



**In a trajectory of collaboration,
we begin a new stage focused on
communication, media studies and
social processes.**

EDITORIAL

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The journal *Obra Digital* was born in 2011 thanks to the joint effort of a group of enthusiastic academics and professionals in the field of communication. Over the years, many people have collaborated with the journal, some as part of its work team or scientific committee, others contributing their expertise in reviewing and writing articles and demonstrating their commitment to the journal's standards of quality and academic rigor. In addition, *Obra Digital* has provided a space for the growth and development of young researchers, who have found in this journal a platform to share and disseminate their work alongside other more recognized researchers. We are proud to say that we have grown and matured thanks to the dedication and passion of all these people.

Over the years, *Obra Digital* has addressed a wide range of topics related to communication, with the aim of inspiring and enriching research and critical reflection in this constantly evolving field. Among others, we have explored the impact of social networks on interpersonal communication and the formation of virtual communities, as well as the influence of digital media on public opinion and the adaptation of organizational communication to this dynamic and changing environment. We have also given voice to new forms of storytelling in the exciting territory of digital storytelling and reflected on the ethical and privacy implications that arise in the context of digital advertising and marketing.

Today, with this 23rd issue, we inaugurate a new phase in the journal, focusing on communication, media studies and social processes. The-

se three aspects are closely interrelated and cover a wide range of issues within the field to which this journal is dedicated. Communication is essential for the development of social relations, the transmission of knowledge and the creation of collective identities. Media studies, on the other hand, focuses on academic and critical analysis of the media, examining their structures, content, audiences and effects on society. These studies are based on disciplines such as sociology, psychology, communication theory and cultural studies, and aim to understand how the media influence public opinion, the construction of identities, the formation of values, and the representation of different social groups. Finally, social processes encompass the dynamics of interaction and relationships between people in a society, including everyday interactions, social norms, institutions, social roles and power structures. Communication plays a central role in social processes, as it is through communication that social relations are established and maintained, values and cultural norms are transmitted, and individual and collective identities are constructed.

For the editorial team of this journal, collaboration and mutual support based on constant communication are its hallmark, defining its identity. With an ocean in between and seven hours of time difference, we work in close cooperation with people linked to the University of Vic - Central University of Catalonia (UVic-UCC) and the University of Azuay, in Ecuador. We

would like to highlight the commitment of these institutions and specific areas within them, such as the Department of Communication, the Library and the ICT area of UVic-UCC, as well as the School of Communication, the Publishing House and the Open University Department of the University of Azuay. The current editorial team is honored to take over from those who preceded us and we hope to continue to be a space for academic reflection and collaborative work. Thank you for joining us on this path that today continues its course!

Contemporary social processes and communication

INTRODUCTION

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The first issue of the journal *Obra Digital* that was published, in the winter of 2011, was devoted to *Digital media convergence: content consumption and the use of new media by women in Catalonia*. The publication focused on the coexistence of new digital media with the rise of participatory culture and cooperative work that allow the creation and group recreation of content, and the creation of communities of users that use and reuse the new modalities of services. In particular, the focus was on the role of women in these processes.

This 23rd issue, whose monographic section focuses on analyzing the interrelations between *Contemporary Social Processes and communication*, is closely related to the journal's first publication twelve years ago. This time, the journal seeks to address how specific current social processes interrelate with specific communication platforms, contents and products. In a large number of these contemporary social processes, group behavior is affected by the media and social networks, elements that play an important role in shaping human interac-

tions. In addition, depending on the case, ethical, educational, physical and/or mental health issues, etc. are involved.

Thus, the monographic section of this issue, through a careful selection of articles, aims to examine these multiple dimensions in which communication and social processes converge. The aim is to present an enriching vision of these interweavings between communication and contemporary social processes. To achieve this, we have selected a variety of texts that address different aspects. Each article stands as a piece that contributes valuable reflections to the puzzle of our understanding of the influence of media and social networks in our society.

In the articles published, in addition to emphasizing group or collaborative elements of communication - elements present in many of the articles - the role of women in these processes reappears as a central element that highlights the social significance of gender issues in communication studies, media studies and contemporary social processes. These two elements are precisely the ones that connect with the main elements agreed upon in that first issue published in 2011.

With regard to the second one, the centrality of studies related to women, the fact that the present issue is so rich in women's studies has been a pleasant 'unintended result' in its conception, since the call for papers made at the time was not specifically aimed at articles dealing with this topic. We cannot fail to highlight, in this sense, not only that the themes related to women are central to many of the articles published, but also that female authorship has

been the majority in a call for articles for the monographic section carried out by the journal's editorial team and which, we insist, did not specifically seek to address this theme.

Several articles delve into the complex representation of gender violence and its profound impact on society. Elena Oroz's article "Dissecting fear, politicizing rage. Spanish feminist documentaries against rape culture" delves into the myths rooted in rape culture, exploring their manifestation in three Spanish feminist documentaries that, inserted in current social and political debates, constitute tools for analyzing rape culture by addressing sexual violence against women: *Nagore* (Helena Taberna, 2010), *Tódalas mulleres que coñezo* (Xiana do Teixeiro, 2018) and *La cosa vuestra* (María Cañas, 2018). The formal strategies used to deconstruct the myths that sustain rape culture and their impact on the articulation of public space related to gender are analyzed. It also reflects on how these works promote affective solidarity to articulate a collective feminist politics.

The work of Esther Ferrer Rizo and María Pilar Rodríguez Pérez explores the representation of forms of violence against women through the analysis of two episodes of the audiovisual series ARTE *H24. 24 hours in the life of a woman* (2021). It offers a contextualization of the incipiently developed European legislation on violence against women and a review of concepts such as 'alternative cinematography' and 'feminist gaze'. Through a series of indicators drawn from the most relevant publications, it provides insight into how this series offers innovative models of representation for forms of violence

that are sometimes not perceived as such. These studies converge on the powerful importance of making gender-based violence visible and raising awareness through the media.

Continuing with audiovisual analyses, the article "Representation of Arab Muslim women in the series *La víctima número 8* and *Skam España* by Iylyiet Ventura-Kessel examines the representation as well as the consolidation of stereotypes associated with Arab Muslim women in fiction produced in Spain, specifically in the series *Skam España* and *La víctima número 8*. Using a qualitative approach based on the analysis of the characterization of characters and the identification of stereotypes, it is concluded that both series give importance to these women by providing them with alternatives to the activities and spaces in which they are usually stereotyped. Furthermore, these productions allow women themselves to confront and correct the stereotypes attributed to them, empowering them in the process.

With points in common with these empowerment processes, Ivana Campero Anguiano analyzes the relationship between social movements, feminist political action and information and communication technologies. To do so, she reviews current theories on cyberactivism and, in particular, cyberfeminism, with the aim of anchoring and understanding the phenomenon in a specific case: the 35th Plurinational Meeting of Women, Lesbians, Trans, Transvestites, Intersexuals, Bisexuals and Non-Binaries in the province of San Luis (Argentina) in the year 2022. Using a qualitative methodology, the researcher's entry into the field as a participant

observer in the Organizing Committee of this event is described and analyzed, with the theoretical parameters gathered, in which diverse positionings and interactions are put into play, both in the face-to-face and virtual spheres. In this way, this case serves to shed light on the phenomenon of the influence and interrelation of social movements, specifically feminisms, with ICTs.

Exploring how new information and communication technologies shape feminist social movements, in this case negatively, the authors Diana Morena Balaguer and Maria Forga Martel, based a previous study on the violence that feminist women activists receive on Twitter, transfer this observation to women communicators (journalists, writers, influencers...) to observe the relationship of the attacks they receive with gender issues. This work undoubtedly sheds light on the violence suffered by women communicators on the Twitter platform, underlining the imperative need to understand and address gender-based violence in virtual spaces.

Several articles converge on the theme of identity construction and self-exposure in social networks. Sofía Moreno-Domínguez's article analyzes the collaborative art project on Instagram, *Me, Myself & I*. Entitled "Collective artistic work and digital ethnography: Identity and Perception on Instagram", this work highlights how digital platforms influence the configuration of personal identity through the analysis of this collaborative art project. The 126 user contributions to the open call that gave rise to the project demonstrate the power of the intan-

gible codes of social networks in terms of our self-exposure. By analyzing the personal image, virtual community perception is explored, where the boundaries between the digital and the physical become increasingly blurred. It shows how social networks have the capacity to show identity and generate community connection in a virtual environment.

To complete the triad of studies dedicated to social networks, after articles dedicated to Twitter and Instagram, the article signed by Sandra Peña Haro explores the characteristics of the activation of memory through the analysis of the Facebook social network of the Cristero National Guard. This study, which closes the monographic section, highlights the relevance of this platform in the reinterpretation and updating of community ties in the Cristero community. The characteristics of 381 publications disseminated during 2017 are examined in detail, following the approach proposed by Robert Kozinets (2015) in his work *Netnography. Redefined*, which allows for an exhaustive analysis of the content and its interpretation through theories of memory and post-memory.

In the miscellaneous section we present the work of Josep Jonàs Cortés, Jordi de San Eugenio Vela and Xavier Ginesta, which explores a different and socially relevant topic. This paper analyzes how trade fairs can help cities to differentiate themselves because they offer important possibilities regarding the relationship,

promotion and positioning of the territory's brand (de San Eugenio Vela & Jiménez Morales, 2009). In particular, it looks at the coordination between municipal decision-makers and trade fair organizers in the city branding strategy; comparing the cities of Barcelona and Milan.

The issue closes with the review "How to get to the second: interviews with contemporary Spanish filmmakers" by Marta Pérez Pereiro on the book *Entrevistas con creadoras del cine español contemporáneo. Millones de cosas por hacer*. This review highlights aspects that are linked to matters dealt with in some of the articles in the issue. For example, by addressing the role of women in film and the networks of collaboration and complicity that, in this case, are created between female filmmakers.

When examining the articles as a whole, the overwhelming influence of media, information technologies and digital platforms on contemporary social processes is highlighted. They act not only as mere channels of information and communication, but shape and drive human interactions and the behaviors of different groups in society. Their influence extends beyond the information sphere into the political, cultural and social spheres. The media agenda and dominant discourses shape public opinion, define topics of debate and determine social imaginaries. At the same time, they provide a space for interaction and participation with a significant impact on social movements and

citizen organization. Likewise, it is highlighted that we live in a digital era, where identity construction and self-exposure in social networks are central issues. Media and digital platforms play a fundamental role in the formation of personal identity and in the way we present ourselves to the world.

It is crucial to recognize the power of media and digital platforms in shaping contemporary social processes. This implies a critical reflection on the quality of the information we consume and the need to foster media literacy in order to consciously navigate this digital environment. In this sense, sometimes directly and sometimes less so, the articles published in this issue underline the imperative need to promote respect, gender equality and informed citizen participation in the digital environment, in the media and in communicative processes. They do so, for example, by outlining that digital gender-based violence is an increasingly recurrent reality and that it is crucial to address the issue by promoting safe and respectful digital environments. Or by exposing how violence against women or stereotypes in their representations are socially transcendent. Feminism is revealed, in these works, as a transformative force that uses communication to make gender-based violence visible and raise awareness, promote equality and fight discrimination. It also examines cyberactivism and cyberfeminism, focusing on how new information and communication technologies empower social movements and generate changes in societies.

In conclusion, this issue takes us into the intertwined paths of contemporary social processes and communication by providing insight into how social media and social networks influence our society and our lives. It invites us to reflect on the challenges and opportunities that arise in this context, as well as to consider effective communication strategies to address and improve contemporary social processes.