**Call for papers Special Issue** “**Communication and Consumer Culture in the South” Atlantic – journal Communication, Media and Consumption, ESPM-SP**

The scholarly journal *Comunicação, Mídia e Consumo* (Communication, Media and Consumption), evaluated as level B1 on Qualis-Capes system (range A1-B5) in the Brazilian academy, makes public the Call for Papers for a Special Issue to be published in December 2015, having as invited editors Dr. Mehita Iqani, from Media Studies at the University of the Witwatersrand (Johannesburg-South Africa), and Profa. Dra. Marcia Perencin Tondato, from ESPM-SP Communication and Consumption Practices Post-Graduate Program (São Paulo-Brazil).

This special issue will bring together articles on the theme **Communication and Consumer Culture in the South Atlantic**, with particular space devoted to showcasing writing reporting on empirical research and theoretical discussions. We also encourage articles presenting comparative studies between Brazil and African countries in relation to the thematic.

The aim of the special issue is to develop empirical and theoretical conversations about communication and consumer cultures in contexts and spaces in, through and between the South Atlantic, with an emphasis on the relations, historical or contemporary, cultural, political or social, between Brazil and African countries within the theme of consumption. This focus is justified by the present socio-economics and histories of these regions, the urgency of needs for the life-style improvement for large sectors of their populations in contrast to the pleasures enjoyed by their political and economic elite, and the discursive flows, especially those of the media, due to inclusion in the global consumer market. Alongside the flows of neoliberal capital and media across the South Atlantic, are counter discursive flows in the communication and consumer cultures spectrum that highlight the problems of growth-based economics: is this a sustainable model for producing social equality and mobility (as expressed through consumption and communication) in a broadly comprehensive way, as is being asserted by the debilitation of the dynamics of certain free market structures in the North hemisphere?

We invite original articles of no more than 8,000 words addressing any empirical or theoretical subject linked to the notion of **Communication and Consumer Culture in the South Atlantic.**

Articles for all of the journal’s sections (free articles, book reviews and interviews) are welcomed for this special issue.

The scholarly journal *Comunicação, Mídia e Consumo* accepts texts by established post-doctoral researchers as well as graduate students (with their supervisors as co-authors). Submissions must be done exclusively through the electronic system, which can be accessed at http://revistacmc.espm.br/index.php/revistacmc/index

Submission deadline: **31 August, 2015.**

Special Issue publication date: **30 December 2015.**

Other information may be obtained contacting the invited editors by email:

Mehita Iqani - [mehita.iqani@wits.ac.za](mailto:mehita.iqani@wits.ac.za)

Marcia P. Tondato – [mtondato@espm.br](mailto:mtondato@espm.br)

Profa. Dra. Denise Cogo

Prof. Dr. Vander Casaqui

CMC editors