

# Editorial

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We present a new issue of *Revista de Comunicación* in a difficult and critical environment for scientific journals. The world of scientific journals, academic in nature, has moved into the media sphere, not necessarily to expand the dissemination of scientific knowledge, which advances through rigorous research that transcends society, but rather to highlight the dysfunctions of scientific journals on a global scale.

Doubts arise because of commercial management, often leading to over-commercialization, a controversial shift in business models in the scientific publishing industry, lack of support in editorial management, the weakening of editorial boards due to restructuring, and the introduction of artificial intelligence (AI) into the editorial process and image generation (Ouellette, 2024). There is also concern about acquisitions of prestigious journals, leading to a loss of quality and independence, as well as unethical practices of some editors and researchers. Finally, journals exhibiting such anomalous behaviors have been expelled from prestigious global scientific databases (Cabezas Clavijo, 2025). While this mainly affects certain publications, doubts affect all of us. It is frustrating that flawless editorial work is undermined by bad practices (Baiget, 2025).

The world of scientific journals is complex, facing various difficulties and challenges. The 2024 report from the Ibero-American Observatory of Scientific Communication Journals (OIRCC) highlights:

...the need for structural and cultural changes in the academic system to effectively support scientific communication journals. Proposals include greater institutional support, recognition of editorial work, and professionalization, aimed at strengthening the editorial ecosystem and improving sustainability. At the same time, it is crucial to balance the importance of impact with the quality and diversity of the content published (Tur-Viñes & Segarra-Saavedra, 2025).

Above all, scientific journals play a significant role in global society. We must recognize that the main objective of journals is not merely publication, but the dissemination of high-quality research that seeks the truth—diligently evaluated, novel in the discipline we cultivate, and directed toward a scientific community that considers us a reliable source of knowledge, with a broader impact on society. This requires moral integrity and responsibility from all contributors—authors, reviewers, and editors.

Many journals across all disciplines are doing excellent editorial work. We believe that in this critical environment, ethics in the management of scientific journals is a valuable intangible for reputation (Zeta de Pozo, 2024), which, unfortunately, is being undermined by poor behavior. We have an opportunity to review our procedures: the editorial principles that legitimize us socially as specialized, independent scientific journals; transparency in editorial management practices and policies; the competence of our editorial teams and the requirement for proper training; and an interest in innovation, aimed at advancing science in an environment of quality and excellence.

Starting October 2024, *Revista de Comunicación* has been strengthening its editorial board with new members and plans to enrich its scientific board with researchers from various countries and disciplines. The new explicit summary structure will allow readers to quickly grasp the research objectives, methodology, key study results, and scientific advancements.

Volume 24, Issue 1, 2025, comprises 23 articles and two reviews from 62 researchers from 27 universities in Argentina, Chile, Colombia, Ecuador, Spain, the United States, Mexico, and Peru, covering diverse topics regarding communication.

In **Audiovisual Communication**, there is interest in the application of AI in radio production, neuroscience in the production of fictional series, female empowerment, and Nazi postmemory as cinematic themes, as well as in platforms for film festivals, strengthening of podcasts focused on the cultural industry, and film research.

Artificial intelligence is revolutionizing radio production. *Uses of Artificial Intelligence in the Radio Production Cycle: A Framework for AI Tool Classification* identifies 45 potential AI functions in six phases: ideation, research, production, distribution, interaction, and archiving. The findings highlight that AI can speed up the production process and add value to the final product, but also pose new challenges, including originality, informational diversity, and the creation of an incoherent editorial line.

The authors of *Applying Neuroscience to the Production of Fiction Series: Enhancing Quality by Optimizing Audience Engagement and Attention Levels* argue that the emotional design of content significantly impacts the audience. To this end, they apply neuroscience techniques to research a young audience that has watched the pilot episode of the Spanish-German thriller *Ana Tramel. El Juego* (ANA. All in). The results offer showrunners guidelines for narrative and emotional design to create higher-quality productions.

Cinematic themes focus on updating concepts and historical analysis. *Barbie (2023): The Cultural Icon Redefining Female Empowerment* examines the perpetuation of stereotypes and Mattel's adaptation to gender equality demands through rebranding and campaigns such as "You Can Be Anything." While Mattel has successfully repositioned Barbie as an icon of empowerment, content analysis reveals that the movie still grapples with traditional gender representations.

Eighty years have passed since 1945, and cinema's approach to Nazism has gone through several phases and perspectives on Holocaust memory. The article *Melodrama and nazi postmemory. The paradigmatic case of Generation War (2013)* analyzes the series through nine categories derived from literature on melodramatic audiovisual forms: victim-characters, threatening forces, nostalgia, space of innocence, suspense, redemptive death, narrative logic breaks, random fate, and moral reading pact. It shows that the series incorporates these emotional elements to offer a portrayal that combines critique and understanding of the Nazi past, including a kind of social antidote with a pedagogical public function, aligned with Germany's current phase of memorial culture.

The audiovisual industry remains dynamic, with emerging sectors like podcasts establishing themselves more firmly, while traditional forms like cinema continue to evolve to maintain relevance. In the article *Towards the consolidation of the cultural industry of podcasting in Spanish. An analysis of production in Spain and Argentina*, researchers analyze the production, content, distribution, and commercialization of major audio platforms and producers in Spain and Argentina in 2023. The findings uncover a wide variety of titles, themes, and genres, as well as significant similarities and differences between both countries, with conversational podcasts dominating over non-fiction narrative ones.

*The platformization of film festivals in Spain: the case of Filmin (2020-2024)* analyzes the new distribution and streaming model of these cinematic events utilizing platforms, specifically Spanish video-on-demand platform Filmin. The results show a marked increase in film festival exhibitions online, solidifying Filmin as a key player in the contemporary audiovisual industry. This hybridization contributes decisively to the development of film streaming without undermining the inherent nature of traditional in-person festivals.

Finally, *Film Studies in Peru: a systematic review* identifies the key characteristics of studies between 2016 and 2023 based on 46 bibliometric records. The results show an increase in film studies from the mid-2010s and emerging research trends in the Humanities, such as aesthetics, literature, and philosophy.

In **Journalism**, thematic coverage, narratives, sources, and the practice of the profession are significant.

Media coverage plays a central role in the potential influence of lobbying groups. *Longitudinal analysis of lobbies' media coverage in the Spanish print generalist press* studies 34,549 news articles

published in seven leading newspapers between 2013 and 2023. The results reveal a progressive decline in publication volume and a concentration on economic and political themes.

Coverage of violence against women and girls has expanded but varies based on conceptualization. In *Covering violence against women and girls on the border: Comparing news from Texas and Mexico*, the 210 stories examined reflect different frames in each country. While Texan newspapers used an episodic frame with victim-blaming, Mexican ones framed the stories with support for the victim.

Labor conditions in Latin American media have been affected by various crises. *Psychosocial factors associated with the desire to leave the media industry in Ecuador, Peru, and Venezuela* determines the factors influencing the decision to leave media jobs. Bivariate analysis of a sample of 288 journalists found that those wanting to leave were younger, mostly women, were living in capital cities, and had faced threats of dismissal, harassment, or health issues. Journalists wanting to stay felt that heightened political confrontation provided a sense of professional purpose and social legitimacy.

Wikipedia is used in the press as a source of information and agenda-setting. The article *Analysis of Wikipedia Coverage in Spanish-Language Media between 2013 to 2023* applies Frame Theory to examine how the media presents Wikipedia in the headlines of 652 news stories extracted from the Factiva database. The thematic clusters show that media often associate Wikipedia with key figures, global events, and major issues, especially during crises when reliable information is sought.

Trust in the media, globally, is crucial for journalism's role in ensuring social cohesion and public deliberation. *Predictors of trust in digital-born news media: a study of the Cuban independent media Periodismo de Barrio* confirms that perceptions of civic role, public commenting on media platforms, satisfaction with political topics, and perceptions of source quality enhance trust in Cuban media outlets. Linking news production to hard news—politics, economics, international affairs, and social issues—correlates with higher credibility.

However, trust also erodes if attracting a large audience becomes more important than telling the audience what they need to know (Edelman Trust Barometer, 2025). In *“Here’s what you need to know”: An analysis of clickbait narratives on Chilean outlets’ Facebook News* an analysis of 4,316 posts reveals that 68% use clickbait, with the absence of key data being the most frequent narrative. Only paralinguistic narratives and audience questions were linked to an increase in user-generated content (UGC).

Digital literacy is a vital tool to counter misinformation. *The authors of Proposal for media literacy through professional fact checking in Latin America* present an exploratory study on media literacy programs offered by the Latamchequea network and their degree of professionalization.

Transmedia narratives shine in entertainment. In *The transmedia lies of Pinocchio: morality and intertextuality in the narrative expansion of Carlo Collodi’s tale*, the authors start from the classic story *Le avventure di Pinocchio* (1883) and revisit the concept of transmedia intertextuality to understand how these connections expand and redefine original works, keeping them relevant in new cultural contexts.

**Political Communication** has moved to social networks. The study *Gendered dynamics of Twitter engagement: An analysis of Colombian parliamentarians during electoral and non-electoral periods*, analyzes 689,576 tweets collected in 2020 and 2022. Contrary to expectations, men tweet more frequently overall, but activity by women significantly increases during elections. These findings suggest that gender disparities in political communication on Twitter are not static but contextual.

The **Right to Information** involves the responsibility of the issuer. Despite the apparent neutrality of digital platforms, they exert significant influence over information mediation.

*Digital platforms and right to information: from mere hosts to responsible actors* starts with Professor José María Desantes' (1994) defense of information as a human and social good, exploring through discussions with major theorists how platforms have altered public communication, challenging traditional media principles, and emphasizing the need to hold them accountable, as seen in recent European Union regulations. Currently, the focus is on the object (content), not the subject (platforms).

Concerns about the use of **Social Media** by children and adolescents include the lack of critical attitudes to evaluate content and poorly formed criteria for creating digital content, which ultimately impacts their social life in a vulnerable context. Research is essential. *Mobile phones, sexual socialization and media literacy: perceptions and challenges in digital protection of children and adolescents* seeks to understand the perceptions of experts and youth regarding sexual socialization. Experts note that adolescents seek approval through sexual display on social media, but most young people do not perceive the risks of sending nude pictures, seeing it as something private.

Results of the study *Adolescents, TikTok, and Instagram: perceptions of the impact of digital technologies on their social life* show that adolescents perceive the impact of digital technologies on their social relationships as neutral. However, boys have a more positive view than girls regarding the impact on their well-being. Socialization, sense of belonging, individual expression, and acceptance of social norms are seen as positive.

*Fragmented-brand consumerism on TikTok: The advertising impact on Generation Alpha* explores the impact of advertising on Generation Alpha through the analysis of 500 videos directed at minors and using the Delphi method with 12 psychologists. The analysis reveals that short, dynamic TikTok videos cater to children's preferences, with significant gender segmentation: boys are more exposed to political and sports content, while girls encounter more content on beauty and lifestyle. Experts indicate that TikTok's fragmented and dynamic content reduces attention span and encourages addictive buying behavior among younger audiences.

In **Communication and Development**, the analysis of the diffusion of Agenda 2030, transparency in public fund communication, and the efficiency of climate change communication stand out as major topics.

In *The 2030 Agenda in Spanish universities: sustainability and its communication*, the progress of 77 Spanish universities regarding the implementation of the UN's Sustainable Development Goals (SDGs) and their communication with their public is analyzed. Results indicate that the university community is the group most involved in the social and sustainable impact of institutions.

The communication-public aid relationship is becoming increasingly decisive for the future inclusivity of nations. *Digital communication and NextGenerationEU european funds: analysis of the web portals of spanish administrations* explores the information on European funds in these web portals, which act as a one-stop shop, evaluating their quality. Valencia, Catalonia, and Aragon are the regions that perform best.

Climate change is a scientific issue that requires productive dialogue and critical awareness among political, economic, and social actors. The article *Listening to science? A proposal for historical periodization of the communication problem of climate change* reviews how the issue evolved between 1988 and 2022, aiming to identify the most widely used rhetorical approaches. The authors argue that during the third stage—2016 to 2022—climate change began generating specific international political actions, but communication remains ineffective. They propose a tripartite dialogue, combining discourses from politics, the media, and climate science.

We hope these investigations will foster reflection among academics and communication specialists, generating new study perspectives.

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