

Communication and politics

The issue of media influence on politics is one of the foundational theories of communication. Very often, researchers in this area study strategies for publicizing specifically political message and ideas in the context of elections, public debates, bills, popular demonstrations and various demands. Recently, public demonstrations ignited by campaigns against increases in bus fares in several cities have strengthened links between civil society and the media apparatus through which ideas circulate. In this specific case, the strength of social media and clashes around official discourses of the mainstream media shape a background against which intense debates about the role of communications in society are continually problematized and valued.

In this edition, we publish articles addressing a number of politics-related issues. Not coincidentally, the topic “journalism and elections” is discussed in the first three texts, mobilizing debates on the latest elections (2010 and 2012). Afonso de Albuquerque discusses how *Jornal Nacional* interviewers claimed their position as representatives of public interest in the first round of interviews this TV news broadcast organized during the 2010 election. In the text “On behalf of the public: journalism and politics in *Jornal Nacional* interviews with Presidential candidates”, the author relates interviewers behavior with the

classical liberal conception of journalism as a “Fourth Estate”. From TV to printed newspaper, the “Partisanship and journalistic fictions: the press in the 2010 Presidential election”, by Jackson Ferreira de Alencar, analyzes the *Folha de S. Paulo* coverage of the same 2010 Presidential election, stressing that, while stating its neutral, objective and pluralistic stance, this newspaper made a clear partisan choice in favor of candidate José Serra and against then-candidate Dilma Rousseff. Carlos D’Andrea and Isabela Campanha Careta turned their attention to the 2012 mayoral elections in Belo Horizonte and Vitória, comparing strategies implemented in these two cities. “Intermedia Agenda-Setting in the 2012 Elections: Relations between social media and regional web journals in two Brazilian capital cities” analyzes the coverage of regional and webnewspapers EM.com.br and *Gazeta Online*, as well as postings on official candidate profiles, thus presenting the main trends in intermedia agendas in campaigns in these two capital cities.

While the first three texts feature a strong thematic continuity around journalism in electoral processes, subsequent articles in this dossier unveil a variety of pathways within the broad topic of communication and politics. In “Moral lapses in the media scene: reproduction of intolerance or opportunity for new moral grammars?”, Regiane Lucas Garcêz and Danila Gentil Rodriguez Cal analyze the impact of two articles on the Internet: one about gay movement, by J.R. Guzzo, published in *Veja* magazine, and the other one about the Guarani Kaiowá indigenous people, published by Walter Navarro as part of the online version of *O*

Tempo newspaper. The authors try to point out the role of these “moral lapses” in the expansion of recognition relations and in the transformation of moral grammars that govern society.

The article “Points of Culture as a social movement: a netnographic research”, by Julio César Pedroso and José Carlos Martins, examines the role of culture points as agents in public policy by investigating e-mail list debates by a number of culture point agents in São Paulo. Based on their analyses, authors conclude that the network of points of culture has a significant potential for catalyzing expanding social movements.

In a methodological debate, Fabro Steibel and Milena Marinkova question the assumption that content analysis based on quantitative and qualitative methods can be considered as problem-free. “Positive, negative or neutral? The ‘appraisal’ variable in content analysis studies of the media” analyzes the results of a project funded by the European Union Fundamental Rights Agency on the coverage of migrant and minority issues by the UK press, pointing out that these quantitative and qualitative results leave gaps and inconsistencies when transposing results from one paradigm to another.

Closing this edition is an exclusive interview Lawrence Grossberg granted Adriana Braga, in which the author, one of the greatest exponents of American Cultural Studies, updates discussion and relevance of the cultural studies perspective in today context.

This edition is the last one with our colleague Felipe Trotta in the Editorial Board. We greatly appreciate his important contribution to the ongoing improvement of the magazine and wish him luck in his upcoming projects. We welcome Cristiane Freitas, who takes over from the next edition, along with Adriana Braga, the E-Compós Editorial Board.

Good reading!

Editorial Committee