

Editorial

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Education and communication compass

La brújula de la educomunicación

In the editorial to the previous issue, we weighed anchor to embark on a voyage into research performed in the countries of the Mediterranean basin, geographically proximate countries where cultural synergies are created. Our guidance is to attempt to serve as a benchmark within the work linked to all the communication areas from this cartography. Knot by knot, verse by verse – as the poet would say -, we are finding our place on the index maps. This is evidenced by our fourth position within the Latin-American communication journals, in the recently published index by *Ibero-American innovation and scientific knowledge network*, promoted by Clarivate and CSIC.

In addition, taking into account that sailing is becoming more and more versatile with a view to its modalities and that it is hybridised in searching out future new trends, we also attempt to innovate by garnering expertise which crosses the seas of interdisciplinarity on research and work from related fields such as education, health or technology. No doubt, crossing these borders and discovering new territories will broaden and enrich the route to knowledge.

From this point of view, in recent months we have received a large number of texts on the subject of Educommunication, which has given us a significant impetus to work at a rapid pace. The special issues collated in the present issue present a still largely unexplored subject within the field of the Spanish scientific communication journals. The commitment to interdisciplinarity combines in these areas a natural convergence of two closed fields and, despite the obstacles encountered, works jointly in a variety of domains.

The first special issue presents educommunication in different settings and environments from the health and life-skills perspective. The objective of this special issue, coordinated by Dr. Francisco García García (Complutense University of Madrid) and D. Carlos Gurpegui Vidal (Open University of Catalonia), was to approach these disciplines and the Relation, Information and Communication technologies, focusing on local interventions, settings and tools, assets maps and experiences under digital literacy and health promotion parameters and signs.

A focus on media education is the mainstay of the second special issue, coordinated by Dr. Ignacio Aguaded (University of Huelva, Spain) and Dra. Eliana Nagamini (University of São Paulo, Brazil). In this case, the aim is to analyse citizens' attitudes and behaviours in the use of emerging digital technologies (smartphones, tablets and phablets) by a variety of groups in different contexts, in order to find examples of scarcity, and to underline innovative practices which strengthen educommunicative strategies.

The Miscellany section presents a specific convergence on subjects related to usages and interactions, educommunication, e-learning, transmedia and video and music video production. As can be seen, the paths followed in the special issues always blaze a trail in including complementary topics or directly related subjects. This section opens with the contribution entitled **Literary consumption as shared experience in a transmedia environment. The case of "The Misfits Club"**, written by Alba Torrego González and Alfonso Gutiérrez Martín, from University of Valladolid. The research deals with a case study analysing a list of transmedia consumption environments.

Rosa Zeta de Pozo and Tomás Atarama-Rojas, both from University of Piura (Peru), present the second contribution from a consumption and interaction perspective, in this case, news, with the title **Audiences'**

interaction with the news in the digital portals of the main newspapers of Peru. They expand on the need for immediacy and interactivity in the current media ecosystem, together with cohesion in the traditional journalistic values.

The use of new media in education is the subject of the subsequent article, entitled **Transforming teaching: use of e-learning platforms in face-to-face universities** and written by Paco Bermúdez (National University of Distance Education) and Aquilina Fueyo (University of Oviedo). The analysis focuses on the use of Information and Telecommunications technologies in virtual learning environments in higher education.

The next contribution also encompasses the field of educommunication: **Students' media autonomy in Pre-school and Upper-secondary school: the Spanish case**, whose authors are Mari Carmen Caldeiro-Pedreira (University of Santiago de Compostela), María Mar Rodríguez-Rosell (Catholic University of Murcia), Ana Castro-Zubizarreta and Paula Renés-Arellano, both from University of Cantabria. Their analysis, as presented, stems from dimensions and indicators of media competence tackled as a part of a project led by Joan Ferrés involving researchers from a variety of Spanish regions.

From the perspective of videos, specifically music videos, the following articles are presented: **Low-cost video production and edition: case study of "Lost Ones" (Joan Thiele) by Giada Boss**, by José-Patricio Pérez-Rufí (University of Málaga) performing a detailed text analysis of this audiovisual production. In the same area, Candelaria Sánchez Olmos, (University of Alicante) deals with the subject of **Musicvertising in branded music content. An analysis of formats, features and sectors**, through a study in which she arrives at interesting conclusions. This section ends with the article **Contemporary dance and music and image synchrony in current contemporary music video**, by Virginia Guarinos Galán (University of Seville) and Ana Sedeño Valdellós (University of Málaga), who expand on how the music video has become an agent of change in the current audiovisual world, trending as a hybridisation point between media and languages such as music and dance. This subject has also attracted a large number of articles in previous special issues of our journal.

This volume ends with four reviews of recently published works of interest. The first of them, entitled **Effects of advertising communication**, is by María Teresa Donstrup Portilla, from University of Seville, on "Eficacia publicitaria. Teorías y modelos aplicados. Ejemplos prácticos reproducibles con el software libre R" (Sánchez-Herrera, Madrid: Pirámide, 2017). The second place is occupied by **Flying towards the technological future of journalism**, by Guillermo Paredes-Otero, based on "El periodismo que vuela. Drones, 3D, smartphones y robots, tecnologías emergentes para la profesión periodística" (Fernández-Barrero, Sevilla: Fénix Editora, 2018). Next, **Among selfies and WhatsApps: Opportunities and risks for connected childhood and Adolescence**, by Celia Rangel, reviews the work "Entre selfies y whatsapps: Oportunidades y riesgos para la infancia y la adolescencia conectada", compiled by Estefanía Jiménez, Maialen Garmendia and Miguel Ángel Casado (eds.) (Barcelona: Editorial Gedisa, 2018). Finally comes **Advertising tapas. Introduction and basics**. The review is by Josep Rom-Rodríguez and stems from the publication of the same name ("Tapas de publicidad. Introducción y fundamentos". Barcelona: Promopress, 2017), written by Eva Santana-López.

Sailors, weigh anchor and embark on our new voyage! We hope that the compass of educommunication will engage the interest of the scientific community in our field and help us to bring things to a satisfactory outcome. We cast off onto the waters of the Mediterranean acknowledging the work carried out by the field coordinators of the special issues and we would also like to thank the authors for the confidence placed in our pilot as the projection of their research projects. We continue towards a new destination, but with the same chart, based on our simultaneous commitment to scientific rigour, dedication and innovation.

