

Editorial

Galaxia 28 begins with two international papers. The first describes an enunciation theory proposed by Francesco Marsciani (Università di Bologna), who presents a radically intersubjective understanding of the constitution of meanings, integrating a theory of otherness that paves the way for a communication theory. The second article analyzes the strategies adopted by Wikileaks in a video denouncing the behavior of the American air force in Iraq (Isabella Pezzini – Sapienza Università di Roma). The journal then presents a discussion about changes in the modes of production of subjectivity, mapped in the narratives of bullying of celebrities: rather than constituting the normal by distancing from the abnormal, author Paulo Vaz (UFRJ) now believes that today this occurs by distancing from the prejudiced. The theme of celebrity is then addressed by another author (Paula Guimarães Simões – UFMG), who seeks to understand its hermeneutic power. The next text (Suely Fragoso – UFRGS) examines immersion in narrative game, examining the expressions that are used to describe it and discussing the public's skill, based on the *staging of belief*.

The next block of text thematizes topics related to movies, audiovisual and images. Márcio Serelle (PUC-MG) studies the procedure of backlighting as a producer of meanings in Argentine films about the repression exerted by the dictatorship. Rafael Almeida (Unicamp) examines the actor's performance in Cao Guimarães. Laura Canepa and Lucio Piedade (UAM) study the staging of horror in *Zé do Caixão* (Coffin Joe). Juliana Gutmann (UFBA) analyzes the material, cultural and symbolic forms TV newscasts, based on a dialogue between cultural studies and semiotics. Benjamin Picado (UFF) discusses the narrative schemes of newspaper humor strips. Cesar Baio (UFCE) makes a critical examination of the digital image, based on a study of the industry digitization project of the 90s, which sought to emulate the analog project that preceded it.

Addressing the theme of cinema and music, Luiza Alvim (Unirio) discusses music in filmmaker Bresson's movie *Pickpocket*. Simone Pereira de Sá (UFF) discusses mediation processes involving the circulation of amateur videos, a precursor of viral musicals and other most watched in the history of YouTube. Geane Carvalho Alzamora and Natália Cortez (UFMG) examine hybrid forms of agency between humans and interface agents in music streaming environments, based on Deleuze and Peirce. Marcelo Kischinhevsky and Lena Benzecry (UFRJ) study interactional practices in expanded music radio.

Raquel Recuero (UCPel) and Marco Toledo (Duke University) study protest messages on Twitter, seeking to identify discursive patterns. Claudia da Silva Pereira (PUC-Rio) analyzes advertising in *Veja* and *Realidade* magazines in the 1960s, attempting to understand how the media created the idea of youth. Monica Nunes (ESPM) investigates the cosplay scene. Carla Rizzotto (UFPR) examines communication contracts of a feminist blog. And lastly, Jan Alyne Silva (UFOP) discusses the agenda setting theory.

Galaxia 28 contains six book reviews:

The communication of things, by André Lemos.

Knowledge about communication in ten answers, by José Luis Braga and co-authors.

Joaquim Pedro de Andrade: early days, by Luciana Corrêa de Araújo.

The politics of life itself, by Nikolas Rose.

Research in communication, by Anelise Rublescki and Eugênia Barichello.

Innovation in advertising discourses, by João Batista Ciaco.

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