

Editorial

For us, editors, this issue of the CMC journal is especially striking, because of a few factors. Due to the mishaps that we faced for the finalization of the edition without delays in the periodicity, which we cannot describe here; because it is the closing of the 2016 cycle, in which novelties have been implemented, such as the new visual project; for being the last act of our work in this year of crisis. A year in which we continue, despite the difficulties.

In this issue, we present two initial articles dealing with broader aspects of fields of knowledge in dialogue: the open reflection on the field of communication and its intersections and tensions with media studies; and an international article on the relationship between advertising and marketing studies.

Consumption, on a material-based view, is discussed in a historical perspective, in the article *Torches of Freedom*; and in the representations of the use of semi-jewelry in the telenovela *Empire*, in which class taste is discussed.

As part of the recent tradition of our publication, we have a set of studies that are articulated with the consumption of technological devices and digital networks - from the uses of families of farmers in the South of the country to youth activism and social movements, and through celebrities on Twitter, in another international article that complements this edition.

To conclude, there is an interview with Laura Hurd Clarke on ageism, directly related to the theme of the International Symposium on Communication and Consumption of 2016 that was part of the COMMUNICON Congress this year.

To our authors and readers, we thank you from our hearts and wish a brighter New Year for all of us.

Denise Cogo e Vander Casaqui
CMC Journal's Editors