

## Editorial

The world of Communication is complex, due to the changing environment in which it is located and, essentially, due to technological disruption and its impact on today's digital society.

In this eminently technological context, the ideal use and exploitation of its tools for the benefit of society is of concern. Generally, we accept free access to information in the Internet era, but we are worried about the use of algorithms that give direction to that information, and that is not as plural as it seems; or that it can even be false, without being detected. There are doubts about the quality of information, the privacy of our data and security.

Companies, states and audiences are taking measures: Facebook will hide the number of *likes* of its accounts; Users are more cautious with their data; Google, Facebook and Twitter have been invited by the Federal Election Commission to explore ways to combat digital misinformation in the 2020 elections.

The challenges are many. We are facing diverse multimedia content, with infinite actors, with fragmented and connected 24/7 to multiplatform audiences; however, these contents cannot lose their constituent of "Communicative spirit", committed to the service to the community which they seek to attract. And along the way, Big Data grows; its market and business analysis will enter 189.1 billion U.S. dollars for 2019, 12% more than last year, according to a study by the global IDC company.

This issue is made up of 15 articles, written by 41 authors from 23 universities, of 8 countries in Europe and America. They are researchers from Universities in Brazil, Colombia, Chile, Spain, the United States, Holland, Peru and Portugal. The topics are varied.

Audiences are studied more accurately. The thing that matters is to know especially the active monitoring. The emotional state of the users is added to the most frequent rational actions of commenting, sharing or contributing. Professors of the *Universidad de Coruña* and Sociograph Neuromarketing SL come together to apply the neuromarketing methodology to the followers of the "The 100" serie and verify if the support and the transmission device influence on the attention and active monitoring (engagement) of audiovisual content on the Internet.

In journalism, what really matters are the actors that make the fulfillment of the essence of the information profession possible. The role of journalists as referents of information quality, the leadership of publishers as key elements in the Newsrooms, the new journalistic narratives that emerge from the hand of technological innovation and the concepts that are forged in the media.

Since the speech of the news of open TV of Chile in the earthquake of 8.8 Mw of 2010, researchers of the *Pontificia Universidad Católica de Chile* develop a conceptual proposal of three potential profiles and roles of journalists: the informative, the opinion-maker, and the one that dialogue with the audience in the coverage of these disasters. Professors from the *Universidad del País Vasco* analyze the use of Augmented Reality as an informative tool in the news of Antena 3, with the purpose of identifying the topics most susceptible to the use of RA, as well as its form, interactivity and functions. And experts from the *Universidad de Lima* analyze the treatment of the concept of "citizenship" in 15 Peruvian cybermedia and the use that Internet users make of it, in order to know the semantic coincidences and differences in the media and public agendas.

Professors from the *Universidades de Navarra and Los Andes*, investigate the extent to which leaders (directors and editors) behave and understand their roles in Chilean and Spanish newsrooms. The objective is to identify crucial features to recognize transformational leaders.

In **political communication**, we appreciate a communication mediated by traditional journalistic coverage and direct communication, from the typical websites for politicians. Academicians of the University of Valencia compare the frames presented by six Spanish newspapers, with those adopted by the seven political parties represented in the autonomous parliament, during the autonomous elections of Catalonia in 2017, with the purpose of finding the predominant frames. Likewise, doctors from the *Universidad Católica de la Santísima Concepción* and the *Universidad del Desarrollo* study the effectiveness of the websites of Chilean Deputies as a communication tool and observe that their informative and dialogic potential is underutilized.

The new storytelling also reaches business communication. Professors of the *Universidades de Castilla-La Mancha and Francisco de Vitoria* deepen the communicative use of virtual reality in the business field, while professors of the *Universitat de Jaume I* seek to discover the keys to transmedia storytelling and analyze its potential to let the participation and involvement of the audience add value to corporate communication.

The academy addresses the phenomenon of fake news, studying the consumption of this news by young people and the work of European actors in the face of misinformation. Professors from the *Universidade Fernando Pessoa, Universidade Federal do Maranhão and Universidad Rey Juan Carlos* joined together to analyze the consumption of news and perception of fake news among Communication students from Brazil, Spain and Portugal. And Europeanists academics from the *Universidades Carlos III, Autónoma de Madrid* and the *Vrije Universiteit Amsterdam*, carry out an empirical analysis of the main networks of actors in this issue of false content - academics, foundations, think tanks, media, social media platforms and fact checkers- and show that there is a dispute to define the best way to combat misinformation at European level.

**Social networks** are always under study. Professors from Harvard University give social networks roles as publishers and distributors of news, although the later do not accept them. They point out their use of algorithms to perform media functions, and from that perspective they argue that social networks must assume essential responsibilities to meet the information needs of their audiences and protect the right to information of the public. Specialists from the *Universidad Rey Juan Carlos* analyze Western social networks, as opinion and perception makers about China.

Facing the challenge of media education in the information society, educators from the *universidades de Lima, Central de Chile and Pompeu Fabra* discuss the need to evaluate media competence from the pedagogical, political and methodological perspectives.

Cinema always attracts. Specialists from the *Universitat Jaume I* and the *Universidad de Medellín* are interested in the study of filmic form and enunciative traces as generators of -meaning in the film *From the Life of the Marionettes* directed by the Swedish director Ingmar Bergman.

We began as a print magazine in 2002, and after eighteen years of life we left the paper support. From this edition we will publish the *Revista de Comunicación* only in digital version, with open access, on the OJS platform. We are online with the promotion of open science that seeks to move towards a 100% free open access of scientific literature, as contained in the *Future of scholarly publishing and scholarly communication* published by the European Commission in January 2019.

The Editor