

Editorial

Tribute to Mar de Fontcuberta Balaguer (1946-2021)

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This volume No. 51 of our journal is dedicated to Mar de Fontcuberta Balaguer, researcher and professor at the Faculty of Communications of the Pontificia Universidad Católica de Chile, whom we lost on November 24, in her native Barcelona. We wish to express our deep regret for her passing and pay tribute, to the extent possible, to our valued colleague, teacher, and friend for her invaluable legacy and all her personal qualities. Ph.D. in Journalism and Communication Sciences from the Universidad Autónoma de Barcelona, where she was elected dean of the Faculty of Communication Sciences in 1983, Mar de Fontcuberta Balaguer cofounded the Communication and Education Cabinet of that university in 1994. She was director of research and postgraduate studies at the Faculty of Communications of the Pontificia Universidad Católica de Chile, where she created two master’s programs: Journalism Direction and Editing, and Communication and Education. The latter, in force for two decades, has trained hundreds of professionals from different disciplines and Latin American countries.

Mar also contributed actively to *Cuadernos.Info*. In this space, she contributed to create knowledge in the field of communications from her different interest areas. Our journal archives illustrate some of her valuable work in various areas. One of her lines of research was journalism studies: she considered that newspapers and the media occupy a crucial place in modern democracies (Fontcuberta & Borrat, 2006). Therefore, she reflected on issues such as the relationship between the journalistic guideline and information quality (De Fontcuberta, 1999), as well as on the need for the existence of regional media (De Fontcuberta, 1997). In her paper on the risks of mosaic journalism “that disintegrates and misinforms” (De Fontcuberta, 2006, p. 30) she proposed to teach “system journalism, which articulates and gives meaning to content” (Ibid.). As guest editor, she led the monograph on intercultural journalism in 2011. In the editorial of that dossier, she affirms that this type of journalism is essential to address today’s complex and global society, “both in its positive aspects and in its distortions” (De Fontcuberta, 2011, p. 131).

Among *Cuadernos.Info*'s most cited articles is her lucid reflection on the necessary relationship between communication and education (De Fontcuberta, 2001), perhaps one of her best-known contributions internationally, which emphasizes the importance of a critical education in which concerns the media logic. In this same vein, she also published about media education in Chile, studied from the perspective of teacher's initial in the country at that time (Fontcuberta & Guerrero, 2007). Her last contribution to this journal as guest editor was dedicated to a dossier on expanding the borders of communication and education (Condeza & de Fontcuberta, 2014). Mar also worked as a journalist in different media in Spain, and in Chile she became known for her participation as a current radio commentator on Radio Cooperativa.

The 15 articles published in this issue of General Topics would have interested Mar greatly due to their relevance and timely pertinence. Grouped in the line of studies on journalism, the Spanish interuniversity contribution of Marcel Mauri Ríos, Xavier Ramón-Vegas, Ruth Rodríguez-Martínez, and Jesús Díaz-Campo associates quality journalism with the proposal of a system of 11 indicators to determine the users' capacity for transparency, self-regulation, and participation in digital news media. For the authors, an inescapable part of the media's responsibility is accountability.

The issue of unequal gender coverage in Mexico is another of the relevant lines of research in journalism studies. This is subject is patent in the article by Elizabeth Tiscareño-García, Santiago Gallur Santorum, and Óscar Mario Miranda-Villanueva, contributing from Mexico and the Dominican Republic to the study of the presence of female and male sources in the coverage of femicide in the Mexican press, in a country in which this type of crime continues to rise. From the analysis of 2,091 surveyed sources of news published in four national newspapers, they observe a paradoxical situation: a discrimination against women as official sources in this type of events, even though they had a greater presence as experts.

In the same vein, Ana María Muñoz-Muñoz and Juana Salido-Fernández contribute -from Spain- to analyze the representation of athletes in the Rio Olympic Games in sports media highly consumed in Spain, with a discussion of specific literature on sports, one of the cultural spaces to reproduce stereotypes and gender roles. The results show an unequal coverage of women, even when the female athletes obtain medals, as well as the reinforcement that there would be certain sports considered as more suitable for women than for men, thus amplifying the traditional feminine roles in the different sporting events.

Pedro Moura and Fábio Ribeiro study the clickbait phenomenon in the sports news headlines of the three most popular and highly viewed websites in Portugal; this, in order to address the bad practices that sometimes resort to get clicks from

audiences, even though the information is false. In their study they break down the relationship that the titles studied have with the news they develop: do they answer relevant questions, do they report an event or fact, and do they tend to refer to emotions? among other criteria.

In the same ecosystem of digital news media and their challenges to achieve quality journalism, María Francisca Greene González, María José Lecaros Menéndez, and María Fernanda Cerda Diez analyze how the journalistic guideline is prepared in the ten digital media with the highest readership in Chile during 2020. Based on interviews with its editors and directors, they observe that there has been progressively an opening to incorporate content that can be considered as a reflection of the audience's influence. Comparison with previous studies in the Chilean context shows that, in 2020, all the studied digital media had a daily routine and that the figure of the editor has been specifically highlighted, and that there is a greater workload for journalists.

In the context of the COVID-19 pandemic, the field of communication studies exploded. At the beginning of the global disease, the population most represented in the media was, by far, that of the elderly. The study by Virginia Guarinos and Daniel Martín-Pena analyzes the presence and representation of people over 65 years old on the radio and the programs with the highest audience in Spain from the beginning of the confinement to the first opening of the country, which altered the point of view of age studies. The analysis of the programming studies stereotypes linked to the elderly according to the current information of that period.

During the pandemic, another sector highly studied has been journalism and its professionals' working conditions. Ruth de Frutos, from the University of Malaga, and Sebastián Sanjurjo, from the International Federation of Journalists of Argentina, report the results of a survey on changes in working conditions and the emotional situation of 95 Latin American journalists from 16 countries in the region, applied between May and June 2020. Among other consequences, the journalists declare having psychological consequences linked to the pandemic, as well as a significant increase in job insecurity.

In September 2021, the Pan American Health Organization (Organización Panamericana de la Salud, 2021) warned that the COVID-19 pandemic exacerbated the risk factors associated with suicide, precisely because of the deterioration of population's mental health. Rita Araújo and Felisbela Lopes thus explore the representation of suicide in the Portuguese daily press based on the international recommendations given to journalists when reporting on these events. After analyzing the content of specific news about suicide, they describe the main frames from which audiences are informed and their correspondence with these recommendations.

In the same vein, Vanessa Roger-Monzó investigates the treatment of the press on sustainable audiovisual production in Spain through a textual quantitative analysis of the news published in national media and in Spanish concerning policies and good practices applied in filming, as well as in film festivals. The foregoing, considering a context of greater public and journalistic sensitivity due to the impact of human activity on the environment, within the framework of the United Nations Sustainable Development Goals.

In the context of the emergence of influencers in social networks and their role as brand prescribers in strategic communication and advertising, Paula Rodríguez and José Sixto-García examine their impact on the digital marketing of companies related to tourism in Spain, starting from the idea that the web has changed the way of traveling. The study focuses on the ten public and private companies with the highest advertising investment in Spain during 2019 on YouTube and Instagram. The authors observe different uses regarding the social network used.

Concerning the field of political communication, we can see that digital marketing on social networks is an important propaganda resource at election time. Frederic Guerrero-Solé, Lluís Mas-Manchón, and Toni Aira investigate the emergence of the populist party Vox on Twitter, a far-right movement, during the April and November 2019 elections in Spain. Based on an analysis of the network structure and the interaction patterns between users, and illustrating their dynamics, the authors observe –among other findings– that the emergence of Vox, at least regarding the intersection networks of retweeters, sensitively alters the structure in communities and brings it closer to the resonance chamber model. The article is part of the line of recent studies on the phenomenon of extreme right populism in Europe and the role of the networks (Carral & Tuñón Navarro, 2020).

Amador Iranzo and Eva Espinar-Ruiz take up two emblematic social movements in Spain: the 15M, or citizen movement of the *Indignados* of May 2011, and the movement of those Affected by the Mortgage (PAH, by its Spanish acronym), created in 2009. They analyze the informative coverage of both, observing a tendency towards a positive representation, and analyze the factors that would explain this perspective; the PAH is the movement represented with the highest degree of empathy in the studied newspapers.

The collaboration between universities in Colombia and Spain focuses on the study of the effects of persuasive narration on communication and health messages from the perspective of education and entertainment. Alicia Camelo-Guarín, Juan-José Igartua, Jair Vega-Casanova, and Jorge Enrique Palacio-Sañudo investigate the exposure of the male homosexual population to content promoting HIV tests, in the audiovisual and textual modalities, as well as the importance of narratives and characters in these cases.

Two articles on audiovisual series on streaming or television platforms during primetime hours close this issue. From Mexico, Karla Contreras Tinoco and Laura Alfaro Beracochea examine the identity characteristics, roles, spheres of action and gender stereotypes in the Mexican television fiction series *Club de Cuervos* (2015), projected on a streaming service. They show that male characters are presented as advisers, successful, purposeful, self-sacrificing, and hypersexual, with a greater presence in the public space and more homosociality. Women, on the other hand, are represented as loving, tender, hypersexualized, appear more in the private space, and have more heterosocial relationships.

Mercedes Herrero De la Fuente, Anto Garzía, and María-José Establés investigate the impact on social networks of the spin-off *#Luimelia*, an extension of the transmedia narrative of one of the plots of the successful Spanish fiction *Amar es para siempre*, the most viewed daily in Spain, on the affective-love relationship between two women. Based on the quantitative analysis of its impact on Twitter and on three semi-structured in-depth interviews –with the two scriptwriters of the series and the professional responsible for measuring audiences– they show that fans’ mobilization was crucial and that fans’ network strategy helped to develop the plot and build the main characters.

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