

Editorial

Galaxia 27 addresses topics relevant to the field of communication: semiotic analyses of everyday practices; philosophical contributions of communication; a critical history of advertising; the virtual world and its devices; cultural studies; works of art from their communicational standpoint; cinema; radio; television series; and comics.

Among the authors of this issue we have, from abroad, Eric Landowski from the CNRS, who discusses the semiotics of experience, and the classic Jean-Marie Floch, now deceased, who makes a semiotic study of the spaces of consumption of a supermarket. Among the national authors, Francisco Rüdiger from PUC-RS examines the totalitarian propaganda; Maria Cristina Franco Ferraz from UFRJ questions the status of skin in current culture; Julio Cesar Lemes de Castro, a postdoc student at USP, discusses entrepreneurship inserted between the strengthening of the self and reification; Fabio Fonseca de Castro, holder of a postdoc degree from the Université de Montréal, discusses “talking” in Heideggerian theory, which is understood as giving something a common sense, i.e., the shared meaning; Rodrigo Fonseca e Rodrigues, postdoc student at the Universidade Nova de Lisboa (NOVA), studies video mash-ups based on the Deleuzian concept of the refrain; and Roberto Elísio dos Santos and Victor W. Corrêa, both from USCS, analyze strategies for the creation of comics on the Internet.

A series of texts explore cinema: Margarida Adamatti from ECA-USP examines criticism and political resistance in Jean-Claude Bernadet; Sylvia Beatriz B. Furtado and Érico Oliveira de A. Lima, both from UFC, study the “minor” film and the invention of a people based on an analysis of the movie *Câncer*. Tania Montoro and Ceíça Ferreira from UNB identify the intersection between gender identities and regimes of visibility of black women in Brazilian cinema; and Julia Gonçalves Fagioli from UFMG reflects upon montage as a process of mediation between image and viewer.

Liv Sovik from UFRJ reflects upon cultural, art education or socio-educational projects for poor black youths. Gabriel Gonring from UFES discusses artwork from the standpoint

of the topography of creative networks. Philippe Bootz, from Paris 8, summarizes the history of electronic poetry based on the paths of *Alire* magazine. Olga D. Kempinska from UFF discusses the relationship between the emotional function and multilingualism. Nuno Manna from UFMG studies fantastic narratives in their relationship with the place of the reader. Graziela Vianna from UFMG examines the elements of radio sound. Marcel Vieira Silva from UFPB investigates the existence of a culture of TV series.

Six books are reviewed: *Las políticas de los internautas: nuevas formas de participación* [Netizen policies: new forms of participation] (org. Antonio Fausto Neto); *Humberto Mauro, cinema, história* [Humberto Mauro, cinema, history] (by Eduardo Morettin); *Trilhas da cidade, viajar no metrô do Rio de Janeiro* [Metropoetic Ethnotrails] (by Janice Caiáfa); *Estéticas midiáticas e narrativas do consumo* [Media esthetics and consumption narratives] (ed. Rose de Melo Rocha and Vander Casaqui); *Mídia, poder e contrapoder* [Media, power and countervailing] (org. Dênis de Moraes et al.); and *A crença no mérito e a desigualdade: a recepção da telenovela do horário nobre* [The belief in merit and inequality: the reception of the prime time soap opera] (by Veneza Ronsini).

José Luiz Aídar Prado

Editor