

# Contracampo

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**F R E E  
T H E M E D  
A R T I C L E S**

## Editorial vol. 38 n. 3

### Free Themed Articles

Dear readers,

The third issue corresponding to volume 38 of Contracampo: Brazilian Journal of Communication presents twelve free-topic articles aiming to explore several aspects of contemporary researches in Communication. The subjects move freely throughout audiovisual, streaming, journalism and advertising by introducing heterogeneous perspectives which challenge history, communication theories, social sciences, anthropology and political sciences, among others. The articles were submitted to a rigorous peer-review process expressing our purposes of widening indexation as well as internationalization.

The first set of articles reunite discussions on temporality as a way of understanding media nowadays. [“Scoops and advertisements: temporalities in perspective in Fon-Fon! illustrated magazine”](#) analyses texts from 1908 published by Fon Fon! in order to understand how imaginaries about cities are formed in modern times. On the other hand, [“Cyber-advertising, gender and Goffman: hyper-ritualizations in the digital context”](#) reviews Goffman’s arguments on 1970’s advertisements and transfers them into the “cyber-advertising” context. In [“Communicative temporality in the ethical meeting with a change: welcoming, listening and responding in Lévinas”](#), the author thinks about the ethical encounter with alterity by perceiving time as a phenomenon which is designed once the “other” is understood as a face. [“The bifurcations of time: considerations on three temporal forms in Andrea Tonacci’s film Serras da Desordem”](#), focuses on the temporalities inscribed within Tonacci’s film.

The second group of texts embraces the relationship between media and digital culture. [“Nets of misunderstandings: streaming regulation in Brazil and its ambiguities”](#) discusses issues regarding the complex streaming regulation process in Brazil. The article [“Tele-journalism in the age of convergence: the participation by the public by Whatsapp in the Bom Dia MS, in Campo Grande, MS”](#) develops an efficient methodology to analyze WhatsApp’s use by collaborative journalism. [“From war against Iraq to Arab spring: digital media and transnational activism”](#) studies the coordinated protests of February 15 2003 against the imminent Iraq war and also the ones of 2011 in Egypt, aiming at understanding essential elements of digital activism nowadays. [“The identities actioned in the journalism from the dichotomy between proximity and distance”](#) studies journalistic material about Santa Catarina’s Far West in order to understand elements involved in the identity construction process of the local, considering the struggle for the recognition of claimings before the State. On the other hand, the article [“Bots as agents of expression: regimes of visibility and the power to create networks”](#) analyzes bots used in Twitter through a case study referring to the presidential elections of 2014.

Finally, the last group of articles discusses recognition theories in order to understand media roles in several contexts. “Personal is political in AzMina Magazine: Testimony legitimization and recognition demands in texts on maternity” examines texts published during 2015 until 2018 by the referred magazine, focusing on the meaning of maternity discourses represented in testimonies. “Beyond identity and recognition: towards a digital communication that generates difference” problematizes hegemonic conceptions regarding emancipatory communication through social media and proposes different ways of thinking politics and digital communication in order to transform and overcome hegemonic concepts. Lastly, “Food and media: a theoretical revision under the light of the mediatization theory” introduces a wide and critical panorama of media and food researches, considering the mediation of culinary knowledge, mediatized alimentary consumption, social differences and mediatic capital.

The present issue embodies a fundamental change regarding the magazine’s editorial team: the assumption of editor-chief position by Ariane Holzbach, who from now on will share proudly the management of Contracampo magazine with Thaiane Oliveira, also editor-chief, and with the rest of a solid and engaged team seeking for excellence. Brazilian Science needs more than ever such kind of teamwork and it is a great honour to be a part of this one. Let’s keep going!

ARIANE HOLZBACH

THAIANE OLIVEIRA

The editors

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