

# Editorial

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Dear readers, collaborating authors, expert reviewers, and advisory board members, we are pleased to welcome you to Volume 23, Issue 2, 2024 of the *Revista de Comunicación*. It is with great pride that we announce our placement in the **Q1 quartile**, of the SCImago Journal & Country Rank (**SJR**), which assesses the quality and impact of academic journals.

The 2023 SJR ranking considers 481 journals in the field of Communication worldwide, and only 25% (121) are positioned in the Q1 quartile. The *Revista de Comunicación*, of the **Universidad de Piura**, is the first to achieve this level in the mentioned category in Peru and Latin America.

This international recognition establishes us as a distinguished academic journal characterized by rigorous evaluation criteria and a commitment to publishing novel, relevant, and timely articles. However, this tribute also presents a challenge; we must continually strive to enhance our efforts in disseminating innovative research that accurately reflects the advancements in communication as a dynamic and ever-evolving discipline. Furthermore, our goal is to ensure that this research contributes meaningfully to the betterment of society.

At the 13th International Congress on Scientific Journals **CRECS, 2024**, we encountered editors who are deeply committed to the advancement and dissemination of science within a framework of quality and excellence. The current landscape of scientific publishing presents significant challenges, where commercial interests and academic performance demands can sometimes overshadow the ethical governance of journals. This situation risks distorting our mission as editors, which is vital for maintaining our identity and preserving our core values.

The primary objective of scientific journals extends beyond mere publication. It is centered on the dissemination of high-quality research that has been rigorously evaluated, that is innovative within our discipline, and that is also directed toward a community that considers us a trusted source of knowledge. This editorial endeavor involves a diverse array of actors. While it is led by the editors and their teams, it also relies on the support of the institution behind the journal, as well as the contributions of authors, reviewers, and the broader scientific community. Upholding ethical integrity is a responsibility shared by all participants, each aligned with their specific roles and duties.

In this current issue, we have introduced new measures pertaining to authorship in research, with the objective of promoting a more robust editorial culture and maintaining ethical standards.

In collaborative research projects, we have chosen to prioritize **transparency** regarding author contributions. Each researcher is required to clearly identify their specific role in accordance with the **CRedit** (Contributor Roles Taxonomy). This taxonomy is designed to accurately describe and acknowledge the individual contributions made by researchers in multi-authored works.

The presence of **Artificial Intelligence** (AI) across all disciplinary fields is inevitable and continues to evolve, particularly within the realm of scientific communication. In **Volume 22, Issue 2, 2023** we had already suggested the use of “intelligent” application of AI in scientific research.

This growing trend has prompted us to establish initial policies regarding AI usage for all contributors. For **authors**, we advocate for transparency and thorough documentation of AI contributions to research. For **editors**, we emphasize the importance of careful management throughout the publication process. For **reviewers**, we recommend **refraining** from using AI in the evaluation system, given the critical nature of observations and the primacy of sound human

decision-making. Embracing the ethical dimension of AI usage is essential to safeguarding the integrity and quality of scientific research.

Currently, various authors emphasize the importance of developing AI from an ethical standpoint. [Melanie Mitchell](#), a prominent American mathematician, underscores the necessity of approaching AI development with caution and a focus on ethics, ensuring that it serves as a beneficial tool for all. [Goyanes, M. y Lopezosa, C. \(2023\)](#) recognize the significance of responsibly integrating AI into scientific research practices. Additionally, [Schlagwein, D. y Willcocks, L. \(2023\)](#) assert that, in line with the scientific principle of transparency, the specific ways in which generative AI has been utilized should be disclosed, just as with any other tool or technique employed in research.

The current issue contains 18 research articles and 3 book reviews, featuring contributions from 48 professors across 25 universities in Colombia, Chile, Spain, United States, and Peru. The topics correspond to various areas of communication.

In the field of **advertising**, a significant area of interest is the involvement of female professionals, particularly concerning gender equality, which is the fifth of the Sustainable Development Goals (ODS). The article titled “Presence of Female Professionals in the Creative Elite of Advertising”, features a quantitative analysis conducted by professors from the Universities of Alicante and the Basque Country. This analysis examines the editions of the National Creativity Awards organized by the *Club de Creativos* and the Cannes Lions International Festival of Creativity. By evaluating the composition of the juries, the special awards for sector professionals, the technical specifications of the major awards, and the management teams of the organizing entities, the authors conclude that, despite emerging initiatives, true parity within the advertising profession remains elusive.

Audiences are being served according to the generations they represent. Older adults, as consumers, represent a growing population segment that demands special attention, which companies often overlook. In the article “Marketing strategies for the Silver Generation in Spain: Success factors”, researchers from Ramon Llull University, University of Girona, and EAE Business School analyze the characteristics and behaviors of this diverse and heterogeneous demographic profile. This generation is gradually adapting to the use of new technologies, the way they interact with offering companies, and their products and services. The results reflect a notable dissatisfaction with current marketing campaigns, as the most appropriate channels are not being utilized, and coherent and respectful strategies are not being developed in alignment with their unique ways of being and thinking.

Adolescents represent a generation that requires distinct and more delicate attention due to their limited critical attitude towards advertising. In the article “Attitude and Behavior of Adolescents Towards Influencer Advertising on Body and Diet in Peru”, academics from the Universidad de Piura and the Universidad Internacional de La Rioja seek to understand the responses of Peruvian adolescents aged 11 to 17 to influencer advertisements regarding body image and diet on social media. The results indicate a significant volume of advertising perceived as reasonable (52.25%), credible (45.91%), trustworthy (45.50%), and ethical (43.25%).

The communication tools of brands continue to diversify through audiovisual social media. In the article “Instagram as a promotional channel for luxury fashion. Study of fashion shows as communication tool”, researchers from San José State University and the University of Extremadura examine how prominent European luxury brands employ the promotion of their fashion shows to convey their brand identity on Instagram. The study’s findings reveal a disproportionate relationship between the frequency of posts, the recorded interactions, and the engagement percentage. Notably, engagement is higher when an influencer shares the brand’s image.

Brands seek to generate content that attracts and connects their audience with the values they represent, using the most appropriate channels. Researchers from the International University of Catalunya, in the article “Branded content in the sound medium: comparative study of its suitability in radio versus podcasting”, examine the competencies of both mediums from the perspective of media professionals. In radio and podcasting, there exists an inseparable communion that emanates from sound as the raw material for constructing brand content. However, the two mediums have very distinct ways of being, doing, communicating, and distributing, which leads to the implementation and development of the technique being carried out in a particular manner. The objectives of brands and their expectations are influential factors.

The connection between brands and sustainability that aligns with the values and beliefs of consumers regarding their products and services significantly influences purchasing decisions. In the article titled “The Role of Influencers in Communicating Cruelty-Free Products on Instagram: An Exploratory Study on the Impact of Sustainability in the Beauty Industry”, professors from the University of Málaga and the San Isidoro University Center investigate how beauty influencers communicate content related to cruelty-free products and how these messages affect their followers. The findings indicate that the messages from beauty influencers are limited and do not achieve a significant impact on the endorsement of these products.

The redefinition of advertising in video games is a topic of study considering the growth of this industry. In the article “Redefining In-Game Advertising: A Systematic Literature Review and an Updated Definition”, professors from the Universidad Complutense de Madrid, focusing on a systematic review of specialized literature and interviews with professionals in advertising and video games, redefine in-game advertising as the integration of persuasive content into the playable elements of a video game, when the content has been created for a real advertiser who did not develop the video game.

In the realm of **journalism**, new professional profiles are being examined in response to the disruptions caused by artificial intelligence (AI). The article titled “Characteristics of Spanish exojournalists: new professional profile in the era of artificial intelligence”, features research conducted by academics from the Universities of Castilla-La Mancha and Santiago de Compostela. They analyze this evolving profile by investigating the transformations in the production, editing, and publication routines of journalism professionals. The study delves into the concept of the “exojournalist,” who integrates the capabilities of AI with the specific requirements of information production. The findings suggest that there is no singular profile for professionals working with artificial intelligence; instead, Spanish *exojournalists* possess a strong understanding of computational language and are equipped with a diverse array of technical and linguistic skills. This enables them to document, verify, and generate content from a transmedia perspective and through various approaches.

The examination of enduring topics, such as the journalistic coverage of war, is essential due to the varying contexts in which these events unfold. In the article titled “Agenda and demand for information on the Ukrainian war in the international press”, a researcher from the University of Valladolid analyzes 259 news articles concerning the Russian-Ukrainian conflict, sourced from the digital editions of *El País*, *Público*, *The Guardian*, and *The New York Times* over a four-week period in 2022. The analysis is categorized into four areas: journalistic narrative, multimedia elements, interactivity, and tabloid treatment. The key findings reveal a decline in timely news coverage over time and highlight a significant ‘gap’ in information dissemination, indicating an audience that often overlooks journalistic relevance and media outlets that struggle to engage their interest in the coverage of the conflict.

The journalistic coverage of institutional corruption is a significant concern, as bias undermines the objectivity, independence, and impartiality essential to all reporting. In the article titled “The Ideological Polarization of Spanish Journalists Regarding Institutional Corruption”,

professors from Rey Juan Carlos University demonstrate that journalists perceive levels of corruption differently depending on their political ideology, often believing that corruption is more widespread in parties and institutions they consider opposed to their ideological beliefs. Spanish journalists recognize that this approach to covering scandals serves an instrumental purpose and exacerbates polarization, irrespective of their position on the political spectrum. Recognizing this societal threat, it would be beneficial for journalists to make a concerted effort to eliminate biased reporting.

Audiences are essential to journalism, but it is important to study them as active participants in the decision-making processes of media organizations. In the article “Influence of Audience Feedback on Editorial Decisions of Local Digital Newspapers: A Comparative Study between Chile, Peru, and Colombia”, scholars from the University of the Andes, University of Tarapacá and the University of Rosario conduct a comparative analysis of fifteen local digital newspapers from each country. The findings indicate a significant impact of audience feedback on editorial decisions, changes in business models due to digital transformation, and the utilization of tools for measuring outcomes, collecting insights, and engaging with users. However, while each media outlet adapts its content to current platforms and formats, there remains a concern about maintaining relevance to users while preserving the identity for which they are known.

In the domain of **Political Communication**, researchers examine the traditional propaganda discourse utilized by politicians on digital platforms. While these platforms have not fundamentally changed the nature of propaganda, they have significantly enhanced the ability of leaders and governments to disseminate their messages on a global scale. Professors from the University of Sevilla in the article “Universal Forms in Digital Media: Zelensky and the Propagandistic Use of Telegram”, analyze the digital discourse of the President of Ukraine in the context of wartime propaganda during the first year of the conflict. Their focus encompasses the functions and techniques of propaganda, the representation of both the leader and the enemy, and the use of national symbols. The findings suggest a strategic approach aimed at internationalizing the conflict and promoting a self-managed narrative centered on Ukraine’s mobilization. Additionally, the study highlights the personalized nature of leadership and the continued relevance of traditional wartime propaganda techniques and trends within the digital political discourse of the 21st century.

As for the **Audiovisual Communication**, the involvement of professional women in the cinematic arts is of considerable importance. A professor from the University of Navarra in the article “Contribution of female Directors to Cinema regarding ETA Terrorism”, analyzes the stories, genres, and themes selected by these directors, as well as the perspectives from which they approach their subjects. The findings reveal that female directors constitute a minority in films addressing terrorism in the Basque Country and suggest that their work represents a significant disruption within a challenging environment. They tend to prefer genres such as drama and documentary, adopt a humanistic perspective, and frequently narrate real-life stories or those based on true events, highlighting strong and independent female protagonists while exploring the experiences of victims.

The diverse audiovisual narratives also capture attention. According to the article “The Narrative of Success: The Strategy of Humanization in Neoliberal Film Creation”, researchers from the Higher Center for University Studies La Salle and Carlos III University of Madrid argue that one of the ways in which neoliberal ideology has shaped its status as an affective system is through cinema. They examine how three films from the second decade of the 21st century—*The Social Network* (Fincher, 2010), *Steve Jobs* (Boyle, 2015), and *The Founder* (Hancock, 2016)—are constructed both narratively and visually, following a path that naturalizes the behaviors, circumstances, and values that define neoliberalism.

In the article “The Role of Music in Audiovisual Storytelling from the Perspective of Aristotle’s Poetics”, researchers from the University of the Andes in Chile and the University of Navarra contend that Aristotle’s Poetics serves as an appropriate foundation for developing a theory

of “narrative” music. They present a theoretical framework to explain and analyze how music is integrated into the composite and comprehensive meaning of audiovisual narratives. In proposing parameters for the incorporation of music into audiovisual poetic works, they identify emotional expression as a crucial interpretative element, given its inherent connection to ethical considerations.

As discussed in the article “‘Informativo matinal para ahorrar tiempo’. An Alternative Newscast with Its Own Fandom”, professors from the University of Valencia analyze the thematic agenda and stylistic characteristics of IMPAT, the morning news program hosted by comedian Ángel Martín, as well as the newscasts produced by its followers. The study’s findings indicate a predominance of soft news and non-news content, alongside narrative elements typical of infotainment. Followers enhance the IMPAT by creating their own newscasts with similar stylistic features, effectively functioning as news designers.

In the field of **Corporate Communication**, the role of executives as communicators on professional networks is crucial. In the article “Posting Strategies of CEOs from Latin American Companies on LinkedIn and Their Impact on Engagement”, researchers from Universitat Rovira i Virgili present a comprehensive framework for corporate communication within the Latin American context. Their analysis of CEO activity, content presence, engagement levels, and the insights gained regarding their communicative role on LinkedIn will prompt executives to reorient their publication strategies. It is essential for them to embrace new ideas and perspectives, share more third-party content, and foster dialogic communication with other active participants in the network.

From a **technological** standpoint, the objective is to understand public perception regarding the acceptance of artificial intelligence (AI) as an assistant for various tasks. In the article “Adaptation and Validation of an Instrument to Measure University Students’ Attitudes Toward Artificial Intelligence”, professors from Jorge Basadre Grohmann National University conducted a quantitative and descriptive study involving 411 students across seventeen universities in Peru. They employed the instrument developed by Schepman and Rodway (2020), which assesses both positive and negative attitudes toward AI. Following adaptations and validations specific to the Peruvian context, enhancements were noted in the instrument’s values and reliability, whether utilizing the original two dimensions with 32 items or the proposed four dimensions with 26 items. This instrument can be effectively utilized to gauge Peruvian students’ attitudes toward AI.

We hope these topics are of interest for your research in the field of communication.

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