

Editorial

The long-awaited post-COVID-19 stage is still unreachable and we are still in uncertain times. A year into the pandemic, we believe that it is time to assume the so-called “new normality”, or better yet, to propose strategies that allow the development of communication in this new reality. It is important to remember that change is a constant in communication and that communication continues to be key, but it must be prepared for innovation.

Questions are raised about scientific communication, true and reliable communication, from traditional media; governmental communication, around health, economic and social policies; political communication; and citizen communication. –we receive information digitally and through social networks, although it is not always the most suitable–. Without forgetting entertainment as a factor of social welfare.

We agree with the Dean of the *Universidad de Navarra*, Alfonso Sánchez Tabernero, who in a class on the future of communication companies, addressed the students of the *Universidad de Piura* (9.09.2020), stating that “**...in this new reality we must generate expectations for the future**”. The Dean outlined it from a guide: be clear about the mission of each project, identify what makes us unique, design a worthy proposal, favor innovative culture, cultivate talent, ensure creativity, make the relevant things interesting, strengthen empathy with the public, analyze the competition, promote technological skills, and ensure ethical behavior. These are guidelines that can help us, at critical moments, to place ourselves strategically and move forward.

Likewise, having principles, being consistent with them, and offering valuable content, allows us to generate trust in the audiences we want to reach, wherever they are. These are certainties that can guide us in uncertain times.

In this reality we live in, the *Revista de Comunicación* continues to be a forum in which various relevant ideas are presented, debated, and some answers obtained in the contexts. It is interesting to know the implications of this new development and its meaning for our society.

Vol. 20 (1), 2021 contains 14 articles by 33 authors from 17 universities in *Argentina, Chile, Colombia, Cuba, Ecuador, Spain, Italy and Mexico*. The researchers have focused on health communication, political communication and entertainment; although other topics related to minority information, TV genres, sports journalism, organizational communication, and privacy in the digital environment are also analyzed.

With the spread of COVID-19 around the world, studies on communication and health from different perspectives have increased:

The quality of the content disseminated is of interest. The article “Fact checking during COVID-19: comparative analysis of the verification of false contents in Spain and Italy”, collects a comparative analysis of these contents and the different elements that have intervened in their dissemination through different media and digital networks during the first five months of the pandemic. Through the fact checking platforms Maldita.es and Open, and with a systematization of contents, it is shown that, although they share a series of similar themes, the discursive characteristics of the false contents have been developed with different forms and times in each country.

On the other hand, the manuscript “The discourse on COVID-19: a study in the Italian, Spanish and German press” examines the opinion articles published in *El País* and *El Mundo* (Spain), *Corriere della Sera* and *La Repubblica* (Italy), and *Süddeutsche Zeitung* and *Frankfurter Allgemeine Zeitung* (Germany). The results show that there are some common themes about the virus.

Each country has a different approach depending on, a vision marked by national politics in the case of Spain, more interpretative in the case of Germany and more social-humanistic in the case of Italy. Thus, in the countries studied there is a discourse against generating panic; despite a clear underestimation of the virus in its first months of appearance in the case of the Spanish and Italian press.

The perception of users is also important. In the “Informative treatment and media competencies on COVID-19 in Ecuador”, the communicative practices of media users and their perception of the information they receive about the coronavirus are examined. The results indicate that there is a preference for information published on Web 2.0 platforms related to health guidelines and a possible vaccine; moreover, a loss of trust in traditional media and government sources; while citizens give greater credibility to news shared by friends and family.

And the trends in this thematic line about the information metrics, the article “Evolution and trends in communication research on epidemics and pandemics at the international level” presents the behavior of communication studies on epidemics and pandemics through the scientific production registered in the Scopus database. The analysis of the 174 publications indexed in Scopus between 1990 and September 2020 from 41 countries, identified five major thematic groups, main emerging research focuses related to health communication during epidemics, social attitudes towards health, communication during influenza A H1N1 and the COVID-19 pandemic, and epidemiological information in social networks.

Finally, there is a lot of concern about communication management from the websites of health governing bodies. In the article “Management of communication 2.0 in public health campaigns in the Andean Community”, the objective is to analyze the management of communication 2.0 during the nine global public health campaigns established by the WHO in the official Facebook and Twitter accounts of the main health entities in *Bolivia, Colombia, Ecuador and Peru*. The results reveal that the health agencies evaluated are not focused on the needs of their audiences, that considerably cover institutional management while users show greater commitment to educational publications, mainly infographics and videos on Facebook.

Regarding political communication, the influence of gender in journalistic practices and Latin American coverage of the Spanish elections is questioned. The article entitled “Characterization of the journalistic exercise in Chilean presidential debates: a comparison between women and men in their role as interviewers” addresses the challenge of identifying whether the characteristics of the journalistic exercise are influenced by the gender approach, in the context of the Chilean presidential debates. Through a comparative analysis of 758 statements (issued by 13 female and 22 male journalists) it is identified that female journalists behave similarly to their male counterparts, constructing their questions mainly on hard news topics, focusing them on the execution and financing of public policies and supporting them with the use of data. And the article “The Election Campaign of 10-N in Spain and its reflex in Latin American Press. A case study” analyzes the news coverage of the campaign in nine Latin American newspapers. The data obtained led to the conclusion that the selected newspapers devoted generous space to the 10-N elections, gave their coverage a largely interpretative dimension and offered a vision of the campaign dominated by strategic and gambling frames, as they focused their attention on the predictions of the polls and the possibility of post-electoral pacts.

Netflix, a streaming leader with 200 million subscribers, takes center stage in two texts. “Why do those who watch Netflix watch Netflix? Engagement experiences of young Mexicans facing the one who revolutionized audiovisual consumption”, explores new mechanisms to know in detail the motivations and emotions that people have before the content on audiovisual platforms. This work, through a quantitative factorial analysis of the engagement experiences of 574 Mexican millennials,

managed to establish that when using Netflix, experiences related to socialization, entertainment and reflection on new topics stand out, which would indicate that beyond leisure, it generates other types of attributes to which they are typically associated.

And “Netflix: content catalog and television flow in times of big data”; the analysis of 157 original fiction series in 2019, shows that Netflix achieves a television flow with permanent premieres throughout the year; it also shows the launch of content by seasons with full chapters, as well as the election of Friday and the spring season for the launch of a greater number of fiction productions. In addition, a diversification of the catalog is sought, but the original serial fiction content remains mainly of American origin.

The manuscript “Privacy against the use of drones for journalistic purposes. Regulatory framework of the United States and Europe”, analyzes the impact of the regulatory measures approved by both regions to protect privacy against the use of drones, in journalistic activity. It is observed that in the United States recommendations are chosen, where the will of the drone user prevails over the right of third parties to privacy -with exceptions in Texas and California-; while in Europe, the regulations are applicable to all member countries, and the system is more secure, considering the principles of necessity and transparency.

The media representation of minorities is an issue linked to social inclusion. The article “The news construction of indigenous peoples in the main online newspapers in Argentina”, analyzes the content of 156 articles published in *Clarín*, *La Nación*, *Página 12* and *Infobae*, and reports a low information coverage; it also shows the construction and reproduction of meanings and representations around indigenous peoples, linked to the reinforcement of stereotypes and prejudices; and a scarce opportunity for peoples to be doers and sources of information.

Television remains in the media ecosystem. The historical text entitled “The production of talk shows on Spanish public television (1990-2010): omnipresent content on TVE”, manages to reflect that in the evolution of this genre, TVE has bet more on formulas such as interviews, the debates and social gathering, and to a lesser extent by spaces for testimonies.

Research grows in specialized journalism. The article “The state of research in the Master’s Thesis in sports journalism in Spain” makes a general diagnosis on the state of teaching and research in sports journalism within the master’s programs offered by Spanish universities. It evaluates to what extent the production of the TFM of eight university centers that taught it between 2017 and 2019, responds to research objectives or professional purposes, in terms of the study plan and professor profile of these degrees.

Organizational listening has become an intangible in the management of companies. The article “Analysis of the existence of a culture of organizational listening, from managers in the multi-store sector in Chile” has the purpose of identifying the perceptions of executives in relation to the processes of organizational listening in the retail sector, if it has adopted a culture that favors to its execution, and if effective listening has positive consequences for organizations.

We hope that researchers continue to test the pulse of the new Reality and propose innovative studies that build communication for an increasingly global community, autonomous and committed to humanity.

The Editor