

Editorial 3

Dr. Carlos FANJUL-PEYRÓ

Universidad Jaume I de Castellón. Spain. fanjul@uji.es. <https://orcid.org/0000-0001-5940-5270>

Dr. Cristina GONZÁLEZ-OÑATE

Universidad Jaume I de Castellón. Spain. onate@uji.es. <https://orcid.org/0000-0003-3509-0117>

Dr. Jenny LAM-CHOR-KAN

Hong Kong Baptist University. China. jennycklam@hkbu.edu.hk. <https://orcid.org/0000-0002-7915-3530>

Communication and social influence: the role of media communication in the consolidation of social values [Editorial]

Comunicación e influencia social: el rol de la comunicación mediática en la consolidación de valores sociales [Editorial]

1. Introduction

Communication in all its many forms (both verbal and non-verbal) is the most important tool in the transmission of ideas, thoughts, feelings, and perceptions. The wealth and complexity of traditional human communication makes it an object of study that is alive and in constant evolution. That is due to new social and media contexts obliging the study of different communication paradigms in order to understand their power and the extent of their reach.

In the first quarter of the 21st century, evolution in the processes of communication has been vertiginous. Technology has allowed for new ways and tools of transmission which have consolidated the internet as the driving force and also made traditional media reinvent itself. (Fanjul, et. al., 2022). However, communication and its essence continue being that "independent variable" that gives the media value. How to communicate efficiently using all means adapted to new social and technological contexts is the core of the question that feeds the need to continue studying and investigating factors that influence the communicative process. Communicative success depends on the correct understanding and configuration of it.

It is undeniable that communication influences the attitudes and behaviours of people and determines much of the value and conduct that rule different societies. A lot of research has shown how media messaging (whether commercial, political, social etc) received by different audiences both influences and directs personalities, attitudes and conduct which then go on to transcend and modify general social behaviour (García, et. al., 2023). Because of that, it is vital to continue researching in depth as to how communication through different media (internet, television, cinema...) in different forms (advertising, film, series, news, social media...) influences and creates fresh outlooks and social perspectives.

With this premise, the article was set out under the title of "Communication and social influence: the role of media communication in the consolidation of social values". The objective was to compile an analysis of research carried out into how the different forms of media communication contribute to placing, modifying, improving, and critiquing social aspects such as equality, social roles, diversity, stereotyping, respect, objectives of sustainable development, family, friendship, solidarity, etc. That concretely is to say, studies which help show the power of communication in the structuring and consolidation of values behind different societies and collectives.

Fanjul-Peyró, C., González-Oñate, C., Lam-Chor-Kan, J. (2024). Comunicación e influencia social: el rol de la comunicación mediática en la consolidación de valores sociales [Editorial] / [Communication and social influence: the role of media communication in the consolidation of social values]. *Revista Mediterránea de Comunicación/Mediterranean Journal of Communication*, 15(2), e27531. <https://www.doi.org/10.14198/MEDCOM.27531>

2. The social transcendence of communication.

This study carried out for the *Mediterranean Journal of Communication* brings together a total of 7 articles that are focused on the social relevance that media communication has, via various tools and formats. All highlight the importance and power that communication has to represent, show, transmit and enhance values and principles that transcend society and determine perceptions, conduct and social behaviour. Without wishing to provide any spoilers, in continuation we present a short synopsis of each of the articles making up this study.

The first article, **Tik Tok as an instrument of social communication to foment the participation in voluntary projects**, by Belén Moreno-Albarracín and Tania Blanco-Sánchez illustrates how it is possible to transmit and consolidate a value such as solidarity to today's youth (Gen Z and Alfa) through one of the communication tools most used and consumed by them as is the case with Tik Tok. It is highly interesting to see the efficacy that can come from the use of videos showing personal stories of users who have experience in voluntary work. This has the effect of getting young people to feel influenced and motivating them to participate in these kind of activities.

The following article is titled **The role of the citizen in the political conversation on X. The case of the #MocionDeCensura (censure motion) of 2023 in Spain**, by Laura Alonso-Muñoz and Andreu Casero-Ripollés. In this case the authors analyse how a social media platform such as X gives voice to the citizenry in socially and politically relevant questions like a parliamentary censure motion. The article highlights the role of protagonist played by the citizenry in the political debate held within the digital sphere. It also points out the capacity for influence in transmitting opinions on determined qualities and attitudes of political actors.

Following these interesting articles, we come to Teresa Sádaba-Garraza, Patricia SanMiguel-Arregui, Jesús López-Fidalgo and Simone Guercini who present us with **Not just influencers in the communication plan: a comparative study into the world of fashion**. This is a thought-provoking study which moves us to reflect on the current obsession with influencers. Not underestimating this figure, the article analyses how the "influencer" variable is one more (though not the most important) in the communication plans of brands (in this case focused on fashion). In concluding, their article encourages us to not lose perspective or be overwhelmed by emerging tendencies such as influencers, but to see them as just another variable to take into account in the setting out of a communication plan.

In the middle of this study is an article by María Eugenia González-Cortés and Manuel García-Borrego titled **The LGBTB collective in cinema: the evolution of the representation of sexual minorities and the reception of specialised critics**. This ambitious article analyses how representation of sexual diversity in cinema has evolved and what the repercussions on specialised professionals commenting on products in this sector have been. The results brought to light in this article are very interesting and further show how even now in the 21st century, and despite all advances, there is some distance to go in the representation of diversity and how it is dealt with and valued by media experts.

Women and Cinema: a binomial under construction. An analysis of gender segregation in the production of Spanish films, by Marta Gil-Ramírez, Rocío Chamizo-Sánchez and Ruth Gómez de Travesedo-Rojas is the fifth article; research that reflects (as with the previous article) how there is still much work to be done in the field of social inequality. In this case the article is focused on the breach between genders in the Spanish film making sector where even today women's roles in production have been largely relegated to those of aesthetics (make-up, hair) and similar positions within the professional pyramid.

The penultimate article is by Javier García-López, Francisco Cabezuelo-Lorenzo and Ismael López-Medel under the title of **The social influence of sport in the communication of eco-solidarity and inclusive values. An analysis of the case of F.C. St. Pauli**. This research offers a different look at the world of football by focusing on social corporative responsibility and how it makes work and transmitting values such as tolerance and environmental protection possible.

The article **Populism, fake news and trends in the Colombian presidential campaign of 2022: a study made through Google Trends**, by Víctor Cerdán-Martínez and Giuliano Seni-Medina closes the circle. In this final article, the social influence of populist political content unleashed across different social media is analysed. This generates debate and trends that could make public the victory of a presidential candidate even before voting closes.

This study has tried to bring together some of the most relevant research into the social power of communication. Many articles were received and all were notable which reflects a high level of interest in the continued deep study and analysis of this facet of communication. We hope to have laid out an interesting sample that invites reflection and goes beyond the academic world.

3. Referencias bibliográficas / Bibliography

Fanjul, C., González, C., y Valls, M. (2022). "La comunicación publicitaria en la red social de instagram: el perfil del influencer como prescriptor de marcas dentro del sector de la moda". En De Vicente, A. M. y Bonales, G. [Coords.]. *Estrategias de comunicación publicitaria en redes sociales: diseño, gestión e impacto*. McGraw Hill.

García, B., Canavilhas, J., y Vázquez, J. (2023). Algoritmos y comunicación. Revisión sistematizada de la literatura. *Comunicar: Revista Científica de Comunicación y Educación*, 74, 9-21.
<https://doi.org/10.3916/C74-2023-01>