



Editorial

THIS ISSUE OF **MATRIZes** is a special one, dedicated to celebrating the 50th anniversary of the Postgraduate Program in Communication Sciences of the Universidade de São Paulo (PPGCOM-USP), Brazil's first, founded in 1972.

We invited acclaimed Brazilian and foreign researchers for this ephemeris, proposing to each of them the elaboration of an intellectual autobiography in the form of an article for **MATRIZes**.

Our intent was to integrate what, today, is an important growth of critical-reflexive analyses about research practices and studies in the field of Communication conducted by the very authors. These self-analyses are, without a doubt, significant signs of the maturity of the field, expressing a trend of the modern epistemologies: the effort to “the objectification of subjectivity” of the subject of knowledge (the researcher) in the face of the object of knowledge (the world). Unlike traditional rationalist epistemologies, modern ones go beyond the concern with the object and raise questions about the subject who produces science. The historicity of knowledge ends up strengthened by the conditions of its production, now seen and appropriated by the researcher, who then expresses their intellectual life trajectory as a self-criticism piece, or rather, as an exercise of self-reflexivity about their intellectual trajectory.

We thus believe that this issue of **MATRIZes** creates a great opportunity to advance in the discussions about reflexivity in science by proposing a specific—and still rare—angle: the self-reflection made by authors themselves on the paths they have traveled, all from the standpoint of a Bachelardian epistemology that incites the scientific spirit to psychoanalyze intimate thought, loaded with individuality, inspiration and imagination. This proposition is in line with contemporary epistemic approaches that, in the Subject-Object relationship,

mostly question and review the character of the Subject: the intellectual *habitus* composed of practices, decisions, choices, ruptures, values and subjectivities. Such premises drove the invited authors to self-criticism and to the criticism of science, open to their production conditions, which are, at once, social, scientific and individual. The autobiographical reflection is thus included by authors themselves in their research procedures, mirroring examples that are now references for Communication researchers, such as *The formation of a diasporic intellectual*, by Stuart Hall, *Sketch for a self-analysis*, by Pierre Bourdieu, and *De la experiencia al relato: cartografías culturales y comunicativas de Latinoamérica*, by Jesús Martín-Barbero.

Thus, we decided to present the paths of the researchers featured in this issue in alphabetical order of each of their first names. They are stand out scholars in Communication studies in Brazil and abroad and whose professional or academic trajectories present fruitful links with PPGCOM-USP. By choosing this option, we did not intend to hierarchize the importance of one trajectory over another. All of them are unique and equally valuable, and we feel immense satisfaction in being able to share them, in this issue of **MATRIZes**, as examples of the theoretical and practical experiences in our field of Communication, in view of each choice.

The first of the self-reflective trajectories is presented by Alberto Efendy Maldonado Gómez de la Torre, an Ecuadorian researcher based in Brazil. He is a professor of the PPGCOM of the Universidade do Vale do Rio dos Sinos (UNISINOS) and a graduate from PPGCOM-USP, his research advisor was Maria Immacolata Vassallo de Lopes (USP). His text, *An insurgent intellectual adventure*, provides a historiographical exposition of his research practice, relating the epistemological processes with crucial aspects of the sociopolitical and cultural life that constitute him as an intellectual. The reflection also presents the decisive historical contexts for the gnoseological, theoretical and methodological structuring of this important researcher.

Next comes the trajectory by Ana Carolina Damboriarena Escosteguy, also a graduate from PPGCOM-USP and advised by Maria Immacolata Vassallo de Lopes. Escosteguy is a professor whose career is greatly renowned at PPGCOM and at the Pontifícia Universidade Católica do Rio Grande do Sul (PUCRS). She is currently a visiting professor at the Universidade Federal do Rio Grande do Sul (UFRGS). She presents the text *Attractions in an intellectual path: the strength of the female masters*, in which she presents her intellectual trajectory as supported, during her years studying at the School of Communications and Arts (ECA) of USP, by three masters: Maria Immacolata Vassallo de Lopes, Dulcília Buitoni and Cremilda Medina. The author's self-reflective exercise is based on recollecting

her experiences and recovering points of interest that surface in her study program, as well as on the principles that guide her research practice, based on cultural studies in our area. She is a researcher whose dialogue is continuous, having been a visiting professor at PPGCOM-USP recently, showing that the links of her research are permanent and current in the universe of reflections of our Program. She is also a member of the Scientific Editorial Committee of **MATRIZes**.

Fernando Ramón Contreras, from the Universidad de Sevilla, Spain, is the first international interlocutor to present his critical reflection with his *Intellectual irradiations: A decade of collaboration with the Postgraduate Program in Communication Sciences of the University of São Paulo*. His contribution to our Program is based on the Group of Semiotics Studies in Communication, Culture and Consumption (GESC3 CNPq-USP), headed by Clotilde Perez (USP) and Eneus Trindade (USP). The epistemic origin of this researcher's approach lies in studies on visual culture in his investigations on semiotic irradiation, publicity and the contribution of visual studies to the knowledge of the phenomenon of advertising reception. For the author, the body is the artifact of postmodernity to combine history, industry, advertising and politics through the expression of human desires in media discourses. Contreras' relations with PPGCOM-USP went through the PROCAD Capes – Communication and Mediations project, which involved USP, the Universidade Federal do Rio Grande do Norte (UFRN) and the Universidade Federal do Mato Grosso do Sul (UFMS), and numerous National Congress of Researchers in Advertising (Propesq PP), resulting in an uninterrupted decade of partnerships, publications and academics exchanges.

Isabel Ferin Cunha, our second international interlocutor, is an Associate Professor at the Universidade de Coimbra and the Universidade NOVA de Lisboa, Portugal. She is a graduate from PPGCOM, having had Johanna Wilhelmina Smit (USP) as her research advisor. Her contribution, *Paths and exchanges in communication research: A Luso-Brazilian trajectory*, is a reflection on the 30 years of a personal research trajectory that took place in Lusophone environments, in the field of the Communication Sciences. In the author's words, "the path was made of personal, professional and institutional matches and clashes, where ECA and PPGCOM-USP took on great centrality." Over the last decade, she worked hard with the Observatory of Censorship in Communication (OBCOM), in partnership with Maria Cristina Castilho Costa (USP), always in the Brazil-Portugal interface. She is a member of the Scientific Editorial Board of **MATRIZes** and is considered an important researcher in the Brazil-Portugal relations in the field of Communication.

The third international name to compose the set of interlocutors in this issue is James Lull, an American researcher at San José State University in

California, United States. His studies on television and television reception date back to dialogues with the Telenovela Studies Center (NPTN) with Professor Ana Maria Fadul (USP), then, with the Ibero-American Observatory of Television Fiction (OBITEL), as well as his work at the Center for Studies of Telenovela (CETVN), headed by Maria Immacolata Vassallo de Lopes (USP). His collaboration with Brazilian-American communication professor Eduardo Neiva helped him transition into his most recent work: the introduction of evolutionary communication from a communication ethnography as a theoretical alternative to understand the phenomena of the field of Communication, especially in the context of television studies. James Lull is a member of the Scientific Editorial Board of **MATRIZes**.

The sixth article, which, considering the others in this dossier, is not a proper self-reflective trajectory but a theoretical essay by José Luiz Warren Jardim Gomes Braga, from PPGCOM-UNISINOS, titled *Communication as the work of diversity (perspective and methodology)* Braga is a historically frequent interlocutor of PPGCOM-USP and one of the most outstanding theorists of Communication in Brazil. Given the importance of his theoretical thought and his contributions to our field, his theoretical essay is added to the self-reflections by discussing a “perspective of knowledge in a line of evolutionary epistemology, with a scope that overcomes dispersion without detriment to the variety of problems, objects of observation and research objectives.” He proposes a research methodology that provides for empirical research to test the proposed perspective, in facing the challenges of communication phenomena, and to establish connections between such a comprehensive challenge and the plurality of interactional urgencies that take place in social environments. José Luiz Braga delivered the Inaugural Lecture of PPGCOM and is a member of the Scientific Editorial Board of **MATRIZes**.

In the set of international conversations, the seventh article presents the self-reflection by Joseph Straubhaar of the University of Texas in Austin, United States. Straubhaar is a Brazilianist of Media and Communication Studies, whose relations date almost three decades back, from television studies at the now defunct NPTN, led, at the time by Ana Maria Fadul (USP), passing through CEVTN and, more recently, by digital inclusion studies in association with the Research Support Center (NAP) – School of the Future, headed by Brasilina Passarelli (USP). He has made numerous appearances as a visiting professor at PPGCOM-USP and his permanent connection with USP makes his presence in this issue indispensable. His self-reflection is entitled *Beyond media imperialism: The challenges of theorizing global TV flows*.

Among the graduates who became prominent researchers in the Brazilian context, we have the contribution of Laan Mendes de Barros, from the PPGCOM of the Universidade Estadual Paulista “Júlio de Mesquita Filho” (UNESP), from Bauru, who was advised by Victor Aquino (Tupã) Gomes Corrêa (USP). His self-reflection is entitled *The “course of recognition” in communication studies* and in it Barros makes explicit, in his adoption of Jesús Martín-Barbero’s Mediations Theory, a path of interlocutions for the recognition, also inspired by Paul Ricœur for identity questions, of ipseity and otherness, the understanding of “oneself as another.” It is in this recognition as a scholar of Communication that the author understands the context of Communication studies in the face of the phenomena of the mediatization of society, which are connected with the binomials—communication and aesthetic experience—to socialize the sensitive and sensitize the social, relying on the reflections of Herman Parret and Muniz Sodré, respectively.

Massimo Canevacci, from the Sapienza Università di Roma, Italy, brings the fourth international contribution among the interlocutors of PPGCOM-USP in this dossier. His reflections, always up to date, located in the relationship between Anthropology and Communication, were constant in the interactions with our PPG. His first connections with USP were in research interactions with Waldenyr Caldas (USP) and, then, with Maria Immacolata Vassalo de Lopes (USP) and Clotilde Perez (USP). His piece, entitled *Epistemophilia: Slowness, fractures, self-research paresis towards a non-anthropocentric anthropology*, is as an essay that recovers the author’s personal experience before entering university and after he began teaching and researching. The reader will find an author whose identity is found plural after his criticism of the dialectic and synthesis method to affirm a transitive view based on a mobile repertoire of some fundamental concepts: fetishism, syncretism, polyphony, heteronomy, diaspora, friendship, amazement, ubiquity, gender, indiscipline, Marx66. Such ethnography is presented by Canevacci “as an attempt to interweave anthropology and philosophy for being at the crossroads of the chiasmus.”

This dossier could not fail to count on the valuable contribution of the self-reflection by Nilda Jacks of the PPGCOM of the School of Library Sciences and Communication (Fabico) of UFRGS. Former graduate student at PPGCOM-USP, supervised by Maria Nazereth Ferreira (USP), Nilda Jacks is a major contributor to training researchers affiliated with reception, media and audiences, and public and media consumption studies, becoming a household name in Communication research in Brazil and Latin America. She expands on Jesús Martín-Barbero’s though, specially his Mediations Theory, whose advancements concern the

variety of empirical studies he conducted and the mapping of research objects on reception, media, audiences, and public throughout his trajectory. Her self-reflection, entitled *Reflections, reflexivity, refraction: Consequences of a choice!*, discusses the “indelible” mark, as stated by the author, of doing her entire training at PPGCOM-USP, the repercussions of this choice, and the regular dialogues with this PPG throughout her academic trajectory. In 2019, she was a visiting professor at PPGCOM-USP. Her ever-present discussion also integrates OBITEL’s activities and CETVN’s work, alongside Maria Immacolata Vassallo de Lopes.

Another intense international contribution in the last decades at PPGCOM-USP is marked by the dialogue with Pedro Hellín from the Universidad de Murcia, Spain. In this issue of **MATRIZes**, the author presents his trajectory in the text *From advertising to consumer culture studies: The long and productive process of creating a shared theory*. This partnership, started in 2006, in the scope of GESC3 CNPq-USP, helped to construct and mature discussions that started in advertising and derived into a sophisticated understanding of communication and consumption phenomena. In the author’s words, “more than fifteen years ago, when moved by mutual research curiosity, due to the shared certainty about the need to expand the field of study of the advertising discipline, a professional and human relationship was born, one that has grown during all these years,” consolidating an interdisciplinary thought of the ways of understanding and approaching the advertising phenomenon and encompassing communication and consumption discussions in the contexts of culture. Pedro Hellín has been a visiting professor at PPGCOM-USP, giving lectures, carrying out joint research, and participating in Propesq PP. Results have brought innovations to the two contexts in this fruitful exchange: PPGCOM-USP and the Universidad de Murcia.

Among the self-reflections of relevant Brazilian researchers, Raquel Paiva, from the Universidade Federal do Rio de Janeiro (UFRJ), in this dossier, presents her text *A communitarian epistemology of communication*. In her research trajectory, Paiva became an authority in research on Communitarian Communication and Communication and Citizenship. The researcher discusses her authorial reinterpretation of the concept of community, from her early works “from her initial studies to concepts that qualify her to understanding today’s social structure, such as generative community and floating minorities.” She also discusses the intertwining of her research activity with her individual, social, and professional existence. Such is the context, according to the author, that promotes dialogues with colleagues from USP, with whom she was able to establish relationships and build references, such as dean José Marques de Melo. Raquel Paiva is member of the Scientific Council at **MATRIZes**.

Finally, closing this dossier is the self-reflexive contribution by Raúl Fuentes-Navarro from the Instituto Tecnológico y de Estudios Superiores del Occidente (ITESO) of the Universidad de Guadalajara, Mexico. With more than two decades of exchanges, Fuentes-Navarro has been an important interlocutor for scientific innovations and scientific affirmative action policies that value Latin America and Ibero-American thought as potent continental contexts and developers of an autonomous and constitutive thought of communicational knowledge. Fuentes Navarro is a member of the Scientific Editorial Board at **MATRIZes** and an international guest speaker at the 2016 PROCAD Capes – Communication and Mediations seminars. In his text *50 years of Communication Studies: Crossed Academic Trajectories*, Raúl Fuentes presents a self-reflective exercise about his trajectory as a university professor and academic researcher in Communication Studies during the last five decades. His starts from the assumption “that no individual path can be isolated, since history implies recognizing the mutually determining intersections with others and with multi-scale institutional frameworks.” The article recalls the historical and collective ties the author established with Latin American peers, especially those resulting from the relations between Mexico and Brazil since the 1980s, emphasizing his joint work with Maria Immacolata Vassallo de Lopes.

Certainly, this dossier does not exhaust the variety of dialogues and scientific exchanges that have taken place over the 50 years of existence of PPGCOM-USP. Other self-reflections could be explored by other intellectuals who have been linked to our Program, but, undoubtedly, the works published here are a relevant sample of this PPG’s trajectory and of personalities from the field of Communication, whose dialogues, exchanges and experiences in our Program have been remarkable throughout 50 years worthy of being celebrated! A great capacity expressed by our PPGCOM is that of knowing how to conserve and advance in face of the challenges posed by communication phenomena, which are constantly renewed—a capacity that results from the contribution of the innumerable destinations of intellectuals who graduated from it or who crossed its paths. This dossier intends to show a significant sample of these trajectories and exchanges. ■

Have a pleasant reading!

Maria Immacolata Vassallo de Lopes
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(Guest editors)