

Preface

The volume opens with a paper by Esther Jové on the deployment of the Spanish long-term care system, its restructuring process which began in 2008, its shortcomings and future challenges. Based on the analysis of a case study, the study focuses on four dimensions of analysis, namely, nature and principles, access, provision and organization of services, management and funding. The paper is of relevant interest as it opens a discussion on the public provision of long-term care services which, in view of the ageing process, is of particular importance in the European context. Using a mixed methodology, the author concludes that the evolution of the Spanish long-term care system underwent a first phase of expansion in the period 2008-2010, followed by a phase of contraction based on cost containment, the reinforcement of the system's family-base nature and a process of re-familiarization and re-commodification, resulting in the deregulation of the care market.

Magnus Nilsson addresses the issue of welfare and elder care organization in Sweden. In view of the changes that the Swedish Welfare State has undergone in recent decades, through the introduction of a market logic and the contraction of public social policies, fewer and fewer elderly people have access to a care system. Through the analysis of reactions to a TV documentary that were published in various media in the month following its release, the author starts from a discursive psychological perspective, focusing on what is taken for granted in the way elder care should be organized and the conflicts that are behind the various articles and opinion pieces published in the press. Nilsson concludes that the discussion on elder care cannot be detached from the issues of citizenship, identity, migration and the legitimacy of the political and legal system.

The article by Bruno Costa uses Lawless and Chen's Critical Thematic Analysis to study how Dove brand integrates the discussion of stereotypes in the advertising campaign # ShowUs. Through the critical analysis of the role of advertising and the processes adopted by Dove in the project #ShowUS, Bruno Costa explores the relationship of Dove brand with the advertising concept of *Femvertising* and the way gender stereotypes are deconstructed. While at the theoretical level its study is based

on the feminist interdisciplinary perspective, at the empirical level it starts from the analysis of four Dove's advertisements, using the Critical Thematic Analysis method. According to what the author concludes, Dove's strategy is based on "the presentation of beauty standards imposed by different societies and the deconstruction of the consequences associated with these historical, social, cultural and economic processes in the life of each girl and woman".

The exploratory analysis of digital fake news verification platforms is the subject of the following paper by Fábio Ribeiro and Daniela Fonseca. Although the phenomenon of "fake news" is not new, as the authors point out, its popularization is related to the attention that politicians and academics have given it since the election of Donald Trump in 2016. The article combines the use of a probabilistic sample defined for convenience with the qualitative analysis of social and media facts to study the technological phenomenon of misinformation. The authors focus their analysis on the *Checazap*, *Fátima*, *NewsGuard*, *Polígrafo* and *Snopes* digital platforms built to combat false news. The conclusions of his study show that digital verification platforms, despite the existence of reliability reports and the growing interest of academics in its study, still face a lack of knowledge of the general public and it is still premature to state their possible relevance in the future.

Kamoru Salaudeen and Mariam Omotosho analyze the perception of university undergraduates in Osogbo, Southwest Nigeria, about online shopping sales promo. The authors used a qualitative methodology and organized several focus group discussion sessions with forty students selected through purposive and snowball sampling. The theoretical framework of the study was based on the consumer perception theory, which allows them to explain the motivations of consumers to buy, or not to buy, a certain good. The results of their research were categorized into five areas: perception, preference, pricing and negotiation, factors determining patronage and online and offline sales promo. The most significant findings of their study reveal that university undergraduates trust on online sales promotion, actively enjoying its benefits.

Francisco Fontes' article analyses the discourse that develops in the spaces of commentary to news in the Portuguese media, in the light of the deliberative democracy model. The starting point that guides his paper is the following: "If technology favors democratic participation, how does communication through it fulfill the requirements for deliberation to have the necessary conditions to develop in the virtual public sphere?". The empirical component of his work is based on the analysis of 264

Preface

comments on two journalistic pieces published in 2018 in two Portuguese newspapers about the disaffiliation from the Socialist Party of the former Prime Minister of Portugal José Sócrates. Although Francisco Fontes considers that news commentary spaces in newspapers have a high potential for dialogue, the conclusion of his study shows that comments on the news analyzed fall far short of deliberative democracy, as idealized by Habermas.

The article by Kwasu David Tembo closes this issue with a golden key, proposing a critical reading of the symbolic figuration of the vampire in the cinema. Although the appearances of this folk creature on film date back to the times of silent movies, over the last few decades they have assumed undeniable prominence in various audiovisual media, constituting an important phenomenon of popular culture. Through the case study of the film *The Hunger* (1983) and based on a conceptual framework anchored on Karl Marx's political and philosophical thought, namely the metaphor of capital as a vampiric creature, Tembo reflects on time as the ultimate luxury, producing an inflection in the vampire's perception "from psycho-spiritual monster to perfect capitalist consumer whose immortality ultimately means that the figure of the vampire can consume without end". An end that ultimately closes potential (re) beginnings, opening the door to new and diverse paths of inquiry in contemporary society.

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