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SUMÁRIO - SUMMARY

1 Editorial

Lawrenberg Advíncula da Silva
Sonia Regina Soares da Cunha

11 Inovações comunicacionais em videogames: uma análise comparativa a partir da franquia Resident Evil entre 2017 e 2023

Pedro Henrique Trintini Ferreira
Leonardo Antônio de Andrade
Vicente Martin Mastrocola

28 Cibercultura, plataformização e suas consequências no âmbito da informação: aproximações ao debate

Rafael de Jesus Gomes

42 Cursos de jornalismo, territórios educativos e centralidade urbana

Antônia Alves Pereira

59 “Dissecando” uma dissertação: exercício de ler, refletir e tecer considerações sobre uma pesquisa para se tornar pesquisador

Tianey Weiss

71 Do profano ao sagrado: intermedialidades nos processos ritualísticos do Círio de Nazaré

Rangel Marinho de Carvalho

86 Arraiá da Capital: pandemia e identidade dos quadrilheiros de Palmas (TO)

Elaine Nolêto Jardim

102 Hábitos de consumo dos brechós na região de Balneário Camboriú

Tercio Pereira

Nicolle Reis, Osvaldo Junior, Sarah Bastos, Thainá Lenceh

123 A intersecção entre cultura, gênero, moda e narrativas de histórias: uma análise da marca Dendezeiro e sua coleção ‘para aqueles que acreditam na liberdade’

Marcos Daniel da Silva Oliveira

137 O gênero carta como principal meio de comunicação dos beneficiários do Programa Bolsa Família I: as narrativas dos desafios e das alegrias vivenciadas antes do surgimento das redes sociais

Jairo Bezerra Silva

Renato da Silva Pereira, Maria Eduarda da Silva Sousa, Bruna Pereira Vieira

153 Incomunicabilidade e Artificio: apresentação do fenômeno comunicacional contemporâneo em Ela e Medianeras

Míriam Cristina Carlos Silva

173 A oralidade como forma de existir a África: um caso de preservar o passado, presente e o futuro das comunidades africanas

Octávio Bengui José Hinda

Makosa Tomás David

187 Ensaio acadêmico sobre o conceito de meme

Marcela da Silva Soares

Sarah Moralejo da Costa

192 Entrevista com Prof. Dr. Samilo Takara

COMMUNICATION & CULTURE INTERFACES

EDITORIAL

This issue of the Journal of Communication, Culture and Society (RCCS) presents articles by academics who have developed research on the relationship between Communication and Culture and their interfaces in various contexts. More and more, the most advanced studies in Communication have been showing how communication, which includes the most diverse socio-communicative processes – and a constant movement from means to mediations – has become a fundamental part of human life and plays a vital role in the way humanity interacts in society, as it primarily enables the exchange of ideas, beliefs, emotions and information. While culture is consolidated as a territory that is transformed by Communication, communicating also means putting into action a complex system of shared beliefs, values, customs and practices that define a group of people.

At the same time, the interaction between communication and culture is more synchronous than we might imagine, as the way people communicate is often influenced by cultural norms and, in turn, communication practices help shape cultural identities. By bringing together scientific studies on intercultural communication, this edition of RCCS aims to embrace the richness of Brazilian cultural diversity and share this important academic knowledge among students and teachers both in Brazil and abroad. Learning how people from different cultures communicate offers valuable insights into how their societies function, their values and how they perceive and understand the world. In this way, communication between cultures can promote cooperation, respect and mutual understanding. Among the various aspects of the relationship between communication and culture in our daily lives, the following stand out:

- a) Language and its role in communication – language is perhaps the most direct interface between communication and culture. The words and phrases we use are shaped by the culture in which we are immersed. Idioms, metaphors and expressions may have cultural meanings that are not known to people outside the community context that originated the communication.
- b) Nonverbal communication – body language, facial expressions and gestures also serve as powerful indicators of culture in communication. What is considered polite or respectful in one culture may be offensive in another.
- c) Cultural values and communication styles – in individualistic cultures, such as those of the United States and many Western European countries, communication

tends to be more direct, with an emphasis on personal expression and clarity. In collectivist cultures, such as those of many Asian and Latin American countries, communication may prioritize group harmony and consensus over individual opinions.

d) The influence of technological innovation in media – the emergence of global communication technologies has created new interfaces between culture and communication. The Internet, social media and other digital platforms have expanded the ways in which people around the world interact. However, the use of emojis and memes may not have the same meaning across cultures. In addition, online platforms have given rise to digital subcultures, where new norms and practices emerge that may differ from those of the larger society.

The global flow of information has fostered cultural hybridization, a process in which we can see the proliferation of elements from different cultures mixing and influencing each other. This has made contemporary communication processes (cell phones, social media) even more complex, as individuals now navigate multiple “cultural techno-identities” and communication styles in their daily interactions. Technological advances have led to an increase in information storage capacity and data processing speed, which has enabled games with more complex narratives. This is the subject of research conducted by professors Leonardo Antônio de Andrade (UFSCar) and Vicente Martin Mastrocola (PUC-SP) and researcher Pedro Henrique Trintini Ferreira (UFSCar). The article “Communication innovations in video games: a comparative analysis based on the Resident Evil franchise between 2017 and 2023” seeks to analyze how changes in the narratives and aesthetic configurations of this game franchise are experienced by the public. The authors observed that the use of recurring characters, the differentiation between one game and another and the originality in the elaboration of a new narrative can contribute to piquing the public's curiosity and leading a new game to success.

This relationship between the use of technology and human beings is highlighted in the article “Cyberculture, platformization and its consequences in the information sphere: approaches to the debate” written by Rafael de Jesus Gomes (UNESP-Bauru). The research analyzes the echo chambers in the distribution of information based on consumption on multiple platforms.

The article “Journalism courses, educational territories and urban centrality” by professor and researcher Antônia Alves Pereira (Unemat) observes how the curricular guidelines of Journalism courses develop communication and cultural actions highlighting dialogicity with the objective of training professionals who respect local knowledge, exercise citizenship and contribute to social transformation. One of the most important actions developed during the academic training process is scientific research. Debating the role of academic communication (articles, theses and dissertations) as a source of knowledge is the

objective of the article “Dissecting’ a dissertation: an exercise in reading, reflecting and making considerations about research to become a researcher”. For Tianey Weiss (UDESC), the process of “dissecting”, that is, analyzing a scientific investigation that has been duly peer-reviewed and published, contributes to the good development of the research itself.

The bibliographic review is a method widely used for research in the fields of Communication and Culture because it allows for the development of a qualitative analysis on the subject under investigation. This methodology is present in the article “From the Profane to the Sacred: Intermediality in the Ritualistic Processes of the Círio de Nazaré”, written by researcher Rangel Marinho de Carvalho (PUC-Minas). The objective of the research was to understand how intermediality composes the ritualistic processes at the Círio de Nazaré festival in Belém, Pará. To develop the study, concepts such as myth, rite, and media are worked on, and how the intersection of media makes it possible to analyze the passage from ordinary time to sacred time. On the other hand, in Palmas, Tocantins, the cultural manifestation that involves almost the entire city is the celebration of the June festivals with the presentations of square dances. Researcher Elâine Nolêto Jardim (UFT) wrote the article “Arraiá da capital: pandemia e identidade dos quadrilheiros de Palmas-TO”, where she analyzes the impact of mandatory isolation, due to Covid-19, on the celebration of the festival in 2020. In Balneário Camboriú, Santa Catarina, the cultural manifestation that is transforming the community's daily life is the redefinition of the act of buying, that is, acquiring second-hand products in thrift stores. The article “Consumption habits of thrift stores in the Balneário Camboriú region”, written by professor Tércio Pereira (Univali/Uniasselvi) and researchers Nicolle Reis, Osvaldo Junior, Sarah Bastos, and Thainá Lenceh, highlights the importance of reflecting on the economic impact of fashion in contemporary times. The increase in sales of used clothing reveals the process of people becoming aware of the impacts of excessive consumption. Fashion is also at the center of the research developed by Marcos Daniel da Silva Oliveira (Facuminas) and presented in the article “The intersection between culture, gender, fashion and storytelling: an analysis of the Dendezeiro brand and its collection ‘for those who believe in freedom’”. The study examines the ‘Dendezeiro’ brand that seeks to push the conventional boundaries of the industry by offering plural and inclusive options through an gender-neutral fashion movement.

Plurality and inclusion are also highlighted in the article “The letter genre as the main means of communication for beneficiaries of the Bolsa Família I program: narratives of the challenges and joys experienced before the emergence of social networks” written by Professor Jairo Silva (UEPB) and researchers Renato Pereira, Maria Eduardo Sousa, and Bruna Vieira. The research analyzes how letters were used as a means of communication before the spread of the internet, especially between 2003 and 2010. In addition to the cultural record, letters, that is, narratives written by Brazilian citizens, communicate historical experiences of people who dreamed of a better life. Just as the verbal matrix through writing helps to analyze and compose an academic study, we can also methodologically observe the

role of the visual matrix through images, colors, spaces, and scenarios, as in the case of the article “Incommunicability and artifice: the presentation of the contemporary communication phenomenon in *Ela* and *Medianeras*”, by professor Míriam Cristina Carlos Silva (UNISO). The researcher observed the concepts of incommunicability and communication as a filmic artifice, highlighting “that the poetic presentation of the phenomena studied highlights convergences and divergences between the films”. ‘She’ highlights the character (narrator) through silences, while the windows of ‘*Medianeras*’ compose the communicational metaphors.

Far and away, all the authors of this edition highlight how communication and culture are closely interconnected, with culture shaping the way individuals communicate and communication influencing cultural practices. Language, nonverbal communication, communication styles and media serve as important interfaces where these two elements interact. Therefore, it is necessary to understand the relationship between communication and culture, especially in an increasingly globalized world, but without forgetting ancestral knowledge, oralized and transmitted through generations, as observed by researchers Octávio Hinda (UEA) and Makosa David (UFSB) in the article “Oralism as a way of existing in Africa: a case of preserving the past, present and future of African communities”. The authors reflect on the importance of the digital cultural phenomenon that helps to recognize oral tradition for the appreciation of pre-colonial Afro history, as well as for the world to know the essence of the cultural diversity of the African continent.

A contemporary digital cultural phenomenon that crosses all continents on Earth is the meme, that is, the viralization of cultural information on the internet. On this subject, we have the “Academic essay on the concept of meme” written by Professor Sarah Moralejo da Costa (Fatec-Barueri) and researcher Marcela Soares (FSFA-RS). Memes are a reflection of the cultural “zeitgeist”, that is, they reflect the social, political and emotional climate of a given moment. They capture and express collective experiences, often becoming a way for people to engage with current events, trends or viral moments. This process transforms memes into powerful tools for shaping and reflecting culture.

The interviewee for this edition of RCCS is Professor Samilo Takara, from the Federal University of Rondônia (UNIR), one of the most renowned Brazilian researchers when it comes to understanding the interfaces between Communication and Culture – and Education. Takara develops studies on media discourse regarding identity, sexual and cultural concepts. Among several subjects, Takara talks about the project “between cultures, communication and education” that studies the dissemination of images as a possibility of educating the constitution of contemporary subjectivities in relation to identities’ representations.

By recognizing the nuances of cultural differences in communication, individuals can promote greater understanding and cooperation in both personal and professional contexts. Enjoy reading!

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