

Editorial

Almost twenty-five authors have contributed articles and book reviews to this issue of *Galaxia*. Eric Landowski (CEVIPOF – CNRS) examines different ways of making sense of the world, some of which do not appeal to a symbolic intelligibility but to a sensitivity linked to experience, in order to build a semiotics that transcends the narrativity and discursivity heretofore developed.

Jacques Wainberg (PUC-RS) studies the rebel's dilemma in overcoming sectarianism, examining various pronouncements of revolutionary groups. Gabriel Feil (UNIPAMPA) examines the stalemate created between two philosophical views: the one that sees communication as the transmission of meanings and the one that thematizes the impossibility of communicating. Edward Yamamoto (UFRJ) discusses community concepts that are more or less substantialist, based on the ontological difference. Priscila Borges (UFOP) studies the analytical potential of the Peircean model of 66 classes, beginning with a study of iconic signs in a typeface based on this model.

Several articles then introduce aspects of cinema: Denilson Lopes (UFRJ) discusses the film *The Road to Ythaca* from the point of view of friendship as a response to failure and its relationship with "enthrallment". Lenice Barbosa (Sorbonne) investigates the experience of time in cinema based on a discussion of Bazin and Deleuze. Rodrigo Carreiro (UFPE) studies style in the films of José Mojica Marins.

Two papers discuss journalism. Dois textos discutem o jornalismo. Gislene Silva (UFSC) and Rosana Soares (USP) regard journalism as translation, addressing themes such as the link between referentiality and fictionality, among others. Gutenberg Medeiros (USP) investigates metajournalism in his attempt to account for the social memory and history of journalism in Brazil, based on an analysis of texts by João do Rio.

Next, various texts address themes involving consumption and advertising. Isleide Fontenelle (FGV) discusses, in the magazines *Exame* and *The Economist*, the discursive construction of the environmentally responsible consumer from the point of view

of culpability. Malena Contrera (UNIP) discusses the impact of Shrek, based on his imaginary nature and his relationship with the consumer. Felipe Trotta (UFF) discusses the role of music in the process of emergency of the periphery, by examining soundtracks of telenovelas. Eneus Trindade (USP) discusses the meaning of regulation and the effective processes of mediatization in beer brands in the lives of adolescents in São Paulo. Tarcyanie Santos (UNISO) thematizes responsible consumption from the standpoint of the procedural changes that advertising has undergone. Ligia Lana (UFMG) studies a lingerie advertising campaign, which is seen as an 'event', vis-à-vis the government's criticism of the campaign. Leonardo Menezes (UFF) reflects upon the participation and authorship of audio visual production companies in electronic media. Raquel Recuero e Pricilla Soares (Católica de Pelotas) examine social stigma and symbolic violence on Facebook.

Five book reviews appear in this issue: Luciana de Oliveira presents of Bruno Campanella's book *Os olhos do grande irmão* (*The eyes of big brother*); Cynthia Luderer presents Naccarato and LeBesco's book *Culinary capital*; Flavia Gasi book expounds upon Paula Sibilía's book *Redes ou Paredes: a escola em tempos de dispersão* (*Networks or Walls – The school in times of dispersion*); Camila Barros analyzes Fred Inglis's book *A Short History of Celebrity*; and Rafael Lenzi offer a commentary on the book *Pinocchio: nuove avventure tra segni e linguaggi*, by Fabbri and Pezzini.

José Luiz Aidar Prado

Editor