

Editorial

This second issue of the year of the *Revista de Comunicación* is published in a social context in which globally we are living in pandemic conditions, which is affecting not only the health and social field, but also the political, economic, educational, and of course that of communication.

Communication has run its course in an unusual confinement environment and is experiencing an acceleration of the digital transformation process that was already developing. The data, although partial, shows us the first semester with mixed results. We notice that the coronavirus crisis has substantially increased the consumption of news in digital media and social networks, however, trust in the media is more than twice the level for social networks; the value of the media is recognized, but the cyclical downturn in the economy is hurting every publishers (Reuters, 2020). Other sectors, on the other hand, such as OTT, streaming services, video games, e-sport, data consumption, have strengthened during pandemic and have obtained beneficial results, by having their audience captive. The entertainment has the house as a permanent setting.

In this context, communication is also adapting, realigning businesses and economies with society; analyzing how to respond when the crisis becomes the “new normal”; knowing the new experience of the audience in times of Covid19 and connecting with them; and, above all, considering the key principles: provide quality content, with the appropriate technology, at effective prices, and that engage an audience that trusts them (PWC, Global Entertainment & Media, 2019).

This “new normal” requires that we continue to take the pulse of communication, in a changing and uncertain environment.

Vol. 19 No. 2 (2020) contains 17 articles, by 37 authors, from 21 universities, from Argentina, Ecuador, Colombia, Spain, Mexico, Peru, and Portugal. Researchers analyze various topics.

In the cyber media context, professors from the Universidad de Santiago de Compostela explore the development of the first map of active local and hyperlocal cyber media in Spain and, through a content analysis, identify their basic characteristics and development trends. The results show a relevant growth, as well as some features that give indications of the search for new informative models from the proximity. From Portugal, the professor from the University of Trás-os-Montes e Alto Douro (UTAD) analyzes the management comment in the most popular digital journalism in Portugal, Spain and Brazil. Professors from the Universidad de Sevilla study the instrumentalization of *Telegram* in journalistic routines. Journalists use it mainly as a source of personalized information and as a news distribution channel.

From the law perspective, professors from the Universities of Buenos Aires and Nacional de Córdoba investigate digital rights during the COVID-19 pandemic in Argentina, Brazil and Mexico. The debate revolves around the rights of access, privacy and freedom of expression, and how these are affected by governments and / or by internet and telecommunications companies - from the point of view of connectivity, geo-location of patients, censorship, and misinformation-. Professors from Universidad Autónoma de Aguascalientes, and the Benemérita Universidad Autónoma de Puebla, present a formal analysis of the local laws for the protection of journalists in Mexico. It is a social, civil and physical integrity protection, although paradoxically, most journalists express their experienced mistrust.

In the area of media economics, there are quantitative elements, such as finance, and qualitative elements, such as the sustainability indices of corporate governance and the social responsibility of companies. Professors from the Universidad de Santiago de Compostela analyze the negative evolution of the income of the European public media and of the audience of its television channels between 2010 and 2018.

Researchers from the Universities of Navarra, Comillas, and Rey Juan Carlos, plan to discover whether all the variables included in the corporate governance dimension of the sustainability indices are equally relevant and material, both for corporate social responsibility and for corporate governance in Spain.

In the audiovisual area, series, interactive documentaries, and cinema are studied. Professors from the Universidad Rey Juan Carlos study the headlines of three Spanish series, from these four dimensions -analysis of formal, narrative, typographic and sound aspects-, to determine how the openings of television fiction series contribute to the creation of identity and construction branding of the audiovisual product as an independent unit of the creator. The doctoral student from the Universidad de Granada proposes a model for evaluating the participation of *online* communities in interactive documentaries. With Nash (2014c), he considers that the study of participation must take into account both the influence of the community in the documentary, as well as the social interactions that take place due to its development.

From the analysis of the Peruvian films: *Chicha tu madre* (2006), *Paraíso* (2009), *El Premio* (2011) and *El evangelio de la carne* (2013), a professor from the Universidad Peruana de Ciencias Aplicadas states that Peruvian cinema has maintained the tradition of having an alternative voice to the hegemonic one, by stating that the entry of Peru into the globalized economy has not solved social problems of a large part of the population.

In the field of advertising, blockers, *influencers*, social networks and the strategies to strengthen the consumer-brand relationship are worrisome. Professors from the Universidad de Navarra analyze to what extent the use of online advertising blockers in media consumption is connected to conscious attitudes and what is the probability that certain profiles use them more or less. While the experts from the universities of Cádiz, Sevilla and Valladolid question the extent to which the influencer enhances the brand identity and analyze the trend strategy

change in the fashion and luxury sector. The analysis of the Instagram accounts of *Gucci*, *Loewe* and *Margiela*, indicate how the values and corporate image of the brands are affected, due to the *ego-personal* discourse of these influence profiles.

Focused on the royal wedding of Harry-Meghan Markle, professors from the Universities of Alicante and Malaga are committed to linking the main international fashion brands with special events and content analysis of social network profiles. The professors of the Universidad Peruana de Ciencias Aplicadas analyze how Peruvian university students interpret the cultural references shown in the advertising spots, as stimuli to promote cultural identity with Peru.

Professors from the Universidad Nacional de Loja and the Universidad de Huelva evaluated the forms of interaction in the main *Instagramers* in Peru and Colombia during 2019. They observe a clear trend of digital audiences in valuing content through “likes”, instead of comments.

Communication research in scientific journals is becoming more relevant. Professors from the Universidad del Norte and the Universidad Internacional de la Rioja, inquire about the production and circulation of knowledge of communication research in Colombia through Web of Science. The findings demonstrate a greater presence in WoS and a better positioning. Researchers from the Universidad Nacional Mayor de San Marcos carry out a bibliometric approach to the *Revista de Comunicación*. The approach is at the author of the article (co-occurrence) and journal (h-index, citations) level, using the citations data sources of Scopus, Web of Science and Google Scholar. The analysis will help us to get to know each other better and continue challenging ourselves as a scientific journal.

We hope to publish our next issue in a pandemic-free environment, in which the world population continues to develop integrally in a more humane and dignified “new normal”.

The Editor