Editorial

Communication is following its dynamic course. The digital ecosystem is changing, and communication paradigms are shifting in the post-pandemic era, a year of conflict between Russia and Ukraine, and disruptive technology that poses challenges. The articles discuss these issues.

The *Reuters Institute* published its report named *Journalism, media and technology: Trends and predictions for 2023*, that featured a graphic made by Midjourney, an AI-driven illustration maker that changes text directions into images. On July 21, 2022, Cosmopolitan magazine used DALL-E 2, an AI based on GPT-3, to make the first magazine cover with this system.

These two examples from many, and the statement that if you don't use AI in your day-to-day life, you are falling behind demonstrate the speed with which artificial intelligence is becoming part of communication. AI can be used for efficient automation in the gathering, production, designing, and distribution of information, completing tasks faster and more accurately than humans. However, we cannot rely entirely on technology and should use its creative potential and opt for the qualification and integral human understanding of reality, together with that established pragmatics of AI.

Progress is both fast and uncertain. In 2022, AI has revealed immediate opportunities and challenges for journalism. A WAN-IFRA report states that more than 75% of publishers said that artificial intelligence will be an integral part of their companies' success in the next three years.

The focus now is on "generative AI," a technology that enables the production of texts, photos, and videos from already existing components. According to Reuters, it is considerably easier to produce convincing and highly believable multimedia material, but it is also increasingly difficult to distinguish between what is authentic and what is false, deceptive, or manipulated.

The consequences of artificial intelligence are becoming more and more visible in the tangible world and this raises new moral questions about how to properly and honestly employ it. Getty Images is initiating legal action against the developers of AI Stable Diffusion for suspected infringement of intellectual property and copyright law.

And What will happen to scientific information?

In a study published in the renowned Nature scientific journal, Eva A. M. van Dis from the University of Amsterdam and her colleagues warn of the potential harms of OpenAI's ChatGPT text generation program, which could propagate numerous inaccuracies in relation to scientific studies. They argue for the development of open-source alternatives that can be closely examined to address the absence of transparency and the spread of false information.

Academic publisher Springer Nature claims that software like ChatGPT cannot be credited as an author on articles published in its thousands of journals. However, it asserts that it has no problem with scientists using AI to help write or generate ideas for research, as long as this contribution is adequately disclosed by the authors.

It is a complex subject, in which there are many questions and requirements: education, critical judgment, transparency, innovation and ethics for good use, as well as a lot of scientific research. Greater Human Intelligence will be required for Artificial Intelligence.

The *Revista de Comunicación* has 22 articles and two reviews, written by 59 authors from 30 different universities in Argentina, Brazil, Colombia, Costa Rica, Spain, the United States, Guatemala, Portugal, and Peru

Journalism is studied from the innovative field, content and professional skills.

Media companies are quietly integrating artificial intelligence into their products in order to offer more personalized experiences. In the article "Artificial intelligence in sports journalism: a study in Brazil and Portugal", professors from the Universidade da Beira Interior analyze its potential. The use of AI is more present in the Brazilian media than in the Portuguese, but there is a convergence in its uses and in the difficulties to obtain further development: the lack of economic resources and low knowledge about the potential of AI. In Brazil, data processing prevails (68.2%), followed by file research (63.6%) and graphics production (54.5%). In Portugal, the automatic production of texts is the only activity that presents a higher appraisement than Brazil.

At the same time, experiments are being conducted with new ways of representing data in relation to information. In the article "Sonification and journalism: how to play data through sounds", professors from the Universidad Carlos III of Madrid and the Universidad de ESIC approach sonification as an alternative representation to discriminate differences in large volumes of data. Its conversion into a massive way of representing data is still pending, due to the complexity of human perception of sound, the difficulty in reconciling its emotive and informative values, and the need to train the public in the use of this technique.

The metrics are used for the academic visibility of the media. In the article "Hispano-American media map: an approach from the academy", researchers from the Universidad de Granada review the scientific publications in the Communication journals indexed in Web of Science and Scopus. The results of the study identified 2,403 different communication media; most of them are traditional, while native digital media still have little academic visibility.

The contents are the king of journalism and now they can be analyzed from *data mining*. In the article "Presidential elections in Peru: text mining of *La República* newspaper publishers", researchers from the Universidad de Lima, Universidad Mayor de San Marcos and the University of California at Riverside, observe how the editorials present "keikofujimori" as a "candidate" with "support", while her contender "pedrocastillo" is more closely associated with the words "economic", "communism" and "stability", but rather suggesting economic instability.

Journalistic content also generates public opinion and builds citizen political identity. *Time* named the Ukrainian president "person of the year." And in doing so, it positions the figure of Zelenski in the international imagination. In the article "The journalistic shaping of heroes and anti-heroes on Twitter: Zelensky and Putin in the Ukraine war", scholars from the Universidad de Sevilla explore the mechanisms that the press has to generate international leaders on Twitter. The two leaders are presented in a contrasting manner, since Putin's figure is framed in a negative light, while the Ukrainian leader receives a neutral approach.

And along these lines, the way in which audiences receive the news must also be taken into account. Amanda Ripley of the Washington Post is requesting a type of journalism that does not just point out problems, but also provides a better understanding of what is happening and gives people hope. In the article "Suicide risk and media consumption in the COVID-19 pandemic in Colombia" Colombian professors conclude that the way this pandemic and suicides were covered in the media had an influence on suicidal ideation. Receiving entertainment helps reduce suicidal ideation when the content emphasizes support networks and reasons for living that are present in programs that promote spiritual life.

In a difficult environment of economic sustainability for the media, the high professionalism of journalists must be enriched. According to a Reuters report from 2023, the media will be discussing their journalistic values more often. In the article "Emotional involvement and aspirational desire in

the journalistic narrative of The Newsroom (HBO). Analysis of the professional audience in Spain", professors from the Universidad de Navarra, evaluated four levels of emotional involvement of the audiences with the characters: (1) transportation, (2) identification, (3) parasocial interaction and (4) worship. The main hypothesis addressed the relationship between the ethical values of The Newsroom and the affective involvement of fans.

Along with values, digital competencies are a concern. In the article "Professional Competencies in Digital Profiles: search engine optimizers", professors from the Universidad de Alicante make a valid and useful proposal of the knowledge and skills necessary for the SEO specialist profile, composed of both specific and generic skills, identified from the professional field, which respond to the needs of the digital society.

University radio remains in force. In the article "Innovation, platformization and training: a challenge for college radio in Spain", specialists from the Universidad de Extremadura and the Federal University of Ouro Preto, observe the evolution of these stations from 2013 to 2021. They identify a fourth stage in which the radio, committed to its social responsibility, faces the challenge of innovating, of reorganizing its appropriation of digital practices, of promoting the role of students in the creation of an editorial identity in a context of low budget investments.

In political communication, the various messages used by candidates in various electoral processes are analyzed. In the article "Populism in electoral campaigns: analysis of the spots in the 2015 and 2019 presidential elections in Guatemala". Professors from the Universidad del Istmo and the Universidad de Navarra have confirmed that populism is present in the campaigns, but the lack of certain characteristics has resulted in campaigns with a reduced amount of populism.

Social networks are used as communication channels with specific objectives. In the article "Respread, mobilize and fragment the agenda: the secondary role of Telegram in the Spanish electoral campaign of November 2019", experts from the Universitat Jaume I de Castelló, seek to know the main functions attributed to Telegram. The results show that the main political use is to redistribute the contents of other social networks, especially Twitter and Facebook. Despite being a service that is gaining prominence in the communication of parties, it does not encourage the creation of original messages adapted to their communication characteristics.

In the article "Conversation and digital sentiment recorded during the First Round of the 2022 Costa Rican Electoral Process", professors from the Universidad de Vigo, and the Universidad Latina de Costa Rica, analyze the topics that have generated the most conversation among voters. These were the economic recovery; corruption; human rights; education; management of the pandemic. At the end of the campaign, and after the broadcast of the electoral debates, when the interaction with all the presidential candidates increases, a general neutral sentiment in the digital conversation is found.

Advertising seeks to involve consumers as *co-creators* to increase the value of the brand. In the article "Perceived brand value and brand co-creation attitudes through eWOM: a typology of co-creator digital users" professors from the Universidad Complutense de Madrid study the relationship between the perceived brand and the co-creation process from eWOM , through a sample of 1,521 consumers. The results conclude that there is a strong enough link between the two. *Active co-creators* are very favorable to co-creation in terms of participation, interaction and influence in the purchase process.

Tourism is a relevant industry. In the article "Tourism and advertising in the Spanish press. Narrative strategy for persuasion", professors from the Universidad de Granada and the Universidad Complutense de Madrid, conclude that the presence of Spanish public organizations in the diffusion

of destinations is important, highlighting the historical, cultural and environmental heritage, which acquire the same importance as the offer of beaches or cruises.

COVID 19 continues on the world stage; dialogue, journalistic coverage has evolved, and continue the communication of vaccination. In the article "From central stage to backdrop: thematization and *generic news frames* of the extended pandemic in Argentinian digital newspapers", specialists from the Universidad Nacional de Cuyo and de Quilmes, describe the thematic displacements and the predominant frames deployed by *La Nación, Clarín* and *Infobae* in their coverage between 2020 and 2022. The analysis shows that the generic *frames* were less compact and more dispersed, and that the focus also shifted to the individual responsibility of individuals or groups as the cause of the problem and their ability to solve it.

In the article "The use of Twitter as a strategic dialogue platform for IBEX35 companies during the pandemic", researchers from the Universitat Jaume I, Universidad Complutense de Madrid, and the Universidad de ESIC, find that companies maintain an interest in interacting with their audiences, but they continue to deal with issues that are not of interest to users, which makes it difficult to have a dialogue or conversation between companies and interest groups.

In the research "The WHO's communication strategies on social media during the early stage of the 2021 COVID vaccination campaign", professors from the Universidad Rey Juan Carlos and Ceu San Pablo analyze the institutional communication of the World Health Organization's Twitter account during the first quarter of 2021. The main results show that vaccination was not a central axis in the WHO discourse, while it was in the public interest and that the organization was not able to create an effective dialogue space.

In their fight against disinformation, verification platforms have established themselves in most countries. Now it is important to know the quality of these in an international environment. In the article "Level of Compliance with the International Fact-Checking Network code of principles in Spanish verification platforms. A qualitative analysis", researchers from the Universidad de Nebrija and Universidad de Pompeu Fabra, observe how the platforms *Maldita.es, Newtral, Verificat* and *EFE Verifica*, comply with the principles of impartiality, transparency of sources, financing, methodology and policy of correction of mistakes, from the IFCN.

In the article "Analysis of the content verified by Spanish *fact-checkers* on Instagram", professors from the Universidad de Vigo have found that politics and legislation have been the most published topics, although the articles on racism and xenophobia are the ones with greater engagement. Despite the importance of two-way communication on social networks like Instagram, *fact checkers* use it more as an informative and explanatory platform with an immediate impact on the user through verifications, than to generate conversation.

Following the appeal of Instagram, professors from the Universidad de Extremadura and the Universidad de Málaga, in the article "Instagram as a communication channel in the academic field. Comparison of the strategies of the best universities in the world", explore the use that Harvard, Stanford, MIT, Cambridge and California Berkeley, the five best universities in the world according to the Shanghai Ranking 2022, make of Instagram. The results reflect some homogeneity in the formats, the predominant use of images; and in the discursive intention, focused on praising the human capital of the institution and their life stories.

As the impact of climate change becomes more evident, there is greater interest in covering the topic. In the article "TikTok and climate change: communicate without sources or solutions", the results show that during the Glasgow Climate Summit (2021), influencers were the actors who

published the largest number of videos on climate change, although without citing the source of information, nor the origin of the published data.

And also in pro-environmental communication in relation to responsible consumption. In the article "Communication campaign on responsible consumption of fashion industry products: perception of the message and influence on the behavior of millennials in Colombia", professors from Colombian universities have found that messages can influence the sustainable behaviors of most of millennials consulted in the survey. The general results infer that communication can favor the reduction of the consumption of fast fashion products and favor responsible and sustainable consumption patterns, which would result in a change in beliefs and impact on the hedonistic factors associated with consumption.

We invite you to read and continue researching about paradigm shifts in the dynamic field of communication.

The Editor