

## Editorial General Topics

# In pursuit of a communications identity: the value of a multifaceted vision

## En búsqueda de la identidad de las comunicaciones: la riqueza de una visión multifacética

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In the quest for the communications identity, the articles published in this 55th issue of Cuadernos.info reflect what Wolfgang Donsbach, then president of the International Communication Association (ICA), warned to researchers in the field in 2005: “Any account of a state of a discipline is limited in scope and is biased. It is limited because the field grows faster than the capacity of the average scholar to process and digest new information and thus keep an overview” (Donsbach, 2006, p. 437). The broad thematic range that this issue of General Topics offers its readers ranges from gender studies –through data journalism, fact-checking or cultural heritage communication– to the challenge of researching political communication in the new digital platforms in the context of big data.

Beginning with gender studies, the #MeToo movement in Portugal - as in other countries - had a high visibility in the media and social networks, generating relevant public opinion processes around the phenomenon. Carla Cerqueira, Célia Taborda Silva, and Ana Sofia Pereira investigate the opinion articles published between 2017 and 2022 in two reference newspapers in the country to know from which main themes this important transnational movement against violence against women and sexual harassment was approached. The authors thus contribute to the need, as argued by Fileborn and Loney-Howes (2019), to map a social movement that at the time dominated social discourse, news headlines globally, and impacted social change.

In a collaboration between Spain and the United States, Juan José Sánchez Soriano, Leonarda García-Jiménez and Miquel Rodrigo-Alsina investigate the reception of different audiences regarding the representation of LGTBQ+ characters in Spanish and international television series broadcast between 2011 and 2020; they delve, specifically, into the processes of identification with these characters, comparing the perceptions of cisheterosexual people and those of the members of this collective. Their contribution adds to the research that deepens the social and public debate on the correspondence between a greater presence of these communities in the media and improvements in their rights (Villegas Simón et al., 2023).

The conceptions of motherhood present in the digital market in Chile are the focus of Ismael Tabilo Prieto, Camila Moyano Dávila, and Francisca Gallegos Jara's research who, from the fields of psychology and sociology, conducted a qualitative digital ethnography of 56 Instagram accounts from which different figures of contemporary motherhood emerge, resulting from an assemblage of algorithms, affects and norms in continuous interaction with the users. Their results enrich a growing area of research in cultural studies around how information and communication practices about motherhood in digital environments respond to social expectations, while constituting specific experiences lived by women about themselves (Johnson, 2014; Bailey, 2023).

From a cultural studies perspective, Concha Pérez-Curiel, Paloma Sanz-Marcos, and Ana Velasco Molpeceres establish a cooperation between three Spanish universities to explore how two iconic international women's and men's fashion magazines respond in their discourses to ongoing social changes around diversity and gender stereotypes on their covers, observing a certain openness to greater inclusion.

Finally, Frida Rodelo proposes some gender determinants that would affect the journalistic coverage of female candidates running in municipal and local legislative electoral campaigns in Mexico in 2021 according to the gender of media professionals and other organizational factors, within a context in which the country has reached one of the highest levels of parity worldwide in parliamentary political participation.

This topic brings us back to journalism studies. This topic addresses the challenge of the news content automatic generation. Teresa Sandoval-Martín and Leonardo LaRosa Barrolleta present a systematic literature review on the methods used to research the quality of this type of information, between its debut in 2008 and 2022, in the publications included in the WOS and SCOPUS databases.

The fight against disinformation also poses a challenge. This phenomenon, which is global in nature and which occurs especially through social networks, affects human rights, freedom of expression, and democracy, in circumstances in which information is a common good, as the director general of UNESCO recently stated at the Internet for Trust world conference (UNESCO, 2023). Fact-checking research, a new specialized professional practice in journalism, is of great relevance to counteract this scenario. María Isabel Míguez-González, Alberto Dafonte-Gómez, and Javier Abuín-Penas study its deployment in the case of Ibero-American fact-checkers belonging to the International Fact-Checking Network (IFCN) on Instagram, a social network so far little studied in this area.

A next section of this issue features three articles focused on Mexico, ranging from consumer complaints on Twitter to environmental communication and cultural heritage. Manuela Gutiérrez Leefmans, Fiorentina García Miramón, and Maximilian David Murck analyze consumer complaints on Twitter against large retail stores during the COVID-19 pandemic in Mexico, confirming the enormous power of this social network and its use by consumers to make their complaints in an electronic word-of-mouth.

Raquel Aparicio Cid conducts a systematized bibliographic review of publications on environmental communication in Mexico, between 2000 and 2021, to outline its potential configuration. Among her conclusions, she highlights that this disciplinary field has few theoretical and methodological advances of its own and is mostly made up of contributions from researchers in communication and the natural sciences.

According to Featherstone (2000), the digital in culture, specifically the use of electronic repositories for archiving and promotion, changes the way in which culture is produced, safeguarded, promulgated, and how it is experienced. In a scenario of design and implementation of free and open access digital heritage repositories, Claudio Molina Salinas' research addresses the current digital preservation challenges of cultural heritage in Mexico, particularly with the case of Mexicana (<https://mexicana.cultura.gob.mx>), within the framework of the Digital Agenda for Culture in that country.

The political communication segment begins with Gustavo Buquet who, from a perspective of the political economy of communication, the construction of quantitative databases, and an analysis from industrial economics, describes the advent, development, and crisis of Uruguayan commercial television groups and their relationship with political power.

Federico Albanese, Esteban Feuerstein, Gabriel Kessler, and Juan Manuel Ortiz de Zárate bring together the contribution of four Argentinean universities to investigate – from computer science and sociology– the communication in the social networks of 50 politicians in that country during 2020. Applying machine learning to cross-platform analysis on Facebook, Instagram, and Twitter, they employ an algorithm to detect topics and toxicity levels and conduct sentiment analysis; together, these contribute to a better understanding of political behavior in the digital context. These authors belong to the phenomenon of the immersion of social scientists in a growing era of abundant data, so including machine learning in analytics requires rethinking methods and best practices in social science (Grimmer et al., 2021).

Researchers Elias Said-Hung, Sergio Arce-García, and Daria Mottareale-Calvanese also use machine learning, in this case focused on investigating the sentimental polarization materialized on Twitter during the 2021 national strike in Colombia, in a context of disinformation and long-lasting demonstrations. Based on the analysis of more than one million Twitter messages, they observed that those with a negative sentimental charge were the main mobilizers of the discussion in this communication space.

Also on this Colombian strike, Malely Linares Sánchez, and Inmaculada Postigo Gómez analyze the communicative, sociopolitical, and cultural practices of the young people who took part in it. The authors observe that young people denounce and propose possibilities for change in the face of the capitalist system, the colonial heritage, racism, and patriarchy. In this context, they conclude that the emerging youth political subjectivity is based on five main features: communication, trust, collaboration, construction of the common, and the central role of women.

Lastly, Omar Gerardo Martínez Roa, Clara Helena Guzmán Rodríguez, and Geisa Lorena Lara Avilés conducted a systematic review of the literature on communication for social change. The results show a growing interest in a research production that articulates communication for social change with issues of content production, political incidence, community participation, and citizen empowerment.

Regarding the journal itself, we have very good news about its impact in the latest Scimago measurement: citations to its authors increased between 2021 and 2022, it remains in Scopus Q2, and is positioned as the second journal with the highest impact in the Latin American region. We thank the authors, reviewers, associate editors, and professionals of *Cuadernos.info* for this collective achievement,

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From this issue we cordially welcome Dr. William Porath as editor in chief of *Cuadernos.info*, who undertakes this role while Dr. Rayén Condeza is on sabbatical. William Porath is a tenured professor at the Pontificia Universidad Católica de Chile, Ph.D. in Political Science from the Johannes Gutenberg University of Mainz, Germany, specialist in media content analysis, public opinion and political communication, and journalist of this university.

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