

Editorial 1

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Times of emotions and infodemics

En tiempos de infodemia y emociones

During the period in which this issue has been forged, we have witnessed a truly shocking and Dantesque world scene. COVID 19 has come to confine humanity for several weeks in their homes, as a safeguard to prevent transmission. Meanwhile, MJC was receiving a large number of articles, targeted for both the monographs and the miscellaneous part of the journal. Our excellent current situation in the ranking of the Spanish Foundation for Science and Technology (FECYT) and the excellent positioning in many other databases and evaluation systems, make many authors who bet on MJC as a scientific reference for their articles.

When two years ago we proposed the monographic topics for this semester, the news that would frighten the world was still far away: the spread of a pandemic with an unexpected projection that keeps the planet on edge. It is also curious that just in this issue two recently updated issues derived from the health crisis are combined. On the one hand, the fake news, with so much repercussion on the quality and credibility of the media, and on the other, the emotions in public controversies and the structural tragedy that occurred.

In the call for papers of these two monographs, we already announced, on the one hand, that "trust in information is, today more than ever, at the center of the debate on the social effects of media news" and on the other, that "it is interesting to delve into how emotions guide the emergence or blockage of public affairs; as they affect the development and resolution of mediated controversies; How they determine the construction of publics and communities or how they influence the forms of participation with regard to communication practices ". The truth is that, during these months, happens to have come together both infodemic and emotions, in such a priority way in the media agendas.

Firstly, we present the monograph entitled "Fake news and impact on the credibility of the media", made up of seven articles and coordinated by three leading experts on this topic: Pedro Fariás Batlle (University of Malaga, Spain); Dolores Rodríguez Barba (Universidad Complutense of Madrid, Spain) and Jacob L. Nelson (University of Northwestern, USA). The hoaxes, disinformation, threats to the quality of information and the loss of credibility of citizens in the media, are some of the topics presented in the different contributions that this issue contains.

The second monograph is entitled "Emotions and discourses in public controversies", and coordinated by Vanesa Saiz-Echezarreta, from the University of Castilla-La Mancha, in Cuenca, Spain, and Paulina Gómez-Lorenzini, from the Pontifical Catholic University of Chile, researchers specialized in the subject matter of the study. This issue contains a total of six articles, where there are different proposals loaded with news milestones that sparked controversy.

Regarding the Miscellany section, as its name suggests, very diverse topics come together with its subsequent investigations and case studies. This issue starts with the contribution entitled "The new persuasive advertising strategies by induction of levels of psychological processing" by Jesús Bermejo Berros, from the University of Valladolid (Spain). The article warns that media saturation has had an impact on advertising effectiveness, and its strategies have needed to be renewed to be more effective, through new channels and interactivity. As the main contribution, it includes a model of Advertising Message Processing Levels.

Continuing in the advertising field, the following contribution is entitled "Analysis of the effectiveness of advertising content of influencers in minors through neuromarketing". The authors are Marina Ferrer López,

from the University Complutense of Madrid. The new advertising formats through influencers channels is the theme of this study. Through a laboratory experiment, it is verified how the credibility of the advertisers of the products and the prior knowledge of the brand can affect the positive perception of the advertisement.

The campaigns are again the protagonists of the following text prepared by Carlos Fanjul Peyró, Cristina González Oñate and Marta del Carmen Santo Mirabet, from the Universitat Jaume I de Castellón (Spain). In this case, they delve into the analysis of "Institutional campaigns for the prevention of suicide in Spain. Analysis of the strategic change in their social communication: Valencian Community case ". It is a latent topic in both social policies and information treatment, the social repercussion of which is analyzed by campaigns such as the one presented in this study.

The projection of stereotypes in female fictional characters in a North American sitcom is the central axis of the article "Non-verbal language as a constructive element of female stereotypes in the situation comedy *Modern Family*", under the analysis of Darío Martín Sánchez, María Hernández Herrarte and María Yolanda Fernández Ramos, from the European University Miguel de Cervantes (Spain). In this article, the main non-verbal patterns of characters in the series are identified and related to the different female stereotypes.

Data journalism is perceived as a great opportunity to improve the diversity and quality of sports coverage. This is the main conclusion reached by José Luis Rojas Torrijos and Jesús García Cepero, from the University of Seville (Spain), in their proposal entitled: "Perception of sports data journalism among heavy users. Case study of the predictive model of *El País* for the 2018 World Cup". In it, they emphasize the expansion that data journalism has experienced, particularly in the coverage of soccer events.

The Miscellaneous section concludes with "Teaching and Learning in Public Relations Careers in Brazil: Incorporation of Digital Platforms", written by Maria Aparecida Ferrari, Juliane Martins and Victor Theodoro, from the Universidade de São Paulo (Brazil), Universidade Federal do Paraná (Brazil) and Universidade de Beira Interior (Portugal), respectively. This article analyzes how new pedagogical learning tools have been applied in the training of professionals in the field of public relations, within the context of Brazil.

This volume concludes with four reviews of some interesting works published in recent years. Under the same thematic roof of the first monograph we start with *Fake news: The truth about false news*, prepared by Álvaro Jiménez Rodríguez, from the University of Alicante, about the book that Marc Amorós has published with the same title (Barcelona: Plataforma, 2018). Next, we present *Spanish Cinema of the New Millennium*, by Luis Miguel Machín Martín, from the University of La Laguna (Tenerife, Spain), on the work of Thomas G. Deveny (Bristol: Intellect Books, 2019). What follows is a review of *Transmedia content for proximity radio television*, by Esteban Galán, Aarón Rodríguez-Serrano and Javier Marzal-Felici (Pamplona: EUNSA, 2018), by Pablo Vizcaíno-Alcantud, from the University of Alicante. Below is included *Pateras to the South. The speech of a look at any place in the world, conversing from the South*, by Almudena Barrientos-Baéz, from the University of La Laguna, about the work of J. Ignacio "Iñaki" Chaves G. (Tenerife: Sociedad Latina de Comunicación Social and UNIMINUTO, 2018).

En estos tiempos de modernidad líquida (Bauman), todo es dinámico, permeable y cambiante. Esperemos que la realidad vivida durante el periodo en el que este número se ha ido gestando, se torne en un futuro próximo en una situación en la que el virus se controle del todo y asistamos a la invención de la tan ansiada vacuna. Mientras tanto, desde MJC, queremos hacer una mención especial a quienes han sufrido especialmente la tragedia, a las víctimas, familiares y a las personas que han estado en el campo de batalla diario para hacer frente al temido coronavirus. También a quienes han sabido adaptarse a la nueva situación desde todos los ámbitos y han modificado su escenario de trabajo por los entornos digitales. Y a quienes, con mucha paciencia, esperan recuperar su día a día. A todas y todos, os dedicamos este número cargado de emociones.

In this time of liquid modernity (Bauman), everything is dynamic, permeable and changing. Let us hope that the reality lived during the period in which this number has been brewing, will become in the near future a situation in which the virus is completely controlled and we will assist in the invention of the long-awaited vaccine. Meanwhile, from MJC, we want to make a special mention to all those who have especially suffered the tragedy, to the victims, relatives and people who have been on the daily battlefield to face the dreaded coronavirus. Also to all those who have been able to adapt to the new situation, from all areas, and have modified their working environment by digital environments. And to all those who, patiently, hope to recover their day by day. To you all, we dedicate this emotion-filled issue.

