

## Editorial

At the 10th International Conference of Scientific Journals (CRECS - Guadalajara, 10. 2019), the visibility, open access, impact, and dissemination of scientific research in networks were analyzed; but special emphasis was given on the quality of the contents, around the scientific progress of the disciplines we are involved to. In the I International Seminar of Editorial Processes, (Peru, 11.2019), the editors' concern focused on the quality of the research and the processes' ethics, in which the editors, the authors, the evaluators, the organizations that support them, and the Databases take part.

We highlight from these meetings, the quality and ethics, as vital elements in the advancement of research in the field of Communication, and as a challenge of the *Revista de Comunicación*.

And in that enthusiasm, we present a new issue of the *Communication Magazine*. We continue evaluating the global Communication that remains dynamic and uncertain, due to the multiple technological, social and political disruptions it faces. In the Digital News Project (2020), of Reuters Institute for the Study of Journalism, It is predicted for this year, to have greater requirements for user registration to access content when socializing; a greater impulse of audio formats with more immersive equipment and more valuable functions and a greater expansion of 5G networks in different cities, although with limited equipment availability, in the technological field; and presidential elections around the world, as a favorable scenario for political misinformation. "The role of platforms will be increasingly politicised, with direct attacks and accusations of bias from prominent politicians" (p. 8)

It is made up of 16 articles, written by 34 authors from 17 universities, from 8 countries in Europe, Latin America and Asia. They are researchers from universities in Colombia, Ecuador, Spain, Japan, Mexico, Peru, Portugal and the United Kingdom. The topics are varied:

Political communication is a permanent issue due to the social importance of the messages

of the leaders and politicians in general and the demand and citizen participation, worldwide. Three professors from the Universidad Veracruzana analyze the new scenarios in which they develop contemporary politics; and specifically on Twitter as the channel in which digital communities expressed their political culture and expanded the public sphere, in the elections of Mexico 2018. Electoral behavior has a cultural base. From Peru, Professor E. Cohaila, from the university of Ruiz de Montoya, is interested in the use of emotions in the publication of the candidates' Facebook accounts in the 2016 Peruvian elections. Among the results it is worth noting that the majority of manifested emotions have a positive attitude.

All universities are in social networks and that is why it is interesting to know how corporate communication on the universities' websites is being handled. We know the relevance of research communication for the universities' reputation. Are these contents offered? The professors of the Universidad de Piura study the official Facebook accounts, of the main activity, the peruvian universities to know the corporate communication and branded content that relate to their essence as academic organizations. In the article "Interactive communication on university websites in Ecuador", professors from the universities of Spain, Portugal and Ecuador, connect traffic with quality and ranking positioning. Along the same lines, the professors from the Universidad de La Rioja analyze the presence, activity and commitment in the social networks of Spanish publishers.

The cinema remains current and there are always directors and narratives to be discovered from new perspectives. R. Álvarez Gómez, from the Universidad Rey Juan Carlos, offers us a philosophical approach to the narrative keys of Space, Time and Identity in the cinema of the English director Christopher Nolan. Spanish experts from the Universidad de Malaga study the film "Days of August" by their co-

national Marc Recha, focusing on self-portrait, family portrait and self-fiction, as film narratives.

Mass media companies are interested in topics related to the increasing difficulty of achieving the profitability of the companies; efforts to maintain good professional practices that generate social legitimacy and transparency, in order to re-establish trust in journalism.

S. Tejedor and A. Pla, from the Universidad Autónoma de Barcelona, analyze income models in digital native media of an alternative nature in Spain. The study warns the need to diversify funding sources and identifies subscriptions and crowdfunding as the main alternatives. Professors of the Universidad Internacional de la Rioja observe from the reports, corporate social responsibility in the most relevant Spanish audiovisual companies. RTVE, Atresmedia and Media Set. Specialists from the Universitat Pompeu Fabra and the Universidad Internacional de la Rioja, analyze the accountability instruments promoted by the news media, from the perception of Spanish journalists and citizens (IAMCR 2019).

The fact checking vs the fake news continue in the public debate. From the professional field, the article written by C. Rodríguez, raises a reflection on verification journalism focused on the epistemological challenges and dilemmas that enable their triple objective: to ensure the veracity of the information disseminated in social networks and platforms, to scrutinize the power and transform information into knowledge acceptable to citizens. From the consumption of news, three professors from the Universidad del País Vasco examine the behavior of young university students in the face of fake

news and detect a high level of alertness to false news and some topic differences, according to the field of study.

The talent of those who work in the world of communication is also a concern. Professors from the Universidad de Navarra and the University of Huddersfield (United Kingdom), explore from the Global Capability Framework for Public Relations and Communication Management, the professional capacities for tomorrow's strategic communication in Argentina and Spain, the only Spanish speakers in the project.

Professors from the Universidad Católica Luis Amigó and the Universidad Técnica Particular de Loja present a descriptive quantitative study evaluating the degree of media competencies of journalists from the cities of Medellín and Loja.

The digital transformation is irrefutable, and in that context all that counts is the degree of maturity reached. Professors from the Universidad Ramón Llull investigate the digital transformation of Public Relations and Communication departments of the Spanish companies with the highest turnover, belonging to the Association of Communication Managers - Dircom, based on the course of leadership and digital skill.

From Japan, H. Kato, from the University of Tokyo, shows interest in the Enjō phenomenon, as a process of collective interaction, as a result of a social reaction, and investigates the communication processes between the participants. The results show two types of processes in the Enjō escalation, the "social problematization" and the "villanization" (IAMCR 2019).

The Editor