, in the countryside of São Paulo state. The research started based on the premise that epitaphs are an attempt to narrate, in a concise way, the experiences lived. Supported by Baitello Junior's assessment on the sedated condition of the human, a barrier to the construction and recording of memories, the authors sought to identify Temporary Autonomous Zones, i.e., loopholes in the logic of sedation. Contrary to what was imagined, the findings exposed the abandonment of the dead and the repetition of ready-made expressions.

Bridges are also not lacking in the linkages between online media and marketing updated by Taís Steffenello Ghisleni and Graziela Frainer Knoll in “Communication strategies in digital environment: conceptual framework mapping”. Amid the debate about the impacts of new interactive dynamics on advertising, the authors start an exploratory research to identify mechanisms for aligning communication and marketing to the specificities of digital environments.

“Google photo maps” closes the first volume of the dossier (the second is scheduled for issue 41). When discussing Google Maps and other software coupled to the service (Google Earth, Google Moon, Google Mars and Google Street View), Grécia Falcão highlights the importance of aerial photography in cartographic science. She punctuates the importance of photographic technique for the creation of a visual narrative that stands out for its verisimilitude, i.e., more faithful to the possible representation of space. More than pointing out the convenience of these narratives to the documentation, analysis and management of geographical information, the author investigates the communicational sense of Google maps based on the analysis of two photographic series created by Mishka Henner. The strategies of appropriation, production and montage implemented by the Belgian artist seem to multiply the forms of communication of the images, varying the direction of the set of map-photographs generated by Google.

The seventh article of the Alceu commemorative edition is a gift from Néstor Ponce. Living in France since 1979, where he teaches Literature at Rennes II University, the Argentine writer evokes, in “Mafalda. A childlike universe in the midst of masculinity”, the character panel created by Quino. With his usual accuracy, Néstor Ponce analyzes the relevance of the strips starring the questioner Mafalda, published between 1964 and 1973, for Argentine youth literature. In portraying the current status of this comic book icon, the author devotes a special look at Mafalda's gender relationship with adults (men and women, but with an emphasis on male attitudes) and with children.

From comics to cinema. In “Language and knowledge through images: conversations between Benjamin, Bakhtin and Pasolini”, Danilo Marques da Silva Godinho and Cintia de Souza Carvalho discuss the usefulness of video recording for scientific knowledge. The path of this analysis articulates reflections on language developed by Walter Benjamin and Mikhail Bakhtin with the analysis of Pier Paolo Pasolini's theoretical and cinematographic work. The authors note that the universe of cinema offers subsidies for the use of technical image in research in the humanities, giving rise to imagery narratives.

Connections just as interesting are observed in “The criticism of the pendant¹ intellectual narrator: João Antônio evokes Lima Barreto”. Cláudio Rodrigues Coração examines

¹ Translator's Note: From the Portuguese word “pingente”, which can be roughly translated as “pendant”, both as noun and adjective, but the term assumes a broader meaning here. In Brazilian Portuguese, the word is also used to name the passenger who travels hanging on the door or window of the tram or another public transport. Source: <http://revistaalceu.com.puc-rio.br/index.php/alceu/article/download/53/55/210>

manifestations exposed by the pendant intellectual narrator, based on literary and journalistic texts by Lima Barreto. The assessment echoes in the work of fellow writer and journalist João Antônio, especially in *Calvário e Porres do Pingente Afonso Henriques de Lima Barreto* (Calvary and drunkenness of the pedant Afonso Henriques de Lima Barreto (1977)). Coração intertwines these texts through the description, discussion and analysis of the critique established as a decisive element for the purposes of the pendant narrator. For this, he clarifies aspects of mediation and cultural values in the exchange of ideas between the two authors. Throughout this path, the researcher uses theoretical references that are consistent with the reflection of criticism as an intellectual, communicational and artistic phenomenon.

“And the winner is... Entrepreneur awards and the quantified success”, by Gisela Castro and Carolina Fabris, investigates how neoliberalism has become a true subjectivation machine as it creates rites and institutions with the role of legitimizing their own symbolic effectiveness. The quantification of performances and the adulation of competition between individuals are reflected in Brazilian awards, such as the Entrepreneur of the Year Award (*Prêmio Empreendedor do Ano*) and the Entrepreneur of Success Award (*Prêmio Empreendedor de Sucesso*).

A similar perspective can be seen in “*Jornal Nacional*²: strategies and challenges in its fiftieth anniversary”. In this article, Beatriz Becker reflects on changes in the newscast in light of the reconfiguration of production, circulation and consumption of news content with digital media. In tune with the interpretive model of Convergent Televisual Analysis (CTA), the researcher studied 13 *Jornal Nacional* editions broadcast in 2019. More than 10 hours of news in audio and video structure the observation of five dimensions of the communicative processes of television news and television programs: the senses of the text, the singularities of the environments (and/or devices), the circulation, the production and interaction with the audience. The investigation points to a discursive reorganization of the editorial line of the news, called “solidarity humanism”, to attract large audiences in the current political context of the country.

Étienne Balibar concludes Alceu 40, in the section dedicated to translations, with one of his most recent texts. In “Marx: all is to be redone” (translation by Gustavo Chataignier), the French philosopher reflects on what remains unshaken in the gravitational field around Marx and what demands a refoundation, to oxygenate the intellectual and scientific fronts aimed at reflecting on alternatives to capitalism. The text mixes biographical episodes - both the militancy and the formative years at the *École Normale Supérieure* - with a reflection on great intellectual meetings,

² Translator’s Note: Primetime news program in Brazil aired on TV Globo.



forming the, so to speak, “Balibar subject”: Marxism as a rigorous philosophy, in Louis's group Althusser; the dialogue with Immanuel Wallerstein on “historical capitalism”, whose understanding and logic push beyond the ties of abstract vices; in his mature age, theoretical feminism, presenting forms of domination prior to capitalism and merging with it (such as Silvia Federici and the necessary problematization of domestic work); Italian workerism and Mario Tronti's writings emphasize the issue of political agonism in overlapping mechanisms of social reproduction and wealth generation. A common thought in the midst of anthropological differences is the horizon that guides the renewed exercise of criticism.

The 12 manuscripts in this commemorative edition emphasize the commitment to plurality, transdisciplinarity and depth established 20 years ago. This commitment goes even further with the internationalization of Alceu, signaled in the debut of the bilingual standard, and with the new digital environment. Thus, we strengthen the communication dialogue with other fields of knowledge as well as the articulation between local and global perspectives.

Happy reading and see you in the next edition!

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