

Editorial 1

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Communicating the communication

Comunicar la Comunicación

The ability to communicate has grown exponentially in our days, both for brands and people. In the middle a liquid age - in the sense that Bauman applied - nobody escapes this maelstrom, a time of great opportunities and uncertain risks. The technology, increasingly accessible and intuitive, is making the silence to become unusual, increasingly appreciated and more and more rare.

Dealing with so many voices struggling to be heard, magazines have become a selective showroom of lucky voices. We are a showroom because our purpose is to spread knowledge, connect knowledge: the researchers with something relevant to share with the interested readers who are also researchers who write and need to cite, based on references. We are selective because the situation requires it, because everything is not valid in this state of affairs and because we feel the enormous responsibility, delegated without prior notice, of some public agencies that rely on editorial policies as a reliable mechanism for identifying scientific contributions. As selective filters, we try to link novelty and rigor, specialization and comprehensiveness, domestic and the foreign, experience and initiation, method and intuition, the new and the known, the genuine and hybridization, in an effort to make the extremes get closer, to democratize science and humanize research. The final goal is known by all: to generate scientific discussion, to present, to spread knowledge, to make it visible. In short, Communicate the Communication, a shared missile with the Plataforma Latina de Revistas de Comunicación that I had the pleasure to promote 8 years ago in Santiago de Compostela.

To this end, the editorial team of *Mediterránea* has been strengthened with new collaborators who are integrated in order to be able to carry out even better the tasks of editorial review, layout and promotion in social networks of the magazine. We want to improve the editorial processes and generate a satisfactory experience not just with the authors who trust in the project, but also with the collaborating reviewers whose contributions make it possible to improve the texts substantially. We want to strengthen the best values that inspire our denomination, *Mediterranean*, that have not always been well treated nowadays.

Helping in all of this, Dr. Carmen Marta-Lazo assumes co-editor functions promoting new and attractive projects, already consultable in the section named Call for papers. In addition, *Mediterránea* has been incorporated into the institutional magazines' network of the University of Alicante, from which we receive technical support and interesting guarantees related to updating the system of publication in the Open Journal System. All of them key for the momentum that the magazine lives.

In July, the Magazine received the FECYT Quality Label for the next three years, recognising the editorial and scientific quality, in the V edition of 2016. This becomes one more reason to keep on working on the consolidation of the magazine and an incentive to make a decision we had been debating in the committees for some time: the English publication. We have already activated the English version of the informative texts of the magazine and with the number of January 2017, we will begin, progressively, to publish in English the new complete texts. We appreciate the effort of the authors who have identified the opportunities that this measure brings.

We present volume 8 of 2017, in its first issue, consisting of 14 texts, 7 Special Issue papers and 7 Miscellaneous ones together with 2 reviews. The Special issue "New paradigms of digital journalism in the Red Society" has been coordinated by José Alberto García-Avilés, an indefectible researcher, well-known author and permanent explorer of journalistic innovation. It presents a selection of seven texts of collaborators that are

referents in that field. The topic reflects the difficult situation that current journalism is experiencing in the network, the pathologies of informational communication and, at the same time, offering ideas about possible future trends that may represent the changes that are about to come.

We open *Miscellaneous*, with a clear reflection of the Spanish political situation lived in the last months of 2016, reflecting the proposals of the political parties for the future of the television, from the point of view of Carmen Caffarel-Serra and Mario García-de-Castro (Rey Juan Carlos University Of Madrid) who conclude that the next stage presents more opportunities than the two party situation of the past, in the future emissions of national and autonomic public television in Spain. Proposals by political parties in the 2015 and 2016 elections. An insight of the past, present and future of television is complemented by the text by Marta Pérez-Ruiz (University of Burgos), which addresses the tragic effect of the economic crisis in the financial part of local projects from Radiotelevisión Española (RTVE) Castilla y León. Evolution of territorial centre to informative correspondence.

The war rhetoric of international agencies Reuters, Al Arabiya, Al Jazeera and Associated Press is highlighted in the text *Construction of the war speech from international news agencies: Case Study Attacks of November 13, 2015* signed in co-authorship with Ángel Torres-Toukourmidis, Patricia De Casas-Moreno, Ignacio Aguaded (University of Huelva) and Luis-M. Romero-Rodríguez (University of Santiago de Cali, Colombia). The fateful attacks in Paris serve as a case to demonstrate how the journalistic dialogue, this time, tends towards the demonization of Islam in a context of spectacularization.

Patricia Durántez-Stolle (University of Valladolid) reflects the communication management of social networks - more informative than conversational - carried out by IBEX 35 companies, in Virtual Social Networks for the corporate communication of the IBEX 35: usage, development and relevance according to those responsible. The companies seem to have understood the importance of this means but they do not take full advantage of the communicative potential, leaving a field for possible research activity.

The university, teachers and their students are the object of the three texts that complete the section of *Miscellaneous*, expressing the research interest of the field for this public of easy and immediate access. In the media consumption of the students of the Degree of Journalism. A playful or professional usage, signed by Marta Redondo, Eva Campos-Domínguez and Miguel Vicente-Mariño (University of Valladolid) unveils the critical profile of students with their own consumption. Capable of detecting strengths and weaknesses in the media ecosystem. On the other hand, the introduction of technology in the classroom is irreversibly transforming teaching dynamics as Leticia Rodríguez-Fernández (Antonio Nebrija University) explains in *Smartphones and learning: the use of Kahoot in the university classroom that deciphers the keys to its effect on the increase of attendance and participation of students*. The journalists' new professional profiles from the Spanish academic perspective with the support of Bernardo José Gómez-Calderón, Sergio Roses and Manuel García-Borrego (University of Málaga) strongly suggests the incorporation of new technologies, specialization in social networks, data journalism and new narratives for multimedia Companies.

The contents ensure a scientific vision of the current situation of research in Communication, determine the problems of the field and suggest possible paths of evolution to consider. All this confirms the need to continue working collaboratively with great effort and devotion in the project inspired by a powerful nuclear idea: *Communicating the Communication*.

