

## Editorial

# Cuadernos.info 52 - Presentation of General Topics

## Cuadernos.info 52 - Presentación de Temas Generales

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The dossier on *Communication of science and technology* that heads volume 52 of *Cuadernos.info* illustrates the diversity of approaches to this research field in the Ibero-American space. We appreciate the commitment and important work conducted by doctors Teresa Vernal and Lorena Valderrama in their capacity as guest editors ([link to dossier 52 editorial](#)); this was a successful call for papers, which received 40 applications from different countries in the region, articulated collaborative networks and teams, and was rigorously evaluated by a team of peer evaluators, whose work we acknowledge. The six published manuscripts show –as stated by Weingart and Guenther (2016)– that scientific communication is the crucial link between the world of knowledge production and the general public, in a media ecosystem that continuously multiplies its possibilities and in which different actors participate, but that also generates new challenges: the democratization of scientific knowledge and getting citizens to trust the latter. This scenario, in which the research initiatives on science communication studied here occurs, has become even more complex due to the COVID-19 pandemic and the growing misinformation linked to this and other issues. *Cuadernos.info* hopes to contribute, with this first dossier, to the relevant task of strengthening the link between science and society, and to make its own UNESCO's call for people's right to science and scientific culture (UNESCO, n.d.).

In the space dedicated to General Topics we present nine articles, grouped into four main areas, following our commitment to be a mirror of some of the multiplicity of lines of research from which knowledge about communications is currently being produced in Ibero-America. In the case of this issue, the axes are journalism, political communication, communication and gender, audiovisual narratives, and advertising.

Javier Odriozola Chéné and Rosa Pérez Arozamena investigate the relationship between inequality and the coronavirus in the journalistic coverage by six Spanish cybermedia during the first year of the pandemic. Their manuscript contributes to shed light on a variable very little studied so far within the veritable explosion of articles on the journalistic coverage of the pandemic published in this and other scientific journals in our field since March 2020. In fact, the need to study the phenomenon of inequality triggered by COVID-19 has been previously revealed in the field of global health (Maffioli, 2020), and in economics as a shock (Adams-Prassl. et al., 2020), or as an unequal virus, which emphasizes the need for justice and sustainability actions for the most vulnerable populations (OXFAM, 2021).

The different forms of citizen participation in *Cubadebate* at the beginning of the pandemic are characterized by Linnet Molina-Rodríguez based on her research on the comments published in this digital media. In a context of growing Internet access on the island in recent years, which has reconfigured the regulation of access to the network by the Cuban government and the possibilities for citizens and journalists to exercise freedom of expression, this article also contributes to reflect on the tensions that occur when governments must safeguard the public health of the population "without undermining the fundamental civil liberties and human rights of all" (Champagne, 2020, p. 4).

From Spain, Julen Orbegozo Terradillos, Jordi Morales i Gras, and Ainara Larrondo Ureta investigate the use of Twitter in 23 communities of feminist digital activists to deconstruct the mythical figure of Diego Armando Maradona in cyberspace after his death at the end of 2020, applying big data techniques to more than five million tweets. Thus, they enter a space of political and gender communication, that of social networks, exploited in a specific way, what some authors call the technopolitical possibility of contemporary activisms (Avalos González, 2019) in a context of mediatization of feminism and its possibility of adopting different communication forms (Tortajada & Vera, 2021).

In the Chilean context, and articulating studies on journalism, political communication, and gender, Eileen Hudson Frías, William Porath, and Constanza Ortega Gunckel investigate the type of journalistic treatment given to political information when its voice is female by analyzing its framing over time and in different governments (2007-2011-2015). They study the presence of female voices as an informative source in relation to male sources in a sample of Chilean newspapers from the capital and regional. This contribution allows us to reflect on the role of the media and journalism as a technology for the construction of gender and stereotypes (Coulomb Gully, 2019). The authors thus contribute to further enrich the debate around these issues that *Cuadernos.info* has addressed in a monograph or in general topics.

Antonio Laguna Platero and Francesc-Andreu Martínez Gallego investigate the origin and consolidation of event journalism in the Spanish press industry between 1883 and 1917 from a historical perspective; this nineteenth-century business phenomenon proliferated in the Spain of that period and in subsequent ones, which contributed to the emergence of specific informative narratives, as well as to the progressive incorporation of photojournalism in newspapers, starting with drawing and moving towards graphic journalism and the figure of the event reporter. This approach is of great interest to document more recent research on the exercise of contemporary sensationalist journalism, even more so considering its practice in media other than the printed press. As Pérez Arce (2019) states for the Latin American case, the practice of event journalism also responds to business criteria and often conflicts with the deontological recommendations of journalism.

The role of antiheroes, those complex characters as stated by Canet (2019), has gained special interest in audiovisual studies, especially in the context of sagas, transmedia narratives, and series on streaming platforms that bring together popular culture phenomena. Alfonso Freire Sánchez and Montserrat Vidal-Mestre investigate and seek to update, from Spain, the concept of antihero or antiheroine from a bibliographical systematization and a theory applied to an ethnography subsequently conducted on Instagram on the denominations by the fan/pop communities of said antiheroes and antiheroines who star in some of the most successful transmedia audiovisual narratives between 2015 and 2021.

Research on Pedro Almodóvar's filmography has been undertaken from very different perspectives in academic studies. For some authors, his work allows us to understand postmodern Spain or the insertion of its cities in globalization (Whittaker, 2010). Nekane Parejo focuses her qualitative research on the figure of the photographer characters, as well as on their photographic acts in all the films of this director, delimiting a corpus of 11 productions and their different scenes as units of analysis. Her study proposes a characterization of the roles in these films and their evolution, starting from the initial figure of the professional photographer.

Regarding the works grouped in the axis of advertising research, Marta Cerezo Prieto, Francisco Javier Frutos Esteban, and Andrés González Fuentes study the representation of food ads in Spain broadcasted on the two TV channels with the highest audience in the year 2020 in a four-day sample to distinguish the persuasive communication of processed foods with respect to unprocessed foods, and the ways actors are represented in these advertising pieces. This study contributes to a series of long-standing reports conducted in Spain since the 2000s regarding the prevalence of obesity, a situation that worsened during the confinement due to the COVID-19 pandemic, which coincides with the period under study (López de la Torre et al., 2020).

Related to access to food and different eating options, Tamara Romero-Cantero, Cristina González-Díaz, and Natalia Quintas-Froufe investigate the characteristics of the most-followed Spanish vegan influencers and analyze the content of their Instagram posts, as well as their previous training, in a context in which the population that opts for this practice and eating habits is growing steadily in Spain. Generating knowledge about the role of the Internet and social networks is relevant because, as Rojas Allende and colleagues (2017) state, the tendency to practice veganism – a habit not exempt from controversy– is increasing in Western countries. For example, in Chile, only 10% of people who are vegan go to a medical consultation to receive guidance on how to eat, while most of them get information through the Internet (Rojas Allende, 2017).

We hope that you can profit from the variety of articles contained in this new issue of *Cuadernos.info* for your research and future publications. We are especially grateful to the team of peer reviewers who participated with their experience and goodwill, as well as to the UC Chile 2021 Scientific Journal Indexing Support Fund, which recognizes the presence of *Cuadernos.info* in different databases.

And to all those who sign as authors in this issue, we thank you again for your trust in *Cuadernos.info*.

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Editora en jefe  
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