

## **Editorial**

This edition of the magazine *Comunicação, Mídia e Consumo*, the first for the year of 2016, is also the restart of the publication's trajectory. Introducing the new visual design of the cover, a standard adopted from this issue, with color variations of free themes with each new edition. This identity will be preserved, with minor variations in the visual pattern of thematic dossiers - now reserved for special editions, in this new phase of the magazine. This way, we continue the transformation process of the CMC magazine, with continuous improvements aimed at taking it to another level, either in its formal presentation, or in content, regarding the articulated work in the field of communication and consumption.

The novelty in the visual aspect follows the notorious actuality of the articles that make up this issue. The initial discussion on the re-enchantment of the world through consumption is fundamental to the understanding of historical processes and the broader context that match the scope of the CMC magazine. Then we have a panel of advertising and contemporary brands, amongst mobilities and audiovisual performances. The magical, the archetypal and the fictional dialogue in the analysis of video games and the *The Dark Knight* film trilogy. Juvenile cosmopolitanisms, urban and popular cultures complement an exciting set of articles that invite us to think, to renew our interest in exploring the multiple possibilities of addressing the issue of communication and

consumption. Nothing more appropriate for a fresh start, so we can celebrate, after all, the perpetual motion of scientific production.

We wish you all a good read.

*Denise Cogo and Vander Casaqi*  
*Editors of the CMC*