

Editorial

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It is a great pleasure to present Vol. 25, No. 2 of *Revista de Comunicación* as it celebrates twenty-five years as a scientific publication specializing in the field of Communication.

Reaching the age of 25 signifies a long academic research trajectory that has required understanding and embracing what a scientific journal should be. We are clear that our purpose is to certify the quality of research results; together with reviewers, we attest to the novelty and advancement of scientific knowledge and serve as a reliable channel of transmission for the scientific community, which needs access to recent information, trends, and challenges.

Revista de Comunicación began as a print publication in 2002. Our mentor, Dr. José María Desantes-Guanter, used to say that, as university professors, we have a duty to conduct research and disseminate our results, thereby enabling the advancement of science. And in this task of promoting the essence of scientific research, we have now entered our third decade, as a digital publication, in the Q1 quartile of Scopus, in the Q2 quartile of Web of Science and, according to *Scimago Journal & Country Rank* (2025), ranked as the leading scientific journal specializing in Communication and Cultural Studies in Latin America.

These years have enabled us to learn constantly, define objectives, renew editorial policies, and uphold what is essential in times of innovation. It is not easy, but it is possible. Working with ethical integrity and professional diligence is the cornerstone of academic progress.

Revista de Comunicación is the result of the teamwork of many stakeholders. We are grateful for the preference shown by authors, the valuable and generous collaboration of [external reviewers](#), the expert contribution of the [Editorial Board](#) and the Scientific Council, and the academic and financial support of the Facultad de Comunicación of the [Universidad de Piura](#).

As part of the commemoration of the 25th anniversary of *Revista de Comunicación*, we present a “special section” intended to bring together academic reflections by researchers with distinguished careers in the field of communication.

In this context, it is a true honor to have the participation of professors who have generously joined our celebratory initiative.

We are grateful for the valuable academic contribution of the following researchers: Andreu Casero-Ripollés, in the field of political communication, with the article “Embedded political disinformation: A seven-dimension framework in the generative AI Era”; Robert G. Picard, in the field of media economics, with his article “Rethinking the Economic Foundations of Journalism in Contemporary Media Systems”; Charo Sádaba, in the educational and training context, with the study “La alfabetización mediática como campo estratégico: evolución académica e institucional y desafíos futuros”; Silvio Waisbord, from the perspective of the social role of the media, with his article “Tensiones y contradicciones entre la comunicación democrática y la comunicación platformizada”; and Rachel Kennedy, from the field of marketing, together with co-authors Erica Riebe and Paul Ward, with the analysis “How Channels Compete in the Modern Media Environment”.

The articles address, on a solid reflective foundation, the development of communication phenomena in order to understand the nature of the changes, their response to social needs, and the challenges they pose for contemporary media systems.

The present issue contains 5 articles in the “Special Section”, 20 research articles from the regular issue, and 3 book reviews whose authors come from 29 universities in Argentina, Australia, Brazil, Colombia, Chile, Spain, the United States, Mexico, Portugal, and the United Kingdom.

In the **journalism area**, the professional situation of journalists, the adoption of AI in newsrooms, investigative journalism, innovative training, and journalistic narratives are of interest.

Journalists' expertise is central. In the article "Precariedad laboral en el periodismo argentino: entre el pesimismo y la resignación", the researchers analyze precarity across 4 dimensions: instability; the ability to influence the organization of work; salaries; and the degree of social protection.

AI is becoming institutionalized in newsrooms. In the study "Generative Artificial Intelligence in South American newsrooms: mapping adoption and uses (2023–2025)", the professors identify recurring patterns of technology adoption and propose an incorporation model structured around three main dimensions: audience mediation, production support, and political-institutional practices.

Investigative journalism has weakened in Latin American newsrooms. In the study "De la precariedad letal a la innovación colaborativa: una revisión sistemática del periodismo de investigación en América Latina (2000 a 2025)", the SWOT analysis identifies resilience and cross-border collaboration as strengths in the face of structural threats and economic weaknesses. The professor points to the need for good practices—comprehensive security, data-narrative hybridization, and partnerships—that guarantee institutional sustainability without jeopardizing its bearing on democratic accountability.

Emerging narratives are being implemented. The study "Videojuegos y periodismo: cartografía de un campo emergente desde una scoping review (1995-2025)" systematizes the relationship between video games and journalism from a bibliometric and thematic perspective, presenting video games as an object of journalistic coverage and as an interactive format for informing, explaining, and gamifying current-affairs content.

Innovation requires training. The article "El periodismo inmersivo en la formación universitaria en España: un análisis censal de los grados en Periodismo" reveals that only 11 universities (26,2 %) include immersive journalism content, empirically demonstrating the tensions between technological innovation and the adaptation of curricula.

In **political communication**, research examines the content of the messages disseminated, from the tone-engagement relationship to synthetic generation and disinformation. The article "¿Moviliza más el ataque político? Análisis del engagement de los spots electorales en Facebook e Instagram durante la campaña de las elecciones generales españolas de 2023" shows that engagement with the spots does not depend exclusively on the negative tone of the posts. The response is conditioned by the sender, contextual and strategic factors, and the profile of the electorate associated with each party.

With regard to emerging concepts, the study "Politainment sintético: hacia una delimitación conceptual del contenido político generado con IA en clave espectacular" conceptually defines synthetic politainment as a specific mode of digital political communication in which the visible generative mediation of AI, the spectacularization of the message, and its orientation toward circulation on platforms converge.

Disinformation is increasing as an electoral strategy. The article "Desinformación electoral en Francia, España, Estados Unidos y Alemania: análisis comparado de sus rasgos, narrativas y difusión (2022–2025)" comparatively explores the characteristics identified in the four national electoral processes. A significantly greater volume of disinformation concerning the U.S. elections is observed, and the persistence of the phenomenon beyond election day is confirmed.

In advertising, new concepts, theories of human behavior, and the role of AI in transforming creative leadership are of interest. The study "Conceptualización del storyliving como estrategia de comunicación experiencial en la publicidad iberoamericana" conceptually delineates storyliving,

positioning audiences as the protagonists of immersive experiences. And it consolidates its theoretical foundations by linking it to the notions of brand communities and experiential engagement, emphasizing that its value extends beyond technology and lies in its capacity to generate sustainable emotional and cultural bonds.

The article “Segmentación de públicos para ONG basada en la Teoría del Comportamiento Planificado” aims to identify segments of the Spanish population according to attitudinal, normative, and perceived-control factors associated with the intention to become involved with an NGO.

With regard to the role of AI, the study “Inteligencia artificial generativa y liderazgo en agencias de publicidad: transformaciones del proceso creativo en España” shows that AI does not replace human creativity, but rather accelerates and expands the creative process by increasing the capacity for exploration, the generation of versions, and the presentation of proposals, reinforcing the centrality of professional judgment as the basis for selection and contextualization in creative leadership.

In the **audiovisual field**, research addresses engagement, story adaptations, the representation of values, and audience measurement. The proposal “Escala de experiencias de engagement con plataformas de streaming: construcción y validación inicial en universitarios mexicanos” demonstrates that Mexican university students’ engagement with SVOD platforms involves cognitive, emotional, behavioral, and social dimensions that previous instruments have not measured jointly.

Story adaptation is addressed in the study “From Advertisement to TV Series: The Adaptation of Ted Lasso”. And the representation of values is addressed in the article “La honestidad en los personajes de ficción en series de Netflix”. This analysis seeks to identify narrative patterns and reflect on the educational potential of these works of fiction for moral development.

The world of audio is analyzed in two studies: “El desafío de la industria sonora ante la Generación Z: entre la nostalgia y la reinención” concludes that the future of the audio industry will depend not only on technological innovation, but also on its ability to adapt content, formats, and relationship strategies to new generations. And in “Hibridación de los estudios de audiencia de radio en España. El consenso como base del mantenimiento del statu quo”, digital listening challenges the consensus and requires attention to new audiences and to the multiple online measurement systems; it also introduces the need to incorporate data processing.

AI and photography are addressed in the article “Simetría y asimetría en la comunicación educativa mediada por inteligencia artificial: marco multinivel para el análisis crítico fotográfico”.

Thematic narratives are explored in religious, scientific, and environmental communication. The relevance of the environment is evident in the article “Transmedia para la Apropiación social del conocimiento: modelo IDEAR, propuesta de un marco de trabajo para diseñar medios que fortalezcan conocimiento ambiental”. The IDEAR model proposes a framework for designing transmedia communication strategies that can contribute to the sustainability of the social appropriation of knowledge on environmental issues in Colombia.

The protagonists of religious communication are key. The article “El legado comunicativo del Papa Francisco desde la comunicología latinoamericana y la hermenéutica simbólica” analyzes his messages for the *Día Mundial de las Comunicaciones Sociales (2014-2025)*. The results show the style of Latin American communicology, which is manifested in the construction of an existential bond with the recipient and in its orientation toward social change.

The article “The gender gap in scientific research in the field of communication in Spain” comprehensively analyzes gender participation and inequalities in communication research in Spain over five decades. There is quantitative parity, but subtle qualitative inequalities

persist; women occupy more peripheral positions in academic leadership networks, reflecting the *Efecto Matilda*.

Over these two and a half decades, we have taken the scientific pulse of the development of communication worldwide. A diversity of topics corresponding to all areas of communication has been published. There is a need to continue advancing innovation, quality, and the relevance of research topics. The challenge is to continue disseminating scientific articles that analyze advances in Communication as a discipline undergoing constant change and having an impact on Society, in order to build Community through the study of Communication. Thank you all very much!

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