

Editorial

In addition to articles, this edition of *Galaxia* contains a dossier about “Communication and biopolitics,” a fundamental theme to understand how the global consumer society works. The shift from production to consumer capitalism has brought to the fore the communicational workings of 20th century societies around *media* devices.

The Foucauldian theory identifies, on the threshold of the Modern Era, the process whereby “natural life began to be included in the mechanisms and calculations of state power and politics was transformed into biopolitics” (Agamben, 2002, p. 11). In the last few centuries, biological life took on great importance, next to the health of the nation. What were the consequences of this? What implications does this have in terms of politics? What does naked life, whose worth lies exclusively in its biological value, have to do with contemporary politics? Why is it fundamental to study these themes in the field of communication today?

These issues were proposed for this dossier.

First of all, it is necessary to say that we are especially indebted to Paula Sibilía for her participation as a special consultant in the entire process of this dossier, from the formulation of the call for papers to the final selection of the texts.

Toby Miller, a professor at the University of California at Riverside, compares Foucault and Marx in order to understand the role of *media* in neoliberalism. Miller proposes we follow two directions: in the first, we should strive to understand the growing biopolitization of everyday life based on an anthropomorphizing economism; in the second, we should support social movements in the construction, against neoliberalism, of a counter-discourse to hegemonic mediatic economism. Pablo Rodríguez, a docent at the University of Buenos Aires, examines, also starting from Foucault, how current biopolitics depends

on information and communication to circulate the modalizations of Great Health and converts health into the main key of human capital that drives cognitive capitalism. In this context, the author ponders about the danger of separating body and life. What to do? Gamble on humanism?

Ieda Tucherman examines the relationships between *media* and public representations of science, discussing, on the one hand, the “somatic individual” and, on the other, the mediatic industry of self-help. What does self-help have to do with biopolitics? Vander Casaque and Tânia Hoff, of ESPM, discuss the world of work, examining the representations of the body in images in the early and mid-20th century and the early 21st. How were the relationships between communication, production and the worker’s body built in these three moments in time? Carla Baiense Felix, a doctoral student at UFRJ, examines the relationship between hunger and the risk of social instability in articles published in *O Globo*, which are understood as symptoms of current biopolitics. Carla Rodrigues, a professor of PUC-Rio, discusses the incorporation, in culture, of values linked to information (or cognitive) capitalism: the use of social networks and the Web in mobile devices within a social context of absence of normative institutions. André Brasil, of UFMG, and César Migliorin, of UFF, examine “amateur images” and their biopolitical slant, as well as the mode of capitalization of life they engender. Production originating from the heretofore recipient, now turned enunciator, is increasingly seen as stimulated by capital and appropriated as active participation, intermediated and modulated within the new immaterial economy, under biopolitical tension. Lucia Leão, of PUC-SP, discusses a series of biopolitical issues in the processes of *transmedia* creation, which produce routes through lines of escape. Marco Schneider, holder of a doctoral degree from ECA/USP, proposes a departure from Foucaultian readings upon analyzing the relationship between bodies, mediated by taste. Ilana Feldman, a doctoral student at ECA/USP, examines films that operate on biopolitical horizons of indetermination, placing them under criticism. Bráulio de Britto Neves, a doctoral student at Unicamp, investigates cyberactivism, and particularly a cyberdocumentary and its strategies of resistance.

Among the articles, we present the productions of Simone Maria Andrade Pereira de Sá and Ariane Diniz Holz bach, Claudia Irene de Quadros, Itanel Bastos de Quadros Jr. and Pere Masip Masip, Eduardo Duarte Gomes da Silva, Lia Luz, Luciana Souza and Pedro Henrique Reis.

Lastly, the journal reviews five books: that of Maria Eduarda da Mota Rocha, *A nova retórica do capital* (The new rhetoric of capital), Nikolas Rose, *The politics of life itself*, Paulo Carneiro da Cunha Filho, *A utopia provinciana* (Provincial utopia), the book organized by Boaventura de Souza Santos, *Epistemologias do sul* (Epistemologies of the South), and lastly, the one organized by Fernanda Bruno et al., *Vigilância e visibilidade* (Surveillance and visibility).

José Luiz Aidar Prado
Editor