

Julia Catalina Serrano Cordero

Universidad del Azuay

ORCID: <https://orcid.org/0000-0002-6248-1925>

Mar Binimelis-Adell

Universitat de Vic - Universitat Central de Catalunya (UVic-UCC)

ORCID: <https://orcid.org/0000-0003-2746-4326>

Sports communication, closely linked to sports journalism, has proven relevant in contemporary society. Sports around the world are a source of leisure, distraction, and entertainment for millions of people. This assertion is backed by decades of history, but it has become even more evident following the return of sporting events to the screen after the COVID-19 pandemic subsided in the mid-2020s. In this context, communication from the different actors involved in sporting events becomes indispensable.

Sports communication becomes an information tool for the public and a resource for attracting new followers of a sport, a team, or an athlete. Likewise, the communication management that athletes give to their networks has also proven essential to bring them closer

to their fans and even to manage and obtain sponsorships that boost their careers.

In this sense, this issue of *Obra Digital* aims to put the spotlight on this field of communication, which has gained prevalence at a global level in recent years. This edition seeks to understand better the communication dynamics that revolve around sporting events and actors in a liquid, immediate world that demands constant entertainment.

To this end, sports communication and journalism will be observed from different perspectives, such as economic, technological, content creation and engagement with the public, and gender perspective, among others. The multidisciplinary voices from different areas of knowledge and various actors within the world of sports will give us a clearer picture of

how sports communication is in contemporary times, especially in America and Europe.

In sports communication, it is also essential to understand that a media confluence combines elements of traditional communication with aspects of digital communication. This issue attempts to reflect that reality, as the research presented here spans a spectrum from media such as television to cutting-edge social networks such as TikTok.

In addition, it is essential to mention that the magazine has managed to compile a collection that studies different sports with very different fan and spectator bases. In that sense, the studies concentrate on extremely popular sports, such as football, and show how communication develops in sports further away from the media spotlight, such as fencing. This allows readers to learn about and compare the reality of sports communication in disciplines with large audiences, constant media presence, and disciplines that require more significant efforts to reach their followers.

In addition to reviewing sports-related subjects, this issue will address topics related to current communication matters. In this sense, gender issues are examined in the world of translators and interpreters in the article *Communication Mediated by Conference Interpreters: age and gender stereotypes* by Lucila Christen. In addition, a study analyzing how print media in Spain are moving to a social network such as TikTok is presented in the article *TikTok activity in the print media in Spain* by Galindo-Rubio, Fuentes-Nevado, and Suárez-Carballo. Finally, the topic of fake news and its propagation will be addressed in the article *Fake News: propagation and communities, how are they related?* by Pereira, Mendes, da Silva, Bez and Czrnhak.

“En garde!” fencing judges would say before a duel begins. This French cry indicates to the fencers that the fight is about to start; it is an invitation to get ready. *“En garde!”* we say to our readers. Get ready to read academic papers that will bring you closer to the field, the piste, and the sports center. The game is about to start.