

Presentation
Platform Capitalism and Media, Identities and Communication

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This edition of the Journal of Latin American Communication Research (JLACR) discusses topics pertaining platform capitalism and mass media in Latin America, issues and topics on race and identities and communication. The double volume puts together a group of essays that brings forward debates on journalism and media and their treatment of collective identities. Subjects such as Netflix, Airbnb, telenovela and melodrama, the role of communication in scientific dissemination and government negotiations are central themes developed in the various articles.

The first group of six essays is a dossier which studies Netflix's role in the construction of global *latinidad*, *latino* and Latin American identities. María José Higuera Ruiz studies the peculiarities of Netflix original content within the production of its Latin American projects, in order to determine the characteristics of these TV series and their repercussion for the Latino industry and community. Eliseo R. Colón Zayas explores some of the mechanisms used by Netflix for cultural symbolic construction of a global, transnational, Latino discourse. Silvia Álvarez Curbelo analyzes Netflix's series *Ingobernable*, based on the concept of melodramatic serialization. Danny Méndez studies the juxtapositions between Mexican telenovela, *María la del barrio* (1995) and Netflix's series *Orange Is the New Black* (2013). Manuel Avilés Santiago studies how Netflix capitalizes on a vision of the 1970s as a marketing tactic aimed at attracting a Latina/o audience by reviving an older show, creating an emotional atmosphere out of the reception space of fandom itself. Gabriel Domínguez Partida presents a qualitative study about young Mexicans' perceptions of *Mexicanidad* in Netflix's production, *Roma*, directed by Alfonso Cuarón.

Following Netflix's dossier is a text on another platform capitalism industry, Airbnb. Camila Aragón and Hadriel Theodoro's "Advertising recognition narratives: the case #weaccept/Airbnb and its multicultural context" discusses advertising recognition narratives to understand how Facebook users, as cultural consumers, dialogue with a discursive strategy in different national contexts, crossed by specific identity issues, such as those of Brazil, France and the United States. Issues of identity

and race are also dealt by Yadira Gricel Nieves Pizarro and Juan Mundel's "Being Black and Latin@: How Telemundo Articulates Blackness within the Latin American Panethnic Identity". Nieves Pizarro and Mundel examines the portrayal of Afro Latinos and Latinas through a content analysis of Telemundo's biographical series *Celia*.

The role of media and communication in the dissemination of science and conflict mediation are also discussed in this volume. Daniela Avila Malagoli and Adriana Cristina Omena Santos' "From scientific dissemination to public communication: actions of communication of science in the University" study the communication of science at the Federal University of Uberlândia (UFU). On the other hand, Ana Lucía Gutiérrez González's "Peru vs Chile - The Role of International Communications in a Maritime Dispute" shows the importance of communication and communications in conflict resolution and arbitration.

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