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FREE
THEMED
ARTICLES

Editorial, vol. 36(1)

Dear readers,

The volume 36 number 1 of Contracampo - Brazilian Journal of Communication inaugurates two important changes concerning scientific dissemination: 1) the publication of articles in both Portuguese and English and 2) the implementation of the Ahead of Print publication dynamics. The first change is a process of internationalisation of the journal, expanding the dialogue with researchers from other countries, while the second aims to provide more agility and speed in the dissemination of knowledge.

The articles gathered in this volume, written by researchers from various institutions across the country, bring together subjects, issues, theoretical frameworks and various analyses, making it an edition of open themes. However, three of the studies that are part of this number converge upon discussions involving television, albeit from separate standpoints.

The article entitled 'Nature, landscape and representation in the pictures of Claudia Jaguaribe', by Fernando Gonçalves (UERJ), presents an analysis of five studies of the series 'When I saw', and discusses the idea of the photograph as a testimonial representation of the real, proposing that it can be understood as a construction of imagery, mediator and modulator of perceptions.

In 'Times and places of radio Rebelde Zapatista: The ritualities of social uses' Ismar Costa Filho (UFC) presents research conducted from analysis of ritualities (as proposed by Martín-Barbero) of radio shows, as well as interviews with their listeners.

The author points out that the radio breaks with an 'industrial' temporality, reinforcing the defence of autonomy and self-management, not solely through its content as its own form of temporal organization, attached to the listener's experiences and of the Zapatista movement.

Moving on to a discussion about the use of the category of 'social class' in studies of reception in Brazil, Rafael Grohmann (FIAM-FAAM and USP) conducts a survey of 16 theses and dissertations between 2010 and 2014, defended in Graduate Programmes in Communications around the country and concludes, among other things, that the dimension of class warfare has been undervalued in such research and that it should be thought as a "mobile" concept, that is part of communication processes and relationships.

On a different subject, João Ladeira (Unisinos) discusses the dissemination of television content from devices developed by Google and Apple. The author argues that the flow of transmission of content from these devices involves a triad of objects -- smart TVs, tablets or smartphones and content applications -- which gain relevance because of their interconnection, generating a television format that operates with different modes of logic.

In turn, Yvana Fachine (UFPB) discusses the concept of Social TV, arguing that the term has been used inaccurately to refer to the act of commenting on social network websites about television programmes. The author argues that the term must be used to refer to a specific type of conversation, that is connected and mediated by digital technologies and made possible by the very companies' strategies.

In 'The best diet is a living hell: internet users and TV spectators share accounts of humiliation, suffering and overcoming toward the accomplishment of weight loss and self-esteem', Tania Silva (Fiocruz) and Kátia Lerner (Fiocruz) focus on the relationship between 'body, visibility and processes of subjectivation" from narratives of spectators of the TV show Bem Estar (Well Being) on

the website G1. The authors show how the reports seem to carry out the function of developing an idea of self-esteem for those who accomplish weight loss, but also reaffirm negative ideas about fat and obesity, taken as vexatious.

Finally, Leonardo De Marchi (UERJ/ USP) makes relevant considerations from a case study about the contemporary Brazilian phonographic market mediated by digital culture. The author emphasizes, among other things, the importance of rethinking distribution of revenue that comes from e-commerce and the obsolescence of the Brazilian law of copyright in a scenario of musical content on platforms such as YouTube, raising questions about possible state intervention to regulate this market.

We hope you have a fruitful reading and we also would like to inform you that the next edition, vol. 36(2), will consist of free themed articles.

Sincerely,

Beatriz Polivanov e Thaiane Oliveira.

Editors-in-chief of Contracampo journal

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