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Editorial

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Editorial

The communication industry is constantly changing. It is flexible. In the business world, Facebook has transformed itself into Meta. Twitter was acquired by Elon Musk, who changed the company's logo to a "X", a symbol that represents his vision of an application that combines social media, instant messaging, and payment services. TikTok will allow users to create posts that contain only words, to compete with Zuckerberg's Threads and Twitter. "Barbie" has grossed over one billion dollars in ticket sales, it is likely that people will continue to watch movies on streaming services. In this environment, technology, especially artificial intelligence, is rapidly revolutionizing the world. We are already using GPT-4, and GPT-5 is under development.

Artificial intelligence (AI) is a part of our lives, but its impact is debated. Some believe that AI can be a force for good, improving our lives, while others believe that it could be a threat, with negative consequences. The growing concern about the potential risks of artificial intelligence (AI) is reflected in the warnings of the technology's own proponents. Elon Musk and Steve Wozniak, co-founder of Apple, have called for a temporary moratorium on the development of more powerful systems than GPT-4, and Sam Altman, CEO of OpenAI, (creator of ChatGPT) has called for greater regulation of AI. ¿Are the creators of this technology concerned about the impact of their creation?

In such an uncertain context, it is essential to understand artificial intelligence, both its advantages and risks, to understand all that is truly at stake, to analyze it, and only then can we properly evaluate its potential and use it responsibly in our disciplines. It is important to consider artificial intelligence not only as a technology, but also as a social phenomenon. In this context, it is crucial to reflect on the purpose of AI, that is, how we want to use it. [Daniel Innerarity](#)'s idea is that machines should complement humans.

Artificial intelligence (AI) is increasingly being adopted in different sectors and processes. In the field of communication, AI is best known for its use in journalism, but it is also being used in advertising, political communication, corporate communication, and other areas. Marketing specialists are exploring ways to leverage the potential of AI. However, in this article, we will focus on the use of AI in academic publications.

Towards a smart use of artificial intelligence in scientific research

Artificial Intelligence is an innovative tool that can be used as an assistant. It has a range of potentialities, but it is important to determine the suitability of its use. There are few guidelines for the use of AI in scientific research, unlike those that exist in the field of education or journalism¹. There are documents from the [European Commission](#) and [UNESCO](#) that can serve as a reference for us.

During its use, questions are raised and some guidelines are already being outlined:

- AI is a tool with great potential. Different tools have always been used in communication research, in the different study methodologies. They have been presented as such. The same should be done with GPT, Bing, Bard, Midjourney, DALL.E 2 and more.
- AI can assist researchers, without completely replacing the investigative work and the writing of manuscripts. There are a number of tools to enhance academic research. Along with ChatGPT, which is the most well-known, we find Consenso, Elicit.org, Scite.ai, research Rabbit, chatPDF, ([Bilal Mushtaq](#)). Lopezzoza C. and Codina L., (2023) are two professors who are already working, specifically, with [qualitative research methods](#).

¹ Reuters news agency, Financial Times, El País, have internal recommendations for the use of AI. The Associated Press news agency has just released its guidelines for the use of generative AI in its newsroom.

- According to (COPE) in *Ética en la publicación académica*, artificial tools are not authors. *Springer Nature*, also states that software such as ChatGPT cannot be credited as an author.
- The authors are responsible for the overall quality of the research, while AI-generated content needs to be supervised, analyzed, verified, and attributed to its source.
- Transparency for credibility. *Eva A.M. van Dis* proposes developing open-source alternatives whose operation can be scrutinized to counter the lack of transparency and the proliferation of misinformation. COPE notes that authors should refer to the tools used in the various data analysis and processing procedures. Springer Nature states that the authors should adequately disclose the contribution of AI to their work.

It is a complex subject, which is not fully understood and raises questions, which require: training, critical judgment, transparency, innovation, *prudence in adaptation*, and ethical attitude for better use. Artificial intelligence needs to be scientifically studied by human intelligence.

The current issue of the *Revista de Comunicación* contains 24 articles and 3 reviews, with the participation of 62 professors from 28 universities in Argentina, Colombia, Costa Rica, Ecuador, Guatemala, Spain, and Mexico.

Audiovisual narratives are of interest in the audiovisual field. The article “Communication and innovation of the Church in the audiovisual media. The video messages of Pope Francis” focuses on religious communication. Professor Cartes-Barroso, from the Universidad de Sevilla, makes a quantitative and qualitative content analysis of the 75 videos published between 2016 and 2021. The Pope is the protagonist who reflects on various topics of social and human interest. The close language and naturalness of Francis, together with the strategic use of audiovisuals, make *The Pope’s Video* a good example of direct communication between a religious leader and the faithful. The most important topic is the Church itself and the role of Christians.

The identification of a city in various audiovisual productions can be found in two articles. In “Looking at Madrid: Areta and the Urban Landscape in *El Crack* Trilogy by José Luis Garci”, professors from the Universidad de Navarra analyze the continuity and expressive complementarity between Germán Areta, the protagonist detective, and the image of Madrid, as the main expressive key of the three titles: *El Crack* (1981), *El Crack dos* (1983), and *El Crack cero* (2019) by José Luis Garci. It is a trilogy that adapts the American film noir genre to the reality of Madrid during the Transition, from the months leading up to the death of Francisco Franco to 1982. In the article “Cultural and emotional identification with Madrid through TV series of *Valeria* (Netflix, 2020-2023)”, Professor Higuera-Ruiz, from the Universidad de Salamanca, aims to determine the representation of Spanish national idiosyncrasy through the images of the capital included in the Netflix original production series: *Valeria* (2020-2023). A qualitative methodology based on bibliographic review and examination of the aforementioned fiction is applied. The conclusions show the cultural proximity for the local audience and the tourist options of the city of Madrid through the series and its promotional material.

In the context of transmedia narratives, the article “The fictional and transmedia representation of the urban space in the historical thriller: *La Peste*”, by researchers from the Carlos III and Rey Juan Carlos universities in Madrid, delves into the keys to the construction of suspense through the development of interactive actions that place the public in a protagonist position in the history through the dialogue between the geographical, fictional, and expanded space. They examine the resignification of the city through the image constructed by the participation of the viewer - in the series - and the user - in the transmedia actions. The article “Augmented screen, triple narrative, and the role of the user: a case study”, focuses on **augmented reality**. Professors from the Universidad de Santiago de Compostela conduct a study of Disney’s first augmented reality short film, *Remembering* (Allan-Blitz, 2022). They focus their methodology on three approaches: audiovisual language, viewing with technology, and the role of the recipient.

The story presents a tripartite narrative: one that is slower and simpler with wide shots, another that is faster and unstable in which physical and virtual spaces converge, and a last one, created by the user as a steadycam, shows a modification of the traditional cinematographic viewing.

In political communication, a variety of topics are focused on. The agendas in electoral campaigns are permanent. In the article “Media and public agendas in electoral campaigns: Argentina, Ecuador, and Spain”, Iberian professors systematize the similarities and differences that exist in the media coverage of the general elections campaigns of Ecuador 2021, Spain 2019, and Argentina 2019, based on indicators related to the “agenda of topics”, the “agenda of attributes”, and the associations existing between the topics highlighted in the media and public agendas. The results show a dissociation of agendas. The media offer more visibility to the topics of political conflict than to the topics of citizen concern.

Disinformation strategies with political interests are a concern because of their influence and the impossibility of distinguishing them from the truth. In the article “Post-truth strategies and disinformation in the 2022 Colombian presidential elections”, professors from the Universidad de la Sabana, from the sentiment analysis of messages verified by fact-checkers between January and June 2022, identify the discursive strategies and fallacies used by both politicians and those who want to discredit them through false or inaccurate content that circulates on social media and other media.”

Attitudes towards disinformation require knowledge. In the article “Does digital literacy foster disbelief in fake news? Efficacy of attitudes and strategies against disinformation in Mexico””, Mexican professors analyze the influence of the use of social media to follow the electoral campaign during the 2021 elections in their country, and the level of credulity of users towards false information. They also found how these effects are mitigated by the alerts of the different platforms, and by the attitudes and strategies of citizens who are more or less literate, to prevent being misinformed.

The political consumption of the young audience is attractive. In the article “Audiovisual content viewing practices and the psychosocial sentiment of political efficacy in younger audiences from Spain and Mexico”, professors from the Rey Juan Carlos University study the psychosocial sentiment of political efficacy that millennials and centennials have as users of streaming platforms in Spain and Mexico, to determine their tendency and justification for prioritizing their viewpoints in the face of censorship and content cancellation. The results reveal that both generations feel a special interest in the ethical and realistic representation of the world’s problems when consuming movies and series.

The practices of verifying political communication have become one of the central strategies in the fight against disinformation. In the article “Checking the fact-checker. Political verification practices and partisan biases in Newtral (Spain)”, specialists from the Complutense and Rey Juan Carlos universities, examine the verification practices and possible partisan biases in the main fact-checker specialized in politics in Spain. Political denials from October 2018 to October 2022 were studied. Speeches of the main national political leaders were examined in the same way.

The consequences of government restrictive policies are worrying. In the article “The confiscation of private media in Ecuador in the Correa era and its consequences”, professors from the Universidad Católica, the Universidad Internacional de Ecuador, and the Universidad de Navarra, conclude that the Ecuadorian state was not a good administrator. The fact that almost all seized media outlets have gone bankrupt and their primarily political use are both worth noting. They were not profitable economically or professionally, except for *TC Televisión*.

From the advertising sector, the decline of advertising as the main source of income is being studied. In the article “Advertising in the financing of the printed press: costs and commercial

scenarios”, professors from the Universidad de Nebrija and the Universidad de Valladolid, delve into the changes produced in the prices of advertising ads in the printed press in the last decade (2013-2022) and analyze the future commercial scenarios. The results show a decreasing price for advertising space, and show a commercial scenario focused on specialization, credibility, and seriousness of the media outlet, as opposed to the mass sale of advertising.

Regarding the **influence of advertising on the creation of brand communities**, in the article “Motivation, loyalty, and commitment as pioneers of brand communities”, experts from the ECCI University (Colombia), inquire if these aspects favor the interest towards the generation of brand communities in football teams. They identified that extrinsic motivation directly influences the interest in the brand community, while intrinsic motivation indirectly influences in the opposite direction.

The adoption of sustainable consumption is a key issue in the current ecological transition. In the article “Generating ecological awareness from the university. Analysis of an experience around fashion and sustainability with future advertising professionals”, professors from the Universidad de Valladolid, reports the findings of a study that meets two objectives: to know the profile of those students as fashion consumers; and to know if the university can create ecological awareness about the production and consumption of fashion in future advertisers. The analysis reveals a student profile with little concern for the problems posed by the fashion industry, and unaware of its environmental impact.

The communicative strategies of influencers are increasingly attractive to young people. In the article “Undressed to succeed? Content analysis of self-objectification of influencers in Spain”, professors from the Complutense and Nebrija Universities, analyze the presence of self-objectification in the top influencers in Spain and identify their relationship with social values of success and recognition, as well as with stereotypes. In a sample of 246 images of the first 14 top influencers, they examine the following categories of self-objectification: (1) sexy self-presentation; (2) appearance-centered attitude towards one’s own perfect body - egocentric image; (3) stereotyped representation and (4) success, social recognition or popularity.

The importance of community radio is still relevant in Latin America. Professors from the Universities of Málaga and Granada, in the article “Good practices in community radio. Case study through the application of the IRSCOM indicator in Colombia”, present a compendium of good practices detected from the application of the IRSCOM Social Profitability Index in Communication to a sample of 12 community and indigenous public interest radio stations in Colombia during 2022. The IRSCOM-RADCC (*Radio Comunitaria Colombia*) methodology collects information in six categories of analysis: management, social capital, territorial and citizen interaction, programming, activity on the Internet and infrastructure.

In journalism, audience attention is essential. In the face of less audience commitment, selective news avoidance, and increased access to news via social networks, which, due to direct access to the web and apps, are becoming increasingly important in the media’s attraction strategies. The article “Analysis of the impact of the use of clickbait on the Twitter profiles of the Spanish media”, researchers from the Complutense, and Francisco de Vitoria Universities, address the use of clickbait in the current media ecosystem. In this challenging scenario, the work analyzes the messages on the Twitter profiles of twelve major Spanish media outlets that use clickbait and evaluates whether “clickbait headlines” produce more misinformation or not. The results indicate that its use is very low and is found in sections such as “Society” or “Science”, with exaggeration being the most used resource to attract users.

In the communication industry, there is competition for the generation of engagement. In the article “Exploring What Audience Engagement Means for Media Companies”, professors from the Universidad de Navarra, analyze to what extent strategies aimed at increasing engagement contribute to extending the brand value of communication companies. After the study, they

conclude that for companies whose core business is linked to the digital environment, the closeness to the audience is greater than traditional media.

There are gaps in the digital skills of journalists. In the article “Age gap and gender inequality in the journalism profession. A mismatch with new digital skills”, professors from the Universidad del País Vasco show, from the responses of more than 500 professionals, a large generational and gender gap between the youngest professionals and those of older ages. Those under 30 know tools such as Tik Tok, Twitch, or even AI applications, but they are unaware of their professional use.

The changing system of **digital journalism** continues to develop and poses challenges for newsrooms. In the article “Journalistic production and digital conversion in Central America: advances and challenges”, professors from the Universidad de Sevilla and the Universidad Rafael Landívar (Guatemala), study the challenges faced by Costa Rica, El Salvador, Guatemala, and Honduras, over ten years (2012-2021), based on three thematic pillars: the impact of digitization on news production, the labor situation of the journalist during the digital conversion process, and the effects of this on the journalistic company.

The pandemic also transformed the way news is covered. In the article “Sources in the hybrid media system: coverage of inequality during the pandemic”, experts from the Universidad Internacional de Valencia and the Universidad Camilo José Cela, conducted a content analysis of 958 journalistic stories produced by six Spanish online media outlets during the first year of the pandemic. The findings suggest that dynamics linked to the new media environment can restrict the use of information sources, reducing journalistic quality. They also found that giving more consideration to social actors can help to improve the quality of journalistic products.

Marshall McLuhan is considered to be one of the most influential communication theorists. In the article “When the rearview mirror takes you to the future. A historical review of McLuhan and Media Ecology”, professors from the *Tecnológico de Monterrey* and the Universidad de Valladolid, conduct a historical review of his studies with hermeneutic purposes, to refer to two essential contributions to the growth of a science, communication science, and to the development of a metadiscipline, whose relevance and meaning were belatedly recognized.

In corporate communication, employees are a key factor in improving reputation. In the article “Internal corporate responsibility, effects on reputation and care for senior employees: a case study at Mediaset”, professors from the Universidad Internacional de La Rioja, present an internal Corporate social Responsibility plan at Mediaset Spain, for employees nearing retirement. The company accompanies workers during this stage, providing them with economic advice, physical and emotional well-being, and using their experience, involves them in mentoring tasks, brand ambassadors, or corporate volunteering.

It is important to understand the professional development of **strategic communication** in a country. In the article “The practice of public relations and strategic communication in Costa Rica”, professors from Costa Rican universities, characterized the profile and professional practice of both professions, based on data from the Latin American Communication Monitor, (2014-2020) and the Labor Observatory of Professions of the National Council of Rectors of Costa Rica (2016 and 2019). The results show that the perception of excellence is high and the area of work that stands out is general communication, although the trend is digital communication.

We hope you find the topics interesting. The *Revista de Comunicación* remains in the Q2 quartile (SJR) in the Communication category (Scopus data, April 2023), and continues to be the [Leading journal](#) in the field in Latin America. We are grateful to all the authors and evaluators who have contributed to this achievement, as well as to the readers and researchers who support the journal.

The Editor