

Editorial: Other Researches, other contributions

This issue of (OBS*) is a special one, not a special issue given that not all the articles here published have a common theme. In this issue, the reader will find two editorials. The one you're reading and Leslie Haddon's.

Leslie Haddon, from LSE, is a guest editor of this issue and is responsible for the selection of the papers presented at the COST 298 Conference held last year in Moscow that here are presented under the title of "Reflections on Comparative Research".

But as we stated in the opening phrase of this editorial this issue is, in its format, special. It's special because the 11 articles that add to the COST 298 strand are also, in their thematic, other researches that are able to be analysed in a twofold perspective. They can be looked at in their uniqueness of different themes or in the networking of them. For example, the different looks provided at television, originating in researchers of different countries give us a comparative perspective on what is the current interest of researches being carried out across a vast number of countries, such as Spain, Italy, Portugal and Brazil. Also in the field of intellectual property the same assumption can be made from the articles here published. So this is another issue of (OBS*), the first of 2008, and a special one given that combines both the submission of individual papers from researchers and a choice of papers presented at a conference. In common, they have the ability of taking us to question different dimensions of comparative research and how different authors, sharing similar scientific domains, share the same research objects.

In this issue we will find eleven papers (two in English, two in Italian, three in Portuguese and two in Brazilian Portuguese, one in Castilian and another in Galician) which are not included in the frame of COST 298, undergone the normal process of peer-review and reassert the multilingual distinctive characteristic of OBS*. The text from Marta Roel, "Audiovisual Digitalization in Spain and Italy: from Neo-Television to Post-Television", has the purpose of providing us with a generic look over the present structure of Spanish and Italian television systems, in the process of DTT introduction, trying to understand and frame public policies which accompany them. "Springfield, Italia. Processi Produttivi e Variazioni di Significato nell'Adattamento Italiano di una Serie Televisiva Statunitense", from Luca Barra, is about the way cultural industry in different countries reproduces itself and is transferred in its content in each society, emphasizing, in a

globalisation context, the importance of international content and focusing its analysis in the "Italianisation" of the north-american animated series *The Simpsons*.

Eduardo Cintra Torres, in his paper "Bandeira e Multidão, Dois Símbolos Nacionais", approaches the national symbology in an historical perspective, from the XIX century and early XX century to the present days, concluding that flag and crowd are substitute representations of the national community, confirming the reflections of Durkheim about the connection of the totem and emblem as "principles" representing and questioning if the consideration of ephemeral crowd should not be rebalanced in front of the perpetuity of its representations. Angela Castellano, in her text "TV e Internet nelle Diете di Consumo Mediatico: Analisi Comparativa dei Casi Italiano e Portoghese", as the title indicates, intends to read and interpret the culture of each country, in this case Portugal and Italy, by the media consumption they have. Francisco Campos, in his paper "Os Grandes Grupos Familiares de Comunicación Cambian de Paso", analyses the changes in course in the organisation and family control communication groups, being adapted to the characteristics of new management logics and to the presence of new agents in the market, discussing the issues of pluralism and editorial independence. "Jornalismo Digital em Ambientes Dinâmicos. Propriedades, rupturas e potencialidades do Modelo JDBD" is the theme of the text by Suzana Oliveira Barbosa and has as goal the Journalism Digital Based on Data model (JDBD) and its interest as a form of classifying the metainformative journalistic *web sites*, intelligent and dynamic. Jorge Alberto Machado in his paper "Desconstruindo "propriedade intelectual", debates upon the juridical abstraction of "intellectual property" as something that arose to stimulate the author and benefiting society in its relation with digital technologies, pointing towards the changes that brought a more realistic treatment of this issue.

"Proyección Internacional de las Marcas Universitarias Españolas a través de la World Wide Web", is the title of the text of Ana Castillo and Javier Trabadelo, dealing with the competitiveness shown on *web sites* used by educational institutions, in their internationalisation effort. Paloma Díaz Soloaga and Carlos Muñoz Muriel, in their paper "Women Stereotypes Portrayed in Print Ads by Luxury Fashion Brands. A Content Analysis from 2002 to 2005", use the content analysis as a tool to determine the most frequent images of women portrayed in the Fashion Luxury Brands advertisement. The study reveals five different women's stereotypes found in advertising images and the most frequent values offered through this women images or representations, discussing the future implications of such reflection. "Reflexões para uma Epistemologia da Comunicação Digital" is the paper presented by Elizabeth Saad Corrêa, where we can find a reflection about the existing currents on the proposal of several possible epistemological paths demonstrating how digital communication operates its knowledge production praxis, and to end this issue, we find the text of Luís Filipe B. Teixeira, "Críticismo Ludológico: Simulação Ergódica (Jogabilidade) vs Ficção Narrativa",

where the author reflects about the connection of "simulation" and "representation" categories, in games and narratives studies.

Our wish is that the readers of this issue, through the reading and analysis of the sixteen papers that are comprised in this fourth (OBS*) issue, will also be draw into the very same need for reflections on comparative research that led to the building of this issue.

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