

Editorial General Topics

***Cuadernos.info* celebrates its 40th anniversary**

Celebramos los 40 años de Cuadernos.info

Comemoramos 40 años de Cuadernos.info

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The topic of information in its broad spectrum has become increasingly important in the national, academic and journalistic debate and has led to frequent controversies. In the international media, on the other hand, there are still clashes between those in favor of freedom of expression - which is fundamental in democratic regimes - and those who seek to subject it to controls or abolish it altogether, as is already the case in much of the world. There are thus signs, both in Chile and abroad, that the issue of information is attracting great interest at the legal, ethical, professional and political levels, reflecting the gravitation that this sector has achieved in the contemporary world (Mac Hale, 1984, p. 5).

With these words, Tomás Mac Hale, journalist, lawyer, then professor at the School of Journalism of the Pontificia Universidad Católica de Chile and first editor of *Cuadernos de Información*, introduced issue number 1 of this academic journal. It was 1984, a year in which freedom of expression in Chile was severely restricted against the backdrop of a dictatorial government. The first issue (January-December) was published by the then Centro de Estudios de la Prensa and included studies on journalism and the practice of the profession, the right to information, professional ethics, freedom of expression and problems related to the media, such as press coverage of human rights in Afghanistan or the relationship between politics and the media in the United States. Like the entire *Cuadernos.info* collection, and in accordance with the Unesco guidelines adopted by the journal to promote open

access (Swan, 2013), this volume has been digitalized and its contents can be viewed on the *cuadernos.info* website.

Over the course of these forty years, the original focus of the journal's topics has diversified. The UC Faculty of Communications editorial teams that have developed the journal in its various formats have helped to reflect the evolution of communication studies in keeping with its times. According to Rogers & Chaffee (1983), the recognition of communication as an academic discipline is indeed relatively recent and is taking shape as its research has become institutionalized and is constantly nourished by new problems that, according to the authors, are significantly related to technological changes. Communication is the most important field for the study of many key dimensions of social change, but it requires strengthening the links between its researchers (Calhoun, 2011), which has been the spirit of our journal over these years. We are motivated to contribute to the social function of disseminating and socializing quality research, creating a space for dialog and being part of a public archive of knowledge (Mendoza & Paravic, 2006).

Other challenges faced by *Cuadernos.info* during these decades has been to maintain its focus on communication studies in or about Ibero-America, sustaining its efforts to publish in three languages (Spanish, Portuguese and English) and promoting the diversity of voices of researchers from different generations at the international level. This is in line with the efforts of other publications in the Ibero-American region to use their "structural, linguistic, and cultural resources to offer an alternative universe to mainstream English-based communication research" (Demeter et al., 2022, p. 3027). If we also consider that investment in R&D in Latin America and the Caribbean accounts for only 2.2% of total global investment (Barrere, 2023), the contribution of scientific journals from the region becomes more predominant. However, the scientific production of the authors who publish in *Cuadernos.info* has managed to position itself in global research networks such as the International Communication Association (ICA), in this case as an affiliated journal. Special recognition is also due to the journal's community of peer reviewers. According to Rozemblum and colleagues (2015), their qualitative and professional assessment explains to a large extent the quality of the content of a scientific journal. Special thanks also go to the members who have served on the scientific committee of *Cuadernos.info* over the years, as well as the editors and co-editors.

We find ourselves in a context in which contemporary science is increasingly benefiting from the possibilities of the digital society, big data, automation for process improvement and generative artificial intelligence. Like any scientific journal, *Cuadernos.info* faces new challenges in this changing environment that

question the dimensions of ethical and academic integrity related to these new practices of knowledge production (Lund et al., 2023).

The 15 articles that make up this issue 59 of General Topics illustrate once more the diversity of communication studies in Ibero-America. Bertrán Salvador-Mata (Spain) analyzes the productivity of communication research in the five countries with the highest impact in the Web of Science database between 1980 and 2022 –Spain, Chile, Mexico, Argentina and Colombia– and proposes some strategies to improve its positioning in the different indicators studied.

Three papers examine the role of information gathering in relation to the use of digital social networks, with different emphases: disinformation, news avoidance and political information.

In the first, Rolando Pérez Sánchez, Carlos Brenes Peralta, Vanessa Smith Castro and Mauricio Molina Delgado (Costa Rica) focus on understanding how some variables such as cognitive reflexivity, metacognitive awareness, endogroup identification, political ideologies, and religiosity may act as predictors in Costa Rican university students' identification of disinformative news and their transmission.

Researchers Claudia Mellado and Alexis Cruz, from Chile, investigate the phenomenon of news avoidance in that country. They distinguish between four types: unintentional, consistent, occasional, and selective, and use a survey of 4,943 people by sociodemographic segments in the three most populous regions of the country to quantitatively investigate how sociodemographic and attitudinal factors are related to avoidance.

The study by Jorge Belmar Soto, Vicente Faúndez Caicedo and Patricio Navia (Chile) explores different hypotheses about how the acquisition of political information in social networks is related to different levels of approval of the president in this country.

We decided to summarize the following block of four articles from the fields of governmental or institutional communication, health communication and journalistic framing. We find here the work of researchers Carmen Carretón-Ballester, Ana Belén Fernández Souto and Ana Almansa-Martínez (Spain), who analyze the focus of initial communications on COVID-19 by the governments of Argentina, Brazil, Chile, Colombia, Costa Rica, Spain, Mexico and Panama in press releases and press conferences during the initial phase of the pandemic.

Informal conversations on social networks make it possible to analyze how relevant topics for citizens are discussed. In the case of mental health and depression in particular, Gabriela Castillo and Macarena Peña y Lillo (Chile)

selected more than 1,000 tweets to investigate how the inhabitants of Chile's main cities exchanged on this topic during 2021, in a pandemic context, and what stigmas and attributions of responsibility were mobilized in such a format.

Paola Ingrassia examines the Argentine journalistic context and proposes an analytical matrix to analyze the news about femicides in this country. She argues that journalistic representations in these cases reinforce patriarchal ideas about these crimes. Her proposal is applied to 66 news stories published in 2019 by two online newspapers in this country: *Clarín* and *Diario de Cuyo*.

Considering the importance of soccer in Brazil, its primary cultural association with a male sport, and the communication strategies of the Brazilian Soccer Federation, Angelo Amorim Paz and Sonia Pedro Sebastião (Portugal) present the results of a study on the rhetoric of this institution regarding the empowerment of women's soccer in regulatory documents, website publications and social networks.

The following two articles are embedded in a research axis of great dynamism in communication studies, such as the current cultural industries and creative industries. The first study analyzes the international industry of Spanish series, at a time when the audiovisual sector of this country has a relevant international demand (León Barroso et al., 2023). In such a context, Santana Mahmut, Vicente Sanz de León and Gustavo Montes Rodríguez (Spain) examine how the diversity of Hispanic identity is represented in the different characters of the first season of the Spanish-American fiction series *Now and Then* (2022), produced for a digital streaming platform, set in Miami, and filmed in Spanish and English.

Advertising is a sector of the cultural and creative industries that has undergone significant changes in the context of digital society and the new media ecosystem, which makes its study in the field of communication essential. In the Spanish case, this has led to a rethinking of advertising organizations and the professional profiles required (Toledano Cuervas-Mons et al., 2017). Along the same lines is the study by Antonio-José Baladrón-Pazos, Benjamín Manchado-Pérez and Beatriz Correyero Ruiz, which examines how future advertisers will be trained in advertising creativity in more than 40 courses to be taught at Spanish universities between 2023 and 2024.

Indeed, higher education is facing major communicative challenges, not only in terms of the need to review and update its curricula. In the field of communication strategies, Paul Capriotti, Ileana Zeler and David Martínez-Reig (Spain) analyze, based on a content analysis of 90,241 publications on the profiles of their institutions, the interactivity strategies adopted by universities in Latin America, Europe and

the United States, their main dimensions in three types of social networks and how these influence the degree of user participation.

As part of the study on the corporate purpose of companies and how this relates to elements of sustainability, corporate social responsibility, sustainable development goals and communication, researchers Estrella Barrio-Fraile, Ana María Enrique-Jiménez, Alfonso Freire-Sánchez and Montserrat Vidal-Mestre (Spain) conducted a systematic literature search in the Web of Science and Scopus databases and analyzed 50 related articles.

Three other articles related to strategic communication follow, which happen to be by researchers analyzing case studies in Colombia, so we decided to group them together as a block.

The study by Marisol Valencia Cárdenas, Juan Gabriel Vanegas López, Jorge Aníbal Restrepo Morales and Diego López Cadavid examines the characteristics of the implementation of omnichannel strategies in companies of different sizes in the food sector in Colombia. The authors argue that digital technologies and integrated platforms can have a positive impact on communication and the relationship with customers, as well as on achieving higher profitability.

Researchers Diana Pacheco-Ortiz, Manuela Escobar-Sierra and Ana María Suárez-Monsalve question the perception that customers may have of a company's strategic communication, using the term corporate hypocrisy. In their study, they analyze how this perception works in the case of the largest bank in Colombia and what gaps may exist between its strategic communication and customers' perceptions.

Using the example of Colombian transnational companies that have subsidiaries in different countries, researcher Andrés Felipe Giraldo Dávila (Colombia) is interested in how the public relations strategies of the parent company relate to the subsidiaries. To investigate how corporate reputation is managed in these scenarios, he conducted a Delphi study interviewing professionals and academics in Latin America, followed by a survey of 24 communication managers.

As always, we invite you to explore and disseminate this new knowledge in your research networks, and we would like to thank the UC Chile 2024 Research Journal Indexing Support Fund.

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