



Revista de Comunicación

ISSN: 1684-0933

ISSN: 2227-1465

Universidad de Piura. Facultad de Comunicación

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Editorial

Revista de Comunicación, vol. 21, no. 1, 2022, March-August, pp. 7-14

Universidad de Piura. Facultad de Comunicación

DOI: <https://doi.org/10.26441/RC21.1-2022-E1>

Available in: <https://www.redalyc.org/articulo.oa?id=589470678001>

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Editorial

Scientific research takes the pulse of the global pandemic of Covid 19, and states that this process continues to evolve, while communication research is immersed in a complex environment of adaptation, transformation and innovation, on the way to global endemic. Thus, in this journey, communication is increasingly multidimensional, dynamic, flexible, digital, and attentive to the changes that are occurring in the production of content, its distribution and its consumption, given the information and entertainment needs of audiences, in an increasingly globalized society.

Insider Intelligence's Tech Trends to Watch in 2022 indicates that this year, The Metaverse, Space, and AI Will Face Consumer Privacy and Bias Concerns. The advancement of technology breaks disruptively, and requires that its use be in line with the development of humanity and not with its manipulation. In that respect, we take up the idea of Professor Ramón Salaverria who states that, "we need media that are committed to technological innovation based on sustainable models". *The Committee of Experts on Increasing Resilience of Media* (MSI-RES), of which he is a member, has two goals over the next two years: to guide policies on the use of Artificial Intelligence in journalism, and to promote initiatives for the sustainable financing of the media industry. A European perspective that, can be taken into consideration worldwide.

Vol. 21, (1), 2022 from the *Revista de Comunicación* contains 24 articles written by 59 professors, from 29 universities, from Saudi Arabia, Argentina, Colombia, Chile, Ecuador, Spain, the United States, Malaysia, Mexico, Puerto Rico, and Peru.

Social networks cross all topics. Instagram, Twitch, TikTok, Twitter, WhatsApp, are media that currently channel journalistic content, political information, social movements, collaborative work, and health communication, in the health crisis. We will find them in various articles.

It is important to see the topics that interest researchers in communication.

In the area of neuromarketing, professors from Taif University and Universiti Teknologi Malaysia, in the article "*A global research trends of neuromarketing: 2015-2020*", they evaluate global research trends in the area of neuromarketing based on more productive scientific journals. The Complutense University of Madrid was the most productive. Moreover, although *Frontiers in Psychology* is the journal with the most publications, *Comunicar* has the highest average number of citations per item. Two Chinese authors stand out; Ma, Q. is the most prolific and Chew L. H. et al., have the most cited document.

Political Communication has changed its media scenario and researchers are analyzing its intensive development in social networks. Professors of the Universidad de Valencia in the article "From localization to mobilization. Evolution of the electoral use of Instagram in Spain from 2015 to 2019" point out that the electoral use of this social network is carried out with an increasingly mobilizing intention, observed in the themes chosen as in the purpose of the publications, the represented spatial context and the *hashtags* used. They also highlight the personalization of political leadership, the phenomenon of polarization and the presence of populist stylistic features reflected in the increase in *political issues* and negative emotional demands in the messages.

Researchers from the Universidad de Murcia and the Universidad Complutense de Madrid, in the article "Conversation and dissemination of political information in WhatsApp: deciphering the black box from the theories of interaction in social networks" intend to know if WhatsApp, in relation to the political message, describes analogous operating dynamics to other open networks. In other words, to what extent the theory on echo chambers and bubble filters can be adapted to the exchanges of political content that occur in this application. They want to know more precisely the incidence, up to now, unpredictable of the dissemination of political information in an environment influenced by privacy and personal relationships.

Professors from the Universidad de Piura analyze political activity on social networks during the first round of the 2021 general elections in Peru. Their objective is to understand how the political

communication of the candidates and their political parties was managed in five social networks. The findings reveal a high level of presence, albeit heterogeneous, of candidates and political parties, and a clear phenomenon of personalization in political communication, concentrating especially on Facebook and Twitter. On YouTube, Instagram and TikTok the treatment is less.

Journalism is still in force and Professor Ramón Salaverria claims its importance, arguing that “ensuring the sustainability of the journalistic media, seriously compromised in recent years, is key for European democracies”. The articles are related to the rights of the audience, journalistic practices, content production, news treatment, and the practice of independent professionals.

Audience rights are on the agenda. The right to be forgotten has been widely discussed and is not yet a universally recognized right. However, in the article “*The Limits of Memory and the News: Journalism, Law, Ethics and the Right to be Forgotten*”, professors from the University of Harvard and the Universidad Católica de la Santísima Concepción, invite us to understand how to, legally, resolve the tensions that arise regarding freedom of expression and the rights to seek, receive and impart information, on the one hand, and a right to be forgotten that supports the protection of honor, privacy and personal data on the other. The legal debates allow the journalist to extract ethical guidelines to which they may resort to guide the correct use of file information about other individuals when reporting on news events in the present.

Professors from the Universidad de los Andes, and from the Universidad del Rosario, carry out a comparative study of journalistic practices in times of the coronavirus pandemic, between Chile and Colombia. The main results show that there were changes in access to sources and the relationship with the interviewees, teleworking and the use of technologies to collect and produce news. The editorial meeting or editorial board and the editor’s relationship with his work team were strengthened. In a way, journalism has grown again in credibility and trust and the classic routines of journalism have been strengthened.

Regarding content production, three researchers from the Universidad de Santiago de Compostela focus on updating the phases of journalistic content for mobile devices. They consider that the current phase of consolidation of journalistic content on mobile devices is exerted by the emergence of social networks and microformats, as well as, personalization, video, audio, newsletters and information alerts, *wearables*, smart speakers and automation. They also observe that the trends that are consolidated in the communicative and journalistic scenario are transferred in an innovative or disruptive way, to the production, dissemination and consumption of content through mobile devices.

Attending news treatment a professor from Universidad del País Vasco analyzes the treatment of cannabis from the perspective of the Spanish newspapers in order to show the image they offer. These results suggest that legislative changes show the need to carry out a process of normalization of the status of cannabis, which tends to relate it to health, personal care, leisure and even luxury.

The independent professionals work is booming in the media. The popularity of podcasting is growing and the journalistic industry sector has promoted it as an innovation strategy for *online* consumption from mobile devices, but amateur users are also interested. The article “The native podcast offer in Puerto Rico: the cultural identity of the independent sector versus the journalistic industry” provides the first in-depth exploratory analysis based on a *corpus* of 815 podcasts. Independent podcasters contribute with 743 native podcasts (723 are amateur and 20 from news outlets).

Critical information was always suppressed in communist Cuba. However, the internet makes censorship more difficult. Following the protests in the summer of 2021, the Cuban regime revoked the visas of foreign journalists. In this sense, the article “Individual conditions of journalistic production in independent Cuban media” aims to analyze individual conditions of journalistic production in two of the independent media of the partisan media structure in Cuba of greater relevance and recognition at the international level. The author detected a professional identification with the functions of journalism

to inform, monitor power, participate in social debate and show society in its diversity; and he concluded that these individual conditions materialize in terms of a professional anti-authoritarian discourse (and representation) shared by journalists.

The variants of Covid 19 continue to emerge and vaccination is the symbol of the fight against the pandemic. In this context, the management of information in the media, political communication and its consumption by citizens are of interest. Professors from the Universidad del Pais Vasco characterize the political, institutional and media actors who have reported on Twitter about vaccines and immunization processes in five Ibero-American countries: Argentina, Brazil, Chile, Spain and Mexico, from the analysis of 68,822 tweets from 84 accounts. The results indicate that the informative weight corresponds to the health authorities and the media, although the personal accounts of spokespersons and political representatives have achieved greater engagement. However, users who create content show a largely negative impression.

At the Universidad Nacional de Cuyo, they compare the “Gaps and concentration of information: a study on agendas, framing and consumption of news about vaccines in the framework of Covid-19 in Argentina”. The comparison between the agenda that the media proposes and the news that users rank based on their activity and consumption enables a better understanding of the dynamics of information circulation. Facebook users focused on news about risks and adverse effects (30.2%) and their effectiveness (27.9%), issues with less visibility in the media hierarchy and that have the particularity of being closer to the individual decision to be vaccinated or not. In this sense, it is possible to notice a greater involvement with the information closest to the experience.

Professors from the Universidad Autonoma de Barcelona and Girona interrelate the social responsibility communication of the most important Spanish energy companies with the Covid-19 health crisis. By analyzing the content of 3.146 tweets, the study evaluates the activity, themes and the communicative approach of the CSR messages published during the health crisis. The results suggest that the organizations, in a pandemic situation, did not significantly vary their roadmap in the communication of their CSR actions.

In the area of audiovisual communication, research goes beyond the entertainment consumption. From the Universidad de Navarra, an analysis is proposed from the philosophy of culture. The author proposes the concept of “frontiersman” in the series “The Mandalorian” (Disney+, 2019-2020), to define the heroic prototype that arises from the conversion of two narrative genres: *space-western* and epic or heroic fantasy. This concept is given after the return of the frontier hero in *The Mandalorian* series according to some features of the medieval concept of the knight-errant.

Researchers from the universities of Sevilla and La Sabana question the historical truth and lie based on the verdict agreement in the *Chernobyl* series. They seek to analyze and contrast the HBO series *Chernobyl* (2019) and the book *Voices of Chernobyl* by Svetlana Alexievich (1997), specifically the relationship between reality and journalistic-literary and film reconstruction.

In the article “From consumers to prosumers: the transmedia narrative in two cases of mobile games for adolescents and young people”, educators from the Universities of Huelva and the Universidad Nacional de San Agustín of Arequipa venture into the analysis of content production by users in mobile games *Episode: Choose Your Story* and *Choices: Stories You Play*. The games have many young users who spread and expand the stories through the most important social networks. User-generated content relates to the extension, stories, characters, closing, and other stories.

The Twitch.tv platform goes beyond its hegemonic position in the field of *gaming*. Professors from the Universidad de Valladolid, in the article “Let’s work together: Online and synchronous coworking on Twitch as an example of the collaborative potential of live-streaming”, explore the collaborative, educational and creative potential of *live-streaming* platforms through analysis of the online *coworking* experience “Work Room”, launched by a Twitch channel. The results support the usefulness of

the experience and build a cartography of the phenomenon with seven key concepts: gamification, synchronicity, community, participation, free operability and common atmosphere.

Communication, as a discipline, also requires training and research. Verification has always been key in journalistic coverage. Professors from the Universities Loyola, Andalucía and Universidad Complutense de Madrid make a proposal regarding content verification skills for communication studies. As cited by the authors, “the key to journalism practice in digital environments is to combine retro skills with neo skills”. They seek to strengthen the classic learning of Journalism - such as the search for truth, verification of sources and treatment of information-, including other new learning in order to attend to the transformations required by a sector, which changes in the same way as communication and information changes.

From the Universidad Rey Juan Carlos, a proposal is made for the classification of the Typologies of paradigms in communication research. The author identifies typologies of paradigms proposed in this scientific field with three objectives: to know from what criteria these typologies are proposed, to identify some of the perspectives from which communication research has been done and to define the most appropriate criterion to differentiate the research that is carried out in the scientific field of research in communication. They make a systematic review of academic works published in the last five decades and specialized in meta-research in communication and communication theory.

The value of public service media is of social interest. A professor from the Universidad Tecnológica Indoamerica (Ecuador) analyzes the “Leadership styles in the Ecuadorian public media”. He focuses on transformational leadership as a style used in the communication industry since in the newsroom (or production) leaders need to have a behavior that favors creativity and innovation, in order to be more competitive.

In addition, from Spain, researchers from the Universidad Carlos III are interested in the unique Spanish public television whose management has been fully outsourced. In the article “Privatization, public service and digitization. The case of 7 TV”, they examine whether the comprehensive privatization of channel 7 TV in Murcia in the management of autonomic television has promoted its digital development, enabling an improvement in its actions of transparency and accountability and favoring citizen participation in decision-making.

In the field of Public Relations, professors from the Catalan universities, Pompeu Fabra, and Ramon Llull, develop a new model for the selection of a public relations and communication agency, based on the perceptions of those responsible for communication in Spanish organizations with the highest turnover, members of the Association of Directors of Communication-Dircom. The results indicate that the communication departments consider as main attributes: experience, specialization in the sector and client portfolio; the professionalism, reliability and service quality that is offered; and the financial proposal.

In social mobilizing communication, pro-life demonstrations are still going on. In January, in Washington DC, the “49th March for Life” was held while waiting for the court to overturn the Roe vs. Wade resolution that legalized abortion. Along this line, in the article “It is not your body. It is not your right”: the visual argument of the Argentine pro-life movement on Instagram” the arguments and social mobilization strategies that two pro-life groups used on Instagram are studied, during the debate over the Pregnancy Voluntary Interruption Law project, in Argentina. The two groups recovered the argumentation historically used by the Argentine anti-abortion movement, adapting it to the characteristics of the platform, but without substantially modifying its content.

We are starting a new decade at the *Revista de Comunicación* and we hope that the communication research articles that we publish offer valuable content, bring novelty to the scientific knowledge analyzed and build trust in the scientific community. You are invited to participate in this forum!

The Editor