

Editorial

The new issue of CMC Journal brings in your set of articles, an overview of recent and relevant topics, from which we extract some very interesting intersections. The starting point is related to the place of criticism in media studies, something fundamental to understand the perspective proposed by CMC, in its approach to consumption. In this sense, the discourse analysis is presented as the materialization of this perspective, in the following articles, which deal with the demonstrations of March 2015 on *Twitter* and the political positioning of the subject; the interactions between producers and consumers that rewrite the speeches on digital media advertising; the representations about sexual harassment, in the contexts of Spain and Morocco, taken into comparative analysis.

Youth cultures have again a marked presence in our pages, in the study of *punk* representations in advertising and in the paper on the cultural consumption of young people from Paraná. In dialogue with this cultural approach, we also have an article that discusses the “cultural circuits” in the so-called “lower Amazon”. In addition, the review of the book “Periodismos e imaginários” (Journalism and the imaginary) brings out the issue of the media reception, related to immigrants’ collectives.

We wish you all a good reading.

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CMC Journal Editors