

Editorial

We launch our third issue in a Covid environment. In December, we will celebrate our twenty anniversary as an academic journal specialized in communication issues, and it is our pleasure to inform you that *Revista de Comunicación* is in the Q2 quartile, in the SJR and REDIB rankings. The recognition endorses the quality that, as a scientific journal, we are acquiring each semester. It is important to point out that this quality is the result of the work of all the team involved in its publication. We would like to acknowledge the command of the Editorial Board, the guidance of the Advisory Board, the research of the Authors, and the evaluation of the Reviewers. **Thank you everyone!**

This recognition sets us a high bar for performance and quality and generates trust in the scientific community, while demanding sustainability and innovation in our *mind-factory*. It is a challenge for our discipline because we must keep pace with the advancement of communication in the global, disruptive digital, geopolitical, health, economic, environmental and, furthermore, uncertain environment. Communication is vital in all fields of knowledge, for a better development of humanity. We believe that it is possible to extrapolate the concept of “new equation”, proposed by Price Waterhouse Coopers for organizations in the current context, to the Communication industry: “to succeed, organizations need to create a virtuous circle between earning trust and delivering sustained outcomes”(Bob Moritz, Global Chairman of PWC).

Volume 20, No. 2 of 2021 contains 20 articles and three book reviews, by 52 authors, from 27 universities in Chile, Colombia, Ecuador, Spain, Mexico, and Peru. Researchers have preferred the study of social networks as means that advance disruptively in the different fields of communication, the digital transformation of television, educational radio, journalism and photography, as a documentary source in audiovisual adaptations accessed via streaming.

We are in the Second Wave of Digitization. Social media is important in the flow of information in modern life and its rise has fundamentally changed the global communication landscape. The volume of information, diversity, and availability have increased, although this is not always of adequate quality. However, the central feature of the second wave of digitization is the high value of data and data analysis in decision-making; data is increasingly becoming a starting point and a key value-added engine. Another important aspect to note in this environment is the massive use of social networks; and the valuable time they spend on them. Internet users around the world spend an average of 2.25 hours/day on social media (Statista, Feb., 2021). From this perspective, social media is one of the most critical and worrisome issues of our time. The Massachusetts Institute of Technology Social Media Submit conference (04/22/2021) brought together world leaders in social technology to examine the impact of social media on our democracies, our economies, and our public health, with the vision of creating meaningful solutions for the crisis of social networks. From the importance of its use, the articles presented analyze this disruptive advance in the various areas of communication modes.

Twitter is of interest from the political sphere and as a self-promotion platform. Professors from the Universities of Murcia and Navarra, in the article “Politainment in campaign: engagement on Twitter social audience”, show the notable presence of content that does not favor the constructive knowledge of the candidates, although, depending on certain variables can favor citizen *engagement* as part of the campaign strategy. In the article “Football players on Twitter. A platform for self-promotion”, academics from the Universidad del País Vasco analyze the behavior on Twitter of five soccer players who compete in the main European leagues with the largest number of followers, in order to determine their use to create personal brands and forge connections between them, the clubs they play for and the fans.

Instagram is important because of its iconographic nature. Researchers from the Universidad de Navarra in the article “Mediatization of celebrities’ cultural dynamics: the case of Rosalía on Instagram”, carry out an iconological analysis that allows them to determine the cultural references that Rosalía associates with her image, within a globalized urban and flamenco-inspired context.

TikTok is positioned as the network of the last young generation. In the article “Tiktok, gen z symbiotic network for augmented reality and immersive advergaming”, the objective of the Pablo de Olavide University researchers is to check the compatibility of augmented reality as a resource for advertising campaigns on social networks supported by advergaming with a transmedia strategy.

The Covid environment of communication is still in force. Two articles focus on social networks. In “Polarization on Twitter during the COVID-19 crisis: Caso Aislado and Periodista Digital”, professors from the Universidad Internacional de la Rioja, the Universitat de Barcelona and the Universitat Ramon Llull, monitor the activity of the portals on Twitter, with the intention of shedding light on its role in the climate of political polarization. From the study of more than 100,000 tweets, they analyze the structure of the users’ network and try to find out the emotions and main speeches made. In the article “Risk communication management through Facebook: Exploratory analysis of the initial strategies of 12 Latin American governments in the COVID 19 pandemic”, researchers from the Universidad de la Sabana analyzed a total of 1,420 publications. The results show the multiplication of followers to the official accounts of the presidency and Ministries/departments of health, as well as the five themes and approaches that each nation managed to set up in the Agenda to communicate the phenomenon to its inhabitants.

Attending to the traditional media, a professor from the Universidad Tecnológica de Bolívar, in the article “News media outlets and audiences: an exploration of consumption and their credibility and trust during the quarantine by covid-19 in Colombia”, finds out that the users preferred digital social networks, followed by traditional television (newscasts), and digital press; as well as a very low credibility in general in the media, and trust perception in the national media Canal 1 and El Tiempo. Moreover, a professor from the Universidad de Antofagasta, in the article “Repatriation in covid-19 pandemic. Frames of the latin american press”, concludes that the journalistic frames on repatriation during the pandemic concentrated the news coverage on the actions of the governments of the Region, especially the Ministries of Foreign Affairs and the diplomatic missions of Latin American countries, as the main government authorities responsible for repatriation.

Television, although economically declining, does not lose its media position and its wide coverage. In the article “The infotainment report: evolution of the genre in the general-interest television channels in Spain (1990-2020)”, professor from Universidad Miguel Hernández de Elche, shows that the infotainment reports, produced mostly by external producers rather than local channels, present an aesthetics with a documentary style, cover stories of ordinary people, give importance to the reporter, appeal to emotion and enhance the hybridization of the genre.

In the article “The evolution of audiovisual news in the opinion of its creators: from on-demand television to vodcasting”, professors from the Universities of Sevilla and Complutense of Madrid, emphasize that the *vodcasting* phenomenon represents a new way of reaching a broader audience through the Internet, with quality audiovisual information, which generates a product to be consumed beyond the Web itself. It reaches younger population groups and with forms of consumption that differ from those that have been taking place until now.

Professors from the Universidad Católica de Santiago de Guayaquil and the Universidad de Navarra, state that the use of the media as instruments of government political propaganda continues. The article “Ecuador TV as a means of propaganda in the presidential elections in Correa’s era (2007-2017)”, aims to demonstrate, by describing the political, legal and media context, the importance of *Ecuador TV* as a means of propaganda in the three presidential election campaigns. The analysis allows us to conclude the presence of biases typical of political propaganda, in favor of the official candidate and against his rivals.

The representation of women in communicative speeches is also on the agenda. Regarding political communication, in the article “Women’s stereotypes on 2018 electoral campaigns in Mexico. Analysis of female representation in political spots”, professors from the Universidad Autónoma Nuevo León, make a quantitative content analysis, and identify the gender stereotypes used in political spots in that period. They conclude that the most used stereotypes are the most favorable regarding “modern and

fighter-transgressive” women, although those that had the greatest exposure in the media were those referring to “sensual women and fragile or submissive women”.

In the field of professional practice, with the article “Gender (in) equality in Chilean press: journalists and sources”, the professors from the Universidad Austral de Chile wonder about the existence of a relationship between the gender of journalists and the gender of the sources in the Chilean press. The analysis of 12,113 news items shows important biases in journalists and the gender of the source. The discourse of social networks, can be found in The article “Woman vs. Woman: female misogyny in Facebook news comments”, published by professors from the Universidad de Playa Ancha.

In journalism, the approach that gives the news evaluative judgement is essential. In the article “Journalistic framing on abortion in Peru (2015-2019): a comparative analysis between the press of the metropolitan Lima and Piura regions”, professors from the Universidad de Piura inquire about the way in which the Peruvian press addresses the issue of abortion. A content analysis is carried out to detect the frames, themes and journalistic sources present in 160 texts published by the newspapers *El Comercio*, *Perú 21*, *La República*, *La Hora*, *Correo* and *El Tiempo*. Likewise, in the article “Alternative approaches to news: the role of media distrust, perceived network homophily, and interests in news topics”, professors from the Universidad Complutense de Madrid and the Universidad Internacional de La Rioja focus the study on three alternative attitudes to consumption traditional news previously defined in: “The news finds me”, “The information is out there” and “I don’t know what to believe”. They analyze the role of users’ distrust of the media and the perceived homophilia of contacts in their social networks as predictors of each of these attitudes.

Transmedia narratives are on the rise. In the article “Blacksad: Under the Skin. Transmedia and Ludification as Cultural Experience”, professors from the Universitat Politècnica de Catalunya and the Universidad de Concepción shed light on the connections between the stories of the *Blacksad* graphic novel saga and that provided by the video game *Blacksad: Under the Skin*, in the context of a media ecology strongly characterized by convergence, transmediality, the rise of the experience economy and gamification. In the article “The Dark.Netflix platform as an example of transmedia transfictionality amplification strategy”, researchers from the Universidad de Salamanca and the Universidad Europea Miguel de Cervantes analyze the platform of the Dark series; and, through the use of the *interactive decoupage* methodological tool, the different narrative elements that have made it possible to develop the interactive experience are explored in depth. It is concluded that *Dark.Netflix* proposes an amplification strategy to carry out the transmedia transfiction on digital media that generates a new interactive narrative dialogue with users/followers.

Radio broadcasting is the media that actively participates in informational media literacy (Unesco, 2019). In the article entitled “Educational radio as a media literacy tool in intercultural contexts”, professors from the Universities de Los Lagos, Huelva and Sevilla, present an analysis on the use of educational radio in contexts of intercultural education that facilitates and energizes the construction of adequate communication.

Documented reality is present in fiction series. In the article “Images of drug trafficking. 20 audiovisual adaptations of the figure of Pablo Escobar in the 21st century. Uses of archival material in narco-fiction and documentary productions”, researchers from Colombian universities analyze all the audiovisual adaptations (2000-2018), on the figure of the drug trafficker Pablo Escobar Gaviria. The study takes as its main axis the use of archive material in these productions. The 20 productions studied are systematically characterized, qualitatively and quantitatively identifying the various uses of archive material, photographs, videos, audios from news, private archives and family albums that support the reality component to tell stories based on real facts.

As we turn twenty years as an academic journal, we would like to share a foundational idea claimed by Dr. José María Desantes, promoter of our *Revista de la Comunicación*: “...communication research should tend to build community”.

The Editor