

# Communication and the subject

The position of subjects in the contemporary world has been the focus of studies in several disciplines in recent decades. Going beyond the idea of an individual who is supposedly autonomous and independent in his/her actions and tastes, the concept of the subject emerges in social theories seeking to explain the complexity and dynamism of that individual, continuously constructed and negotiated on the basis of communicative interactions with other individuals and media artifacts. In the call for papers for this issue of E-Compós, we stressed the symbolic, cognitive, social and political dimensions of subjects, opening up the possibility of multiple theoretical and methodological approaches in order to contemplate the various inter-subjective connections in the contemporary world.

The first article, by Ana Carolina Damboriarena Escosteguy and LÍlian Sifuentes, presents a theoretical reflection on the categories of class and gender as hubs around which identities are constructed. Entitled “Class and gender relations within the context of media-oriented practices: theoretical underpinnings”, this paper develops a discussion centered on two hubs: a) the intersection of the categories of class and gender, and b) the uniqueness of identity studies in relation to studies of media reception and consumption. Then, Ana Taís Martins Portanova Barros problematizes the opposition between creativity

and subjectivity in theoretical works on photography in Brazil, seeking to overcome what she recognizes as an “anthropological obstacle.” Thus, her paper “Subject and Demiurgy in the Photographic Gesture” points to a bifurcated solution through *coincidentia oppositorum* that makes a third element the point of support and justification of what was initially a binarism, restoring all the demiurgy possible to the multipliable subject.

The next two articles discuss the subjective dimension on the basis of experiences with sound and music. In “Communication, economics and music: the role of culture industry in the composition of subjectivities over the twentieth century”, Marco Schneider proposes a critical analysis of the cultural industry’s role in shaping subjectivities and inter-subjective practices. Inspired by the seminal works of Adorno and Horkheimer on the cultural industry, the author “prudently” discusses the new horizons opened up by the music industry. In line with distinct thinking, Simone Pereira de Sá discusses intervention practices and listening to music with cell phones in the quotidian of urban areas. “Mobility and sound mediation in the urban space” is the title of her paper, which discusses the role of sound and music as technologies of the self, as well as the couplings between the body, the subject and mobile and locative media in the construction of contemporary sound landscapes.

“The roles of the subject in relation to media contents on *Tweetdeck*: the producer, the disseminator and the reader”, by Sandra Bordini Mazzocato, discusses the roles of the subject in relation to the media content available in social networks. Focusing on *Tweetdeck*, the author proposes that the individual is a media disseminator, playing three possible roles in relation to media content: producer, sharer and reader. Also thematizing the virtual environment, Francilaine Munhoz Moraes and Zélia Leal Adghirni discuss journalistic mediation and the universe

of subjects in Brazil's democratic process on the basis of digital technologies. Entitled "Journalism and Democracy: The Role of the Mediator", this paper analyzes the coverage of the Clean Record episode by the Congress in Focus website, concluding that the possibilities for interaction between subjects create new contours for the historical position of the journalist as mediator of public debate.

Concluding this dossier, the article by Fernanda Salvo and Guilherme Sant'Ana entitled "Between life and form: human agency and communication in the footsteps of Mead and Goffman" presents a conceptual debate between a social psychologist and a sociologist, discussing the problematic of each author – the construction of the self and the order of interaction, respectively – and going on to show some complementarity between their perspectives.

This issue is rounded out by an interview with Rod Watson conducted by Adriana Braga, in which the scholar discusses the interface between ethno-methodology and the field of communication, particularly the position of subjects in relation to information technologies. There is also a book review - published in Portuguese - by Arthur Ituassu entitled "Participation, Citizenship and Cyberdemocracy in Brazil", in which he presents and discusses the book "Internet e participação política no Brasil" (The Internet and political participation in Brazil, Sulina, 2011), edited by Rousiley Celi Moreira Maia, Wilson Gomes and Francisco Paulo Jamil Almeida Marques.

E-Compós hopes that this issue will contribute to reflections on communication and the subject by addressing various approaches involving these categories.

Good reading!

The Editors