SUMARIO / SUMMARY / RESUMO

Editorial

Contemporary communication is experiencing a period of profound tension and transformation. In an environment marked by political polarization, technological advancement, and the reconfiguration of media, new challenges are emerging for communication researchers, educators, and professionals. This new issue of MLS Communication Journal brings together a series of studies that address these issues from diverse perspectives, but with a common goal: to understand how communication impacts the social, cultural, and political construction of our realities.

The first article, "From 'Us' to 'Them': Themes, Proposals, and Identities in the June 23 Election Programs," by Juan C. Figuereo-Benítez, Rosalba Mancinas, and Pastora Moreno (University of Seville), offers a critical analysis of the discourse in the election programs of the main political parties in Spain. Using a discursive and content-based approach, the study reveals how political discourses reinforce polarization and shape opposing identities, contributing to the fragmentation of the electoral landscape. The second publication, entitled "Culture on Spanish Television: Challenges, Opportunities, and the Role of Cultural Management Professionals in Future Programming," explores the relationship between culture, television, and public policy. This work, developed by Sandra Rodríguez-Trigo (Polytechnic University of Valencia), examines how Spanish television has been relegating cultural content in favor of entertainment, highlighting the urgency of policies that guarantee access to diverse and quality cultural programming.

From a regional and social perspective, the article "Access to Technology and Media Literacy in Older Adults in Ecuador and Bolivia," by Eduardo Vicente Loaiza Lima, Ángel Hernando Gómez, Antonio Daniel García-Rojas (University of Huelva), and Erika Lucía González Carrión (National University of Loja), explores the technological and media literacy conditions of older adults in these Andean regions. The study highlights how access to and critical use of technologies not only improves quality of life but also becomes a right for social inclusion in the digital age.

The institutional and strategic dimension of communication is addressed in the article "Marketing Strategies for the Promotion of an Academic-Scientific Journal: A Case Study at a Private University in Paraguay," by Erwin Cueva Acosta (Autonomous University of Encarnación), Cinta Prieto-Medel (University of Huelva), and Matías Denis (Autonomous University of Encarnación). This study examines editorial marketing practices and proposes concrete actions to increase the visibility and impact of scientific publications in university contexts. Finally, the research "Indigenous Languages in the Infographics of Mexican Government Agencies and Educational Institutions," by Paola Rivera Salas (Benemérita Universidad Autónoma de Puebla) and Yhovanna Hernández Ferral (Escuela Normal Superior Federalizada del Estado de Puebla), analyzes how infographics in indigenous languages have become a crucial tool for effectively communicating with historically marginalized communities. This study provides a critical perspective on linguistic inclusion and proposes effective visual strategies to promote more equitable communication.

This issue invites reflection on how communication practices, in their multiple expressions and spheres, can (and should) be instruments of social

transformation. These studies reaffirm the relevance and necessity of communication committed to diversity, social justice, and critical thinking.

This study addresses research on the need to include media education in training programs for youth and adults in peripheral contexts. Based on a case study in Itaim São Paulo, the urgent need to develop critical skills to confront disinformation and build an active and responsible digital citizenship is identified.

This issue invites reflection on communication and education in an information-overloaded environment. The papers presented explore how new media, digital narratives, and activism can play a fundamental role in building a more critical, informed, and empowered citizenry capable of generating meaningful transformations.

Dra. Mónica Bonilla del Río
Editora Jefe / Editor in chief / Editora Chefe

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FROM 'US' TO 'THEM': TOPICS, POLICY PROPOSALS, AND IDENTITY CONSTRUCTIONS IN THE JULY 23 ELECTORAL PROGRAMS

DEL 'NOSOTROS' AL 'ELLOS': TEMAS, PROPUESTAS E IDENTIDADES EN LOS PROGRAMAS ELECTORALES DEL 23J

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	ABSTRACT
Keywords: Electoral program, political communication, elections, electoral campaign, Spain.	Electoral manifestos are multifaceted instruments that reflect both the image and identity of political parties. They function as coherent programmatic agents and adapt their strategies to the electoral level and national dynamics. This genre is essential for understanding the complexity of party behavior and its impact on the electoral process, although it has been understudied from the perspective of political communication. This article aims to analyze the electoral manifestos of the four most representative parties—Sumar, Partido Socialista Obrero Español (PSOE), Partido Popular (PP), and Vox—that contested the 2023 Spanish general elections, using a Critical Discourse Analysis (CDA) approach combined with content analysis. The findings reveal that all parties converged on key issues such as the economy and energy transition, with markedly different approaches. The most significant divergences were observed in the social and territorial domains, where Vox adopted conservative and centralist positions in contrast to the progressive and decentralizing proposals of PSOE and Sumar, while the PP maintained a more moderate stance. The study evidences an electoral discourse marked by polarization, constructing a 'we' in opposition to a 'them,' with each party defining its political identity in contrast to the others. This mechanism of ideological polarization, used to mobilize voters, reflects the growing fragmentation of the political landscape in Spain.
	RESUMEN
Palabras clave:	Los programas electorales son instrumentos multifacéticos que reflejan tanto la imagen como la identidad de los partidos, actúan como agentes programáticos coherentes y adaptan sus estrategias en función del nivel electoral y las dinámicas nacionales. Este género es fundamental para

programa electoral, comunicación política, elecciones, campaña electoral, España.

comprender la complejidad del comportamiento partidario y su impacto en el proceso electoral, aunque ha sido poco estudiado desde la comunicación política. Este artículo propone llevar a cabo una aproximación al estudio de los programas electorales de los cuatro partidos más representativos – Sumar, Partido Socialista Obrero Español (PSOE), Partido Popular (PP) y Vox– que concurrieron a las elecciones generales españolas de 2023 a través del enfoque del Análisis Crítico del Discurso y el análisis de contenido. Los resultados desvelan que todos los partidos coincidieron en temas clave como economía y transición energética, aunque con enfoques muy distintos. Las mayores divergencias se reflejaron en los ámbitos social y territorial, donde VOX adoptó posturas conservadoras y centralistas frente a las propuestas progresistas y descentralizadoras del PSOE y Sumar, mientras que el PP ocupó una posición intermedia. Se evidencia un discurso electoral de polarización que construye un "nosotros" en contraposición a un "ellos", con cada partido definiendo su identidad política en oposición al otro. Este mecanismo de polarización ideológica, utilizado para movilizar a los electores, refleja la creciente fragmentación del panorama político en el país.

Introduction

Electoral campaigns are key moments in the political life of contemporary democracies, in which parties articulate their proposals and make known their visions of the country and deploy their communication strategies with the aim of mobilizing the electorate (Beaudoux and D'Adamo, 2004). In this context, electoral programs represent a fundamental tool for understanding the discursive priorities of political formations, as well as the ideological frameworks from which the political offer is constructed (Álvarez, 2015). Beyond their informative function, these documents constitute discursive artifacts that reflect programmatic intentions, social representations, symbolic disputes and positioning in the face of the country's main challenges (Alonso et al., 2007; Díez Gutiérrez and Gajardo Espinoza, 2020).

This article proposes to analyze the electoral programs of the main Spanish political parties that participated in the general elections[1] of July 23, 2023 (23J), using a qualitative methodology based on Critical Discourse Analysis (CDA) and content analysis.

This research is therefore framed within the field of political communication, with special attention to the discursive and symbolic mechanisms through which parties try to influence the public agenda and build a persuasive narrative for the electorate. Likewise, the analysis allows us to reflect on the changes in political discourse in a context marked by polarization, parliamentary fragmentation and the growing mediatization of politics, factors that condition both the content and the form of the programmatic message (Nieto-Jiménez, 2022).

The relevance of studying electoral programs is reinforced by the need to understand how parties differentiate themselves and formulate their priorities and values at a time of profound transformation of the Spanish political system, characterized by multiparty competition, the tension between centralism and plurinationality, and growing citizen concern about issues such as inequality, sustainability or digitalization. Although these documents are often considered to be limited in scope in terms of electoral impact, their analysis offers a privileged window to examine the internal coherence of partisan discourses and their legitimization strategies.

As previously mentioned, this study analyzes the electoral programs of four state-level political parties that obtained the greatest parliamentary representation in the 2023 elections: Sumar, Partido Socialista Obrero Español (PSOE), Partido Popular (PP) and Vox. This selection allows us to observe a broad ideological spectrum, as well as to contrast the different discursive approaches adopted by government, opposition and emerging parties.

State of the Art

The electoral programs published by parties prior to elections are of fundamental importance in the democratic process for several key reasons (Ramírez Franco, 2018). First, these documents provide a clear roadmap of the policies and objectives that the parties intend to implement if elected (Duque Giraldo and Salazar Martínez, 2021). In this

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[1] The general elections in Spain are the elections to elect the members of the Congress of Deputies and the Senate, which make up the Cortes Generales, the country's main legislative body. They are held every four years. Voters elect deputies by a proportional system with representation by constituency, and senators by a mixed system (majority and proportional representation). The party or coalition with a majority in Congress proposes the president of the government.

way, electoral programs act as a social contract between the parties and the electorate, establishing specific expectations and commitments (Corzo Fernández, 2002).

Second, electoral programs facilitate greater transparency and accountability in the political arena (Labeaga and Ramiro, 2013). By detailing their proposals and plans, parties allow voters to evaluate their intentions and compare the different options available (Ramírez Franco, 2018). This not only enriches the public debate, but also helps citizens make informed decisions based on a detailed understanding of what each party stands for and how they plan to address current problems (Fernández de Mantilla, 2008).

In addition, electoral programs play a crucial role in legitimizing the electoral process. By presenting a structured set of proposals, parties demonstrate their preparedness and ability to govern, which contributes to the credibility of the democratic system (Sicilia and de la Torre, 2019). Voters can trust that elections are an opportunity to choose between well-defined visions of the country, which reinforces trust in the electoral process and in democratic institutions (Álvarez García, 2013).

According to Llamas Saiz (2018), electoral programs play a dual role by projecting both the image and identity of a party. The distinction between these two concepts is crucial for the construction and testing of theories on party behavior. "Image" refers to how a party emphasizes certain issues to appeal to specific voters, while "identity" relates to the party's fundamental positions on a variety of issues (Braun and Schmitt,2018). This approach allows parties to address two audiences simultaneously with a single document, using strategies to satisfy both groups.

For their part, political parties can be seen as programmatic agents that, despite legal or institutional limitations, demonstrate coherence in their behavior (Ruiz Rodríguez, 2006). A study of Brazilian parties shows that, despite constant electoral legislation, parties have proven to be coherent collective actors in different democratic periods. This finding suggests that, in addition to institutional analysis, it is necessary to consider other variables to develop a general theory of partisan behavior (Lyne, 2005).

From an academic perspective, electoral programs are also valuable for political analysis and research (Castromil et al., 2020). These documents provide a rich source of data for studying ideological trends, political priorities and campaign strategies of the parties. Researchers can analyze how political platforms evolve over time, how they respond to changes in the social and economic environment, and how they align with citizens' demands and expectations (Moreno Díaz, 2022).

In sum, electoral programs are essential not only for transparency and accountability in the democratic process, but also for the legitimization of elections and academic analysis (Díez et al., 2021). By providing detailed insight into the political intentions of the parties, these documents allow voters to make informed decisions and researchers to better understand contemporary political dynamics (Alvarez Sanchez, 2015).

In the Spanish context, there has been a tendency on the part of national parties to transfer regional elections to the national arena, articulating their campaigns around state issues as part of their electoral strategy. This phenomenon has been studied through content analysis of the regional-level programs of the two main national parties, PP and PSOE, demonstrating that parties tend to nationalize regional elections under certain political conditions (Parker et al., 2017; Márquez, 2018). This nationalization strategy subordinates the regional arena to the national one, highlighting the influence of national dynamics on subnational elections.

In the 2023 general elections in Spain, electoral programs played a crucial role in several aspects of the electoral process. These documents served as key instruments for communicating the proposals and visions of the different political parties to the public.

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Each party used its electoral program to present its policies and objectives in a structured manner, allowing voters to evaluate and compare the available options in an informed manner.

These electoral programs helped set the stage for the political debate during the campaign. The proposals contained in these documents were used by the candidates and the media to generate discussions and analysis on the most relevant issues for the country. This included discussions on the economy, education, healthcare, environmental sustainability, and gender equality, among others. By focusing on electoral promises, the programs allowed for a more substantive discussion of the ideological differences and policy priorities of each party.

Method

The objectives of the article are to identify the predominant thematic axes, to compare the proposals and identities of each group, and to analyze the discourse they construct around the measures they present. For this purpose, a qualitative methodology that combines political CDA with content analysis is used, allowing a comprehensive approach to the structure and discursive strategies used in the electoral programs of the political parties analyzed.

The CDA is based on Van Dijk's theory (2004), applied to electoral programs, which is an area of study that combines various techniques and approaches to unravel the communicative and persuasive strategies of political parties (Kress, 1990). Specifically, the model proposed by Siegfried Jäger, presented in Ruth Wodak and Michael Meyer's Methods of Critical Discourse Analysis (2003), will be used. This method is particularly effective in identifying discourse functions, such as manipulation and selectivity, related to political goals (Ortega et al., 2021; Cabeza et al., 2017).

In particular, use is made of the categories of macrostructure, theme and text-context relationship, which make it possible to identify the global themes or main topics of each electoral program, determining the priority issues and their hierarchical organization in the text, as well as to analyze the linkage of the discourse with the current socio-political context. This approach includes the examination of references to recent events, national problems and social demands, and makes it possible to evaluate how the legitimacy of proposals is constructed according to this context (Van Dijk, 1999).

In this framework, it is particularly relevant to consider the theoretical contributions that explain how political discourses configure collective identities based on the logic of confrontation, particularly through the symbolic construction of 'us' versus 'them'. This discursive strategy, common in contemporary political communication, allows parties to present themselves as legitimate representatives of the general interest and contribute to delimit a political adversary to which negative or threatening characteristics are attributed (Van Dijk, 2001; Van Dijk, 2003; Mudde, 2004). It also incorporates Fairclough's (1995) approach, which emphasizes the ideological dimension of language in politics.

Content analysis makes it possible to systematically identify and quantify the key themes and concepts present in electoral programs, thus providing a solid empirical basis for comparing discursive priorities among the different political formations. This study adopts the methodological perspective proposed by Krippendorff (2004) and Neuendorf (2017), who conceive content analysis as a rigorous technique aimed at valid and replicable inference from textual data. Specifically, a thematic codification is established covering categories such as social justice, economics, immigration or civil rights, among others. This classification makes it possible to observe not only the frequency of

occurrence of certain themes (*issue frames*), but also their articulation with the discursive strategies previously identified through Critical Discourse Analysis (CDA), favoring an integrated reading of the contents and underlying ideological frames.

The analysis sample is composed of the four electoral programs published by the main Spanish national political organizations -Sumar, PSOE, Partido Popular and Vox- during the 2023 general elections in Spain. The sample has focused only on the programs of the main parties with parliamentary representation, excluding minority formations that could offer valuable alternative approaches. As of May 9, 2025, the Popular Parliamentary Group in Congress is composed of 137 members, the Socialist Parliamentary Group of 120, the VOX Parliamentary Group of 33, the Plurinational Parliamentary Group SUMAR of 27. Below these are the Republican Parliamentary Group with 7 members, the Junts per Catalunya Parliamentary Group with 7, the Euskal Herria Bildu Parliamentary Group with 6, the Basque Parliamentary Group (EAJ-PNV) with 5 and the Mixed Parliamentary Group with 8 members.

Results

Within the framework of the 23J, electoral programs played a significant role in mobilizing the electorate, offering a clear vision of what each party planned to do in the event of winning the elections. These documents sought to motivate voters to participate in the electoral process and allowed the parties to mobilize their bases, reinforcing their ideological identification and persuading undecided voters through concrete proposals in key areas and a multichannel dissemination strategy that facilitated the comparison between political options. Demoscopic studies have shown that a relevant part of the electorate made their final decision after comparing these proposals, which evidences the impact of the programmatic contents in the definition of the vote.

Add

The electoral program of the Sumar coalition[2] for the 2023 general elections in Spain consists of 182 pages and presents five main blocks: 1) An economic and eco-social democracy at the service of the people; 2) A just, healthy and green welfare society; 3) A project to broaden democracy; 4) An international program. Spain, a power of peace and progress; and 5) A project of education, university, knowledge, science, culture, sports, innovation and digitalization for social cohesion and fair and sustainable transition. Within these blocks there is an extensive list of subsections such as "Economy for a better life", "Sustainable consumption with rights", "Agriculture and the rural world", "Fisheries, sustainability and the fishing sector", "Healthy food", "Livable cities and towns", "Right to housing" and "Sustainable mobility". In turn, within some of these subsections there are more sub-areas.

Sumar, a coalition of progressive parties and movements, presents a comprehensive and multidimensional approach to address the country's contemporary challenges. In the economic sphere, Sumar proposes a series of measures aimed at reducing inequality and promoting inclusive and sustainable growth. These include the implementation of a progressive tax reform that increases taxes on large fortunes and the most profitable companies, while easing tax burdens on small and medium-sized enterprises (SMEs) and workers. They also advocate a significant increase in the minimum wage and the promotion of policies that guarantee job stability and reduce job insecurity.

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[2] https://movimientosumar.es/wp-content/uploads/2023/07/Un-Programa-para-ti.pdf

Figure 1

Sumar's electoral program

Note. https://movimientosumar.es/wp-content/uploads/2023/07/Un-Programa-para-ti.pdf
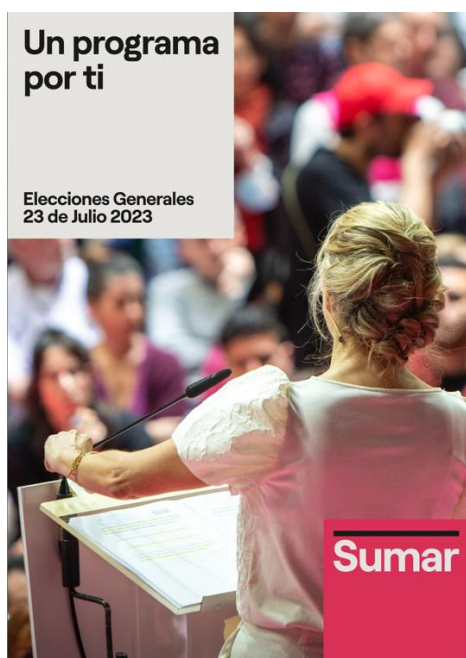
The ecological transition is one of the central pillars of Sumar's program. The coalition puts forward an ambitious climate action plan that includes decarbonizing the economy to achieve carbon neutrality by 2050. This would be achieved through the promotion of renewable energies, the improvement of energy efficiency in all sectors and the implementation of circular economy policies. On the other hand, Sumar is committed to promoting a change in the mobility model, favoring public and sustainable transport, as well as the electrification of the vehicle fleet.

In the area of public services, Sumar proposes a strong investment in the improvement and expansion of public education and healthcare. In education, its program includes free pre-school education from 0 to 3 years of age, the reduction of student-teacher ratios, and the universalization of access to higher education through scholarships and grants. Regarding healthcare, Sumar advocates the reinforcement of the national healthcare system, with an increase in funding, the hiring of more healthcare personnel and the improvement of hospital and primary care infrastructures. Specific measures are also proposed to address mental health and prevent chronic diseases.

Social justice and equality are also fundamental components of Sumar's program. The coalition proposes a series of policies to combat poverty and social exclusion, including the implementation of a universal basic income and the strengthening of social services. In the area of gender equality, Sumar is committed to closing the wage gap, promoting co-responsibility in caregiving and combating gender-based violence through greater protection and resources for victims.

Sumar also includes in its program a series of proposals to deepen democracy and encourage citizen participation. These include the reform of the electoral system to make it more proportional and representative, the promotion of direct participation mechanisms such as referendums and popular consultations, and the promotion of greater transparency and accountability in public institutions.

In summary, Sumar's electoral program for the 2023 general elections in Spain is articulated around social justice, ecological transition, improvement of public services and the deepening of participatory democracy. With a multidimensional approach, the coalition seeks to address the country's contemporary challenges through inclusive, sustainable and equitable policies.

PSOE

The electoral program of the Spanish Socialist Workers' Party (PSOE)[3] for the 2023 general elections in Spain focuses on several key pillars, including the economy, social justice, sustainability, education and health, with a special focus on gender equality and social rights. It is composed of 264 pages, in which seven major blocks are developed: "An economic policy at the service of citizenship and fair and sustainable economic growth"; "A green agenda to guarantee the welfare of today and tomorrow"; "A social elevator that guarantees welfare and equal opportunities for young people"; "The best Spain, the feminist Spain"; "The Spain of cohesion and welfare"; "The Spain of freedoms and coexistence"; and finally, "The European Spain open to the world".

Figure 2

PSOE electoral program
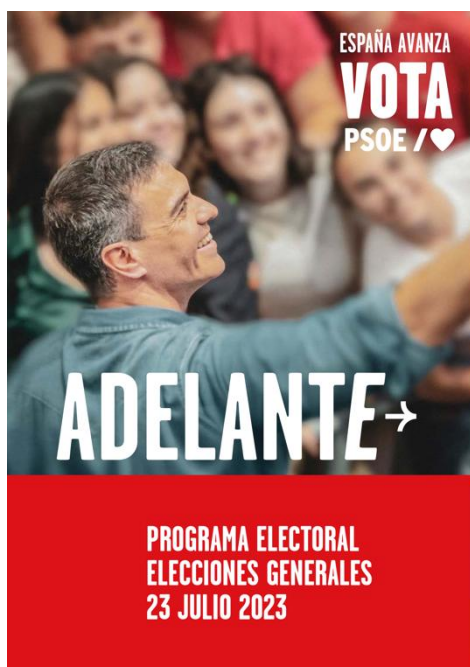
Note. https://www.psoe.es/media-content/2023/07/PROGRAMA_ELECTORAL-GENERALES-2023.pdf

In the economic sphere, the PSOE proposes a series of measures aimed at recovery and sustainable growth. They propose the implementation of progressive tax policies to ensure a more equitable distribution of wealth, as well as incentives for innovation and digitalization of companies. They also commit to increase public investment in infrastructure and strategic sectors to promote employment and competitiveness.

Social justice and equality are central pillars of the socialist program. The PSOE is committed to implementing policies that reduce inequality and ensure greater social cohesion. This includes strengthening the social welfare system, with special emphasis on pensions, minimum wage and unemployment benefits. They also propose measures to

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[3] https://www.psoe.es/media-content/2023/07/PROGRAMA_ELECTORAL-GENERALES-2023.pdf

improve working conditions, promoting employment stability and the fight against job insecurity.

In terms of sustainability, the PSOE presents an ambitious plan for the ecological transition. This plan includes the promotion of renewable energies, the improvement of energy efficiency and the implementation of circular economy policies. They are also committed to meeting the emission reduction targets set out in the Paris Agreement and to developing initiatives that promote sustainable mobility and biodiversity protection.

Education is another priority of the PSOE's program. They propose an educational reform that guarantees quality, inclusive and equitable public education. Among the measures highlighted are increased investment in education, modernization of school infrastructure and improved teacher training and working conditions. Likewise, policies are proposed to reduce school dropout rates and ensure access to higher education for all students, regardless of their socioeconomic status.

In the area of health, the PSOE is committed to strengthening the public health system, ensuring its financing and improving the quality of services. They propose increasing the number of healthcare professionals, reducing waiting lists and guaranteeing access to innovative treatments. They also focus on mental health and the implementation of prevention and health promotion policies.

Gender equality is a cross-cutting component of the PSOE program. The party is committed to continue advancing in the fight against gender violence and to implement measures that promote real equality between men and women in all areas, including labor, education and politics. They propose specific policies to close the wage gap and promote co-responsibility in the domestic and family spheres.

In the area of social rights, the PSOE includes proposals to guarantee access to decent housing, improve social services and promote the inclusion of vulnerable groups. They are also committed to defending LGTBI rights and implementing integration and diversity policies.

In summary, the PSOE's electoral program for the 2023 general elections in Spain is articulated around social justice, sustainability, gender equality, improved education and public health, with a strong commitment to social cohesion and equity. The party aims to build a more just, inclusive and sustainable society, with policies that favor the well-being of all citizens.

PP

The electoral program of the Partido Popular (PP)[4] for the 2023 general elections in Spain consists of 110 pages and focuses on a number of key areas, with 365 measures aimed at economic improvement, social stability, educational reform, environmental sustainability, and foreign policy. Specifically, its proposals are presented in five major blocks: "Grow sustainably"; "Care and thrive"; "Regenerate and respect"; "Serve"; and "Lead and influence".

Figure 3

PP electoral program

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[4] https://www.pp.es/sites/default/files/documentos/programa_electoral_pp_23j_feijoo_2023.pdf

PROGRAMA ELECTORAL
UN PROYECTO AL SERVICIO DE UN GRAN PAÍS
365 MEDIDAS

23J | ELECCIONES GENERALES

Note. https://www.pp.es/sites/default/files/documentos/programa_electoral_pp_23j_feijoo_2023.pdf

In the economic sphere, the PP proposes a series of measures to promote growth and job creation. These measures include tax reductions, with the aim of increasing the competitiveness of companies and the purchasing power of citizens. They also propose administrative simplification to facilitate business activity and attract foreign investment.

In the labor field, the Partido Popular is committed to implementing policies that favor the creation of stable and quality employment. This includes incentives for permanent hiring and specific programs for young people and the long-term unemployed. In addition, they propose a reform of the vocational training system to align it more closely with the needs of the labor market, thus improving the employability of workers.

Education is another fundamental pillar of the PP's electoral program. The party advocates quality education based on excellence and equal opportunities. They propose a revision of educational curricula to ensure a comprehensive education adapted to the challenges of the 21st century, as well as greater support for subsidized education and freedom of choice for parents. In addition, they propose measures to reduce school dropout rates and improve students' academic results.

With regard to environmental sustainability, the Partido Popular includes in its program a series of proposals to promote sustainable development and environmental protection. These measures range from the promotion of renewable energies to the implementation of circular economy policies and the improvement of energy efficiency in all sectors. Also, the PP is committed to meeting the greenhouse gas emission reduction targets established at the European and international levels.

In the area of foreign policy, the Partido Popular defends Spain's active position on the international scene, based on the defense of national interests and the promotion of international cooperation. They propose to strengthen relations with the countries of the European Union and Latin America, as well as to maintain a firm security and defense policy.

Finally, in the social area, the PP's electoral program includes measures to improve the welfare of citizens, with special attention to the most vulnerable groups. This includes proposals to improve the public health system, increase pensions and strengthen social services. In turn, the PP is committed to implementing policies to support the family and

the birth rate, as well as measures to guarantee equal opportunities and to fight discrimination.

In summary, the electoral program of the Partido Popular for the 2023 General Elections in Spain is articulated around economic improvement, job creation, educational reform, environmental sustainability, an active foreign policy and social welfare, with the aim of building a more prosperous, fair and sustainable country.

VOX

Vox's electoral program[5] for the 2023 general elections in Spain consists of 178 pages, presenting a series of proposals focused on several key areas. The document is divided into twenty sections: "Equality among Spaniards"; "Unity of Spain"; "Employment and decent wages"; "Education in freedom"; "Access to housing"; "Produced in Spain"; "Health"; "Social protection of Spaniards"; "Taxation for prosperity"; "Security and Defense"; "Immigration and National Identity"; "Green Spain"; "Reindustrialization and Energy Sovereignty"; "Depoliticization of Justice"; "European Union"; "Iberosphere"; "Rural Spain"; "Freedom of Expression"; "Family Perspective"; and "Human Dignity".

Figure 4

Vox electoral program

Note. https://www.voxespana.es/programa/programa-electoral-vox

With regard to immigration and security, the party advocates strict control of borders by increasing resources and personnel for their protection. Furthermore, they propose the immediate deportation of illegal immigrants and those who commit crimes, as well as the suspension of any type of economic or social assistance to those who are in an irregular situation.

In the economic and labor field, Vox promotes a general reduction of taxes, with special emphasis on Personal Income Tax (IRPF) and corporate tax. They also propose specific measures to support small and medium-sized enterprises (SMEs) and the self-employed, with the aim of facilitating the creation and maintenance of these businesses.

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[5] https://www.voxespana.es/programa/programa-electoral-vox

Also included in its program is the promotion of the birth rate through family support policies, such as economic and fiscal aid to large families.

In the field of education and culture, Vox defends the freedom of choice of educational center and the right of parents to decide on the education of their children. They propose the elimination of educational contents that they consider ideological, especially those related to gender ideology. Likewise, they insist on a greater presence of Spanish history and culture in the school curriculum, in order to promote knowledge and pride in the national identity.

Regarding territorial policy and the unity of Spain, Vox advocates the suppression of the autonomous communities and the centralization of competencies in the national government. His program includes measures to strengthen national unity and combat separatist movements, thus defending the territorial integrity of the country.

In terms of justice and transparency, the party proposes a reform of the judicial system to guarantee its independence and improve its efficiency. They also propose a set of measures aimed at increasing transparency and combating corruption in all spheres of power.

In foreign policy, Vox promotes the defense of national sovereignty, advocating a foreign policy focused on the interests of Spain and reducing the influence of international organizations. They also emphasize the importance of strengthening relations with Latin America, especially with those countries that share a common history and culture with Spain.

Finally, regarding the environment and energy, Vox proposes policies for a more rational and sustainable use of natural resources. At the same time, they defend nuclear energy as a viable alternative to guarantee energy security and reduce dependence on external sources. These proposals reflect the party's vision of resource management and environmental protection in the context of a modern and efficient economy.

Micro and Macro Levels, the "Us" and the "Them"

In the analysis of the electoral programs of the main parties in the Spanish general elections of 2023 (PSOE, PP, VOX and Sumar), a discourse of polarization is clearly observed in the construction of an "us" and a "them". This micro discursive level, in which the rhetorical strategies of each party are manifested, reflects the way in which political identities are constructed in relation to otherness.

On the one hand, parties such as VOX made explicit use of this dichotomy, characterizing "us" as the defenders of national unity, sovereignty and traditional values, while "them" were portrayed as those who promote separatism, uncontrolled immigration and "globalist" policies. This type of discourse is common in right-wing populist movements, where "we" is associated with a homogeneous nationalist identity, and "they" with perceived threats to that unity, such as immigrants or political and economic elites.

In contrast, Sumar and PSOE employed a narrative that also marked distances, although in a different way. Here, the "we" was associated with the working classes, vulnerable social sectors and those who advocate for equality and social rights. The "they", in this case, was identified with the privileged and conservative sectors that, according to their discourse, try to stop the advance of social and economic rights, such as big businessmen or the elites that supposedly perpetuate inequalities.

The Popular Party (PP), although less marked by polarizing rhetoric, also made use of this distinction, presenting its "us" as the defenders of stability, economic progress and national unity, and placing "them" (in reference to leftist or separatist parties) as responsible for economic stagnation and territorial fragmentation.

This mechanism of ideological polarization is key to understanding how each party defines its identity in opposition to the other. The use of adjectives, attributes and roles given to both their own and others serves to reinforce a vision of the world in terms of political and social conflict, and to mobilize their respective constituencies around a common cause and a defined adversary.

At the micro and macro levels, a marked discursive polarization between the different political actors is evident. This phenomenon is observed through the distinction between an "us" and a "them", which is constructed through specific rhetorical strategies. These strategies of discursive polarization are fundamental in the configuration of political identities and electoral mobilization, since they reinforce group membership in the face of otherness. This analysis highlights how the Spanish political discourse of 2023 is articulated around these ideologies, which in turn reflects the growing fragmentation of the political landscape.

Discussion and Conclusions

In Spain's 2023 general elections, electoral programs played a key role in informing voters, structuring the debate and fostering accountability. The analysis of the proposals of Vox, PSOE, PP and Sumar reveals coincidences in the concern for the economy and employment, although with different approaches: while PP and Vox proposed tax reductions and support to the private sector, PSOE and Sumar bet on a greater redistribution of wealth, minimum wage increases and strengthening of public services. Economic recovery after the pandemic was a common focus, but with ideologically opposed solutions.

Another area of consensus was the energy crisis and the need to move towards a green transition. However, the differences between the parties were evident in the way they approached this issue. While Vox was reluctant to fully embrace the global climate agenda, criticizing environmental policies and proposing a more intensive use of natural resources, the other parties bet on renewable energies, albeit with nuances. The PSOE and Sumar defended a progressive ecological transition, proposing policies to reduce emissions and promote clean energy, while the PP was more moderate, proposing a balance between sustainability and support for key industrial sectors.

The biggest differences between the 2023 electoral programs centered on social and territorial rights. Vox adopted a conservative and nationalist stance, proposing to eliminate autonomies and rejecting gender equality laws and LGTBIQ+ rights. In contrast, PSOE and Sumar defended and sought to expand these rights, with Sumar standing out for its progressive labor proposals, such as the 32-hour workday. The PP was in an intermediate position, with moderate criticism of some PSOE laws, but without going to the extreme of Vox.

In territorial matters, Vox and the PP opted for a more centralized model, Vox being the most radical. The PSOE defended the current autonomous system, promoting cooperation, while Sumar proposed decentralization with a focus on social cohesion. Although the four parties shared concerns such as the economy and energy transition, their ideological differences were clear on social, territorial and fiscal issues: Vox adopted conservative and centralist positions; Sumar and PSOE, progressive and decentralizing approaches; and the PP was somewhere between economic liberalism and social conservatism.

The dichotomy "us" versus "them" (Van Dijk, 2003) is present in all parties in 2023 as part of an identity construction that defines one's own group versus an adversary. Vox employs a national-populist narrative (Capdevila et al., 2022), with an "us" that defends national unity against a "them" composed of immigrants, separatists and globalist elites.

PSOE and Sumar build an inclusive "us", linked to social rights and the working classes, as opposed to a "them" associated with privileges. The PP also resorts to this logic, although with a more moderate tone, presenting itself as the guarantor of order. This ideological confrontation reinforces party identities and emotionally mobilizes the electorate (Díez Gutiérrez and Gajardo Espinoza, 2020), but it also evidences the fragmentation of the system and can deteriorate the democratic debate (Nieto-Jiménez, 2022).

According to Saffirio (2024), programmatic political discourse has been deeply conditioned by three key dynamics: ideological polarization, parliamentary fragmentation and the growing mediatization of politics. These transformations affect both the content and the form of electoral programs, which now function not only as instruments of proposal and accountability, but also as tools for identity construction and symbolic mobilization.

Polarization, as also recognized by Gamir-Ríos et al. (2022) in the 2019 elections, accentuated in 2023 a binary rhetoric of "us" versus "them," reinforcing partisan identities and simplifying public debate. The fragmentation of the political system forced the parties to clearly define their ideological positions, especially on key issues such as the economy, social rights, ecology and the territorial model. Although there were thematic coincidences, the discursive differences evidenced a struggle to impose their own interpretative frameworks. Overall, the programs reflect a political discourse adapted to a fragmented and media context, focused more on conflict and identity than on detailed proposals, which poses challenges for democratic quality and political deliberation.

This work has certain limitations that should be considered when interpreting its results. The analysis is limited to a single electoral campaign, which prevents the identification of discursive changes over time. A longitudinal comparison with other elections would make it possible to observe the evolution of programmatic strategies and enrich the study.

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CULTURE ON SPANISH TELEVISION: CHALLENGES, OPPORTUNITIES, AND THE ROLE OF CULTURAL MANAGEMENT PROFESSIONALS IN FUTURE PROGRAMMING

LA CULTURA EN LA TELEVISIÓN ESPAÑOLA: DESAFÍOS, OPORTUNIDADES Y EL ROL DEL PROFESIONAL DE LA GESTIÓN CULTURAL EN LA PROGRAMACIÓN DEL FUTURO

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	ABSTRACT
Keywords: cultural programming, television, streaming, cultural management, challenges	This study addresses the current landscape of television in Spain regarding cultural programming, analyzing how it has evolved and the challenges it faces. Over time, spaces dedicated to cultural and educational content have been decreasing, replaced by commercial formats. This change has been driven by the pursuit of economic profitability, the lack of regulations ensuring the presence of cultural programming, and the competition from streaming platforms. The study is based on a comparative analysis of the weekly programming of the main television networks in 2016 and 2025. For this, quantitative techniques were used to compare the presence of various television genres over time and determine whether the differences are statistically significant. The most relevant results show that cultural content has been displaced, while informational and entertainment programs dominate the schedule. Moreover, the influence of streaming platforms has led to a more homogeneous and superficial television. In light of this situation, the article concludes that it is crucial to rethink the role of public audiovisual service by implementing policies that ensure the inclusion of cultural content during prime-time slots. As a solution to revitalize cultural programming on television, the incorporation of cultural management professionals with multidisciplinary training is proposed. These professionals would be capable of designing innovative strategies to adapt cultural content to new audiovisual consumption trends, promoting dynamic, accessible, and relevant formats for a diverse audience.
	RESUMEN
Palabras clave: programación cultural, televisión, streaming, gestión cultural, desafíos	Este estudio aborda el panorama actual de la televisión en España en relación con la programación cultural, analizando cómo ha evolucionado y los desafíos que enfrenta. A lo largo del tiempo, los espacios dedicados a contenidos culturales y educativos han ido disminuyendo, siendo reemplazados por formatos comerciales. Este cambio ha sido impulsado por la búsqueda de rentabilidad económica, la falta de regulaciones que garanticen la presencia de

programación cultural, y la competencia de las plataformas de streaming. El estudio se basa en un análisis comparativo de la programación semanal de las principales cadenas de televisión en los años 2016 y 2025. Para ello, se utilizaron técnicas cuantitativas para comparar la presencia de los diversos géneros televisivos a lo largo del tiempo y determinar si las diferencias son estadísticamente significativas. Los resultados más relevantes muestran que los contenidos culturales han sido desplazados, mientras que los programas informativos y de entretenimiento dominan la parrilla. Además, la influencia de las plataformas de streaming ha llevado a una televisión más homogénea y superficial. Ante esta situación, el artículo concluye que es crucial replantear el rol del servicio público audiovisual, implementando políticas que aseguren la inclusión de contenidos culturales en franjas horarias de alta audiencia. Como solución para revitalizar la programación cultural en la televisión, se propone la incorporación de profesionales en la gestión cultural, con formación multidisciplinaria, capaces de diseñar estrategias innovadoras que adapten el contenido cultural a las nuevas tendencias de consumo audiovisual. Esto permitiría promover formatos dinámicos, accesibles y relevantes para una audiencia diversa.

Introduction

Television in Europe, unlike in the United States, has been, since its invention, a primary medium for the dissemination of cultural content, playing a key role in education and access to culture. However, over time, as television networks have prioritized economic profitability and mass audiences, cultural content has been progressively displaced to marginal time slots, losing both visibility and impact.

Mass entertainment programs, such as *reality shows*, contests, *talent shows*, among others, have monopolized the limelight on television, relegating cultural productions to the background. This change has reduced diversity in programming and limited access to quality cultural content, especially affecting audiences that previously found in television a significant source of knowledge and cultural reflection (Laverón, 2015; Rodríguez et al., 2022).

The Origins of Television: Two Founding Models

To understand the full impact of television on culture, it is essential to address the two fundamental television models that emerged after World War II: the U.S. model and the European model. Both models profoundly influenced current conceptions of television and its relationship with culture.

The U.S. model is characterized by being eminently commercial, with programming aimed primarily at obtaining economic benefits through advertising. This structure, controlled by private companies, considerably reduces the presence of cultural content, relegating it to second place to mass entertainment programs. The Federal Communications Commission (FCC) attempted to counteract this phenomenon by establishing regulations to limit advertising and encourage the inclusion of educational and cultural content, although the ratings of public networks such as *PBS*, created in 1969, are still low compared to commercial networks (Ruano, 2006).

In contrast, the European model, which emerged under the premise of offering television as a public service, was aimed at guaranteeing access to culture and education. Most European countries considered television as a tool to promote culture among the general population, in order to broaden access to artistic, educational and informative content (Lukács, 2007).

This approach was also supported by the State, which financed the public broadcasters and guaranteed "high culture" programming (Pastoriza, 2003). In the late 1970s, the "Golden Age" of European public television began with the creation of channels such as the *BBC* (UK), *ARD* (Germany), *FR-3* (France), *RAI-3* (Italy) and *La 2* (Spain) (Ruano, 2006). However, as Laverón (2015) notes, the lack of competition and state support led to a gradual loss of quality in cultural content, as the networks began to face pressure from new commercial players.

The Evolution of the Television Model in Spain: From Public Service to Commercial Television

Cultural content on Spanish television has undergone several transformations since its inception. In 1956, regular broadcasts began on *Televisión Española (TVE)*, financed and managed by the Francoist government, which structured the programming according to its ideology (Bustamante, 2013). In this period, the first broadcasts included religious programs, official speeches, fragments of NO-DO and musical varieties, and closing with the national anthem (Palacio, 2008).

Starting in 1957, television began to be partially financed by advertising, following the U.S. model (Bustamante, 2013). In the 1960s, television was consolidated in Spanish homes, initiating the "Golden Age" of Spanish public television. *TVE* studios were inaugurated in 1964 and two channels were created; *TVE-1*, with generalist programming, and *TVE-2 (La 2)*, with a cultural and educational focus (Quinteiro Otero, 2014). During this stage, foreign productions such as *Bonanza* and *Los intocables* were broadcast, as well as fiction and variety programs, including *Gran Parada* and *Salto a la Fama* (Bustamante, 2013).

Cultural programs gained importance with *Estudio 1*, which broadcast theatrical plays and remained on the air for 20 years. *La 2* opted for elitist content, such as classic film series and debates with filmmakers (*Los libros, Metrópolis*), while informative programs such as *Félix Rodríguez de la Fuente* and *Érase una vez el hombre* were aimed at children.

However, the influence of the U.S. model and the increase in advertising reduced the presence of cultural programs. In the 1990s, with the emergence of private networks, public television experienced an audience crisis and began to prioritize entertainment formats in order to compete. According to Ruano (2006), this damaged cultural programming, relegating it to marginal schedules and reducing its quality. In this new landscape, culture took a back seat, while low-cost programs dominated programming. Although private channels were born in the last decade of the 20th century, the relationship between culture and television has been a constant topic of debate since the beginning of the medium, which makes it necessary to analyze the transformations of cultural television over time.

European Policies and Models to Strengthen Cultural Programming on Television

Unlike Spain, countries such as France, Germany, the United Kingdom and Italy have implemented strict regulations that guarantee the presence of cultural programming on television. In France, the *Conseil Supérieur de l'Audiovisuel (CSA)* oversees the inclusion of cultural content in television programming, while in Germany and the United Kingdom there are quotas that oblige public broadcasters to broadcast a minimum percentage of cultural programs. In Italy, *RAI* is also obliged to include cultural programming in prime time, which guarantees the accessibility of these contents for a wide audience (Bustamante, 2013; Pastoriza, 2003).

In Spain, there have traditionally been no clear regulations requiring broadcasters to devote a specific percentage of their programming to cultural content. The *2010 General Law on Audiovisual Communication* mentioned the importance of promoting culture, but lacked effective mechanisms to ensure its inclusion in daily programming. However, the recent *Law 13/2022, of July 7, General Law on Audiovisual Communication*, establishes broadcasting quotas for European productions and independent audiovisual works, as well as a commitment to promote cultural and linguistic diversity in audiovisual services. It also reinforces the role of the public service in the dissemination of cultural and educational content. Despite these advances, cultural content on Spanish television is still relegated to marginal time slots or low audience channels (BOE, 2022; Ruano, 2018).

This analysis suggests that, in order to revitalize cultural programming on Spanish television, policies similar to those of other European countries should be considered, including more specific regulations, monitoring mechanisms and the participation of cultural management professionals in programming teams, in order to design innovative strategies and guarantee the presence of cultural content in high audience slots, adapting to new forms of audiovisual consumption.

The Crisis of Linear Television and Digital Competition

In recent years, there has been a notable shift of audiences from traditional television to new digital platforms and devices such as mobiles, computers and *smart TVs* in force (Vázquez et al., 2020). However, this change does not imply the end of television, but rather its transformation. As pointed out by Scolari (2008) and Carlón and Scolari (2009), television as a language and device is still in force and maintains its hegemony.

Through these new screens, users consume both linear television and on-demand content and programs on platforms such as YouTube (Alonso et al., 2016). These practices have favored the emergence of social audiences, but according to Van-Dijk (2009), most viewers remain passive in the creation of content, using social networks more for information than for production.

The second screen phenomenon -the simultaneous use of mobiles or tablets while watching television- reveals the crisis of the traditional model in the face of digital competition (Vázquez, Torrecillas, & Suárez, 2020). Moreover, according to De-Moragas (2012), the Internet does not displace television, but rather enhances it, generating a "call effect" (Clares-Gavilán, 2019) towards complementary audiovisual content.

Today, linear television is facing a profound crisis due to the rise of streaming, which weakens traditional models based on rigid programming and advertising. In this context, digital platforms have transformed consumption, offering content that is customizable and accessible anytime, anywhere (Vaca, 2015; Pérez-Guerrero, 2018).

This change especially affects cultural content. While platforms invest in global productions, traditional television has lagged behind (Pastoriza, 2003), without adapting to the expectations of the new generations, who seek greater interactivity, flexibility and personalization (Pichel-Vázquez et al., 2019). Audience fragmentation and the shift to on-demand consumption models have reduced the presence and visibility of cultural programs, traditionally associated with public television and specific time slots.

In addition, the loss of power of broadcasters as *gatekeepers* has made cultural content increasingly dependent on digital convergence strategies, social networks and interactive platforms to remain relevant (Vázquez et al., 2020). However, as Casero-Ripollés (2017) and Van-Dijk (2009) warn, although technology enables mass self-communication (Castells, 2011), the active participation of the public in the production of cultural content is still limited and conditioned by educational, technological and access factors.

The Role of the Cultural Management Professional on Television

The professional figure of cultural management has gained significant relevance in recent decades, positioning itself as a key professional for the administration, promotion and development of culture. According to Canadell and Sais (2011), this professional is in charge of ensuring equitable access of citizens to cultural goods and services, promoting inclusion and respecting legal frameworks. This profile is defined as the person in charge of managing an organization's resources to offer products or services that reach the largest possible number of people, optimizing their satisfaction (Bernández, 2003).

In the television field, the cultural management professional can play an essential role in the coordination and planning of programming, ensuring that the content is of high quality and responds to contemporary social demands (Rodríguez-Trigo, 2024). To this end, in addition to having a solid background in the humanities, they must be trained in areas such as management, marketing, audience analysis and new technologies (Martinell, 2001).

In a media environment characterized by its dynamism, this professional must be able to adapt content to current consumption habits, ensuring that public television not only informs, but also manages to connect emotionally with viewers (Scolari, 2008).

The role of this professional in television goes beyond the creation of educational content. Its ability to design programs that balance education, entertainment and innovation is crucial to respond to the growing demand for interactive and personalized content. In this sense, these professionals become facilitators of experiences that enrich social life, acting as links between creators, artists and the public (Canadell & Sais, 2011). In addition, they promote intercultural experiences by being sensitive to the new creative and innovative expressions that drive culture in the modern era. In this way, it stands as a key agent in building bridges that connect and enrich the contemporary cultural experience.

In an increasingly fragmented television landscape, where audiences are distributed among multiple platforms, this professional figure is responsible for maintaining the relevance and appeal of cultural programs. To do so, it must adapt content to new forms of consumption, such as transmedia narratives, augmented reality and gamification (Alonso et al., 2016).

In addition, they must ensure that the distribution of content is carried out in an appropriate manner, establishing alliances with digital platforms and media outlets to reach both local and global audiences. Also, they must guarantee the quality of content, maintaining high production standards and reflecting the fundamental cultural values of society (Pérez-Guerrero, 2018).

In conclusion, the role of the cultural management professional in television is essential to ensure that culture remains accessible, relevant and of quality in an ever-changing media world. His ability to adapt to change and offer balanced content makes him a key figure for the future of cultural television.

Method

The research is divided into two parts: theoretical and practical. The theoretical part establishes a conceptual framework to understand the evolution of television programming in Spain, through a bibliographic review that analyzes the changes in cultural programs and their relationship with culture.

In the practical part, quantitative techniques are used to evaluate television programming at two key moments: 2016, when this study was initiated, and 2025, to represent a current framework. The choice of these years responds to the interest of observing the changes in programming over a decade, making it possible to compare trends in the presence of cultural content and to analyze whether the television offer has evolved, improved or reduced such cultural content during this period.

Justification of the Sample

The selection of these years and television channels is relevant, as both 2016 and 2025 saw significant changes in television programming and cultural context in Spain. In addition, we have chosen to analyze the main national channels, both public and private, which represent a varied sample of the television offer. In particular, the following chains were selected: Televisión Española (TVE 1 and La 2), Antena 3, Cuatro, Telecinco and La Sexta.

Data Collection Instruments

The analysis of television schedules was carried out by consulting public databases, programming records and sources available on digital platforms specialized in

television. A representative week of programming was selected in both years, considering key time slots to identify the percentage of time devoted by the networks to the different television genres. The reference week in 2016 was May 2-8, while in 2025 the week of March 3-9 was taken. Data collection was done manually and systematically to ensure accuracy in the identification of cultural contents.

Analysis Criteria

The programs were classified according to their content, and descriptive statistical techniques were used to analyze the percentage of programming dedicated to each genre, with special emphasis on cultural content. Data from 2016 and 2025 were compared to evaluate the evolution of programming and the presence of cultural content. The television genres analyzed were as follows:

- **News and current affairs:** They include live news and analysis, with the objective of keeping the public informed about current events, sports, politics, economics and general interest events.
- **Magazines:** Variety programs that combine interviews, entertainment, lifestyle, cooking and current affairs, offering dynamic and entertaining content for a general audience.
- **Entertainment (contests, reality shows, talk shows):**
  – Contests: Competitive programs where participants must pass tests of skill, knowledge or chance to win prizes.
  – Reality Shows: Spaces that show the life of people in different contexts, from coexistence in homes to extreme competitions.
  – Talk Shows: Programs in which a presenter interviews guests, such as celebrities, experts or citizens with compelling stories.
- **Fiction (series, soap operas and movies):**
  – Series: Fiction programs divided into episodes, with self-conclusive or continuous plots over several seasons.
  – Soap operas: Long dramatic stories centered on love stories, family conflicts and intense plot twists.
  – Cinema: Films of various genres broadcast on television, whether premieres or reruns of great classics.
- **Musicals and shows:** Programs focused on live music and entertainment, such as concerts, festivals, awards and musical talent shows.
- **Reports and documentaries:** Research productions that delve into historical, scientific and social issues through detailed analysis.
- **Informative and cultural:** Educational and cultural programs focused on the dissemination of knowledge about science, art, history and technology, contributing to cultural reflection.

Validity and Reliability

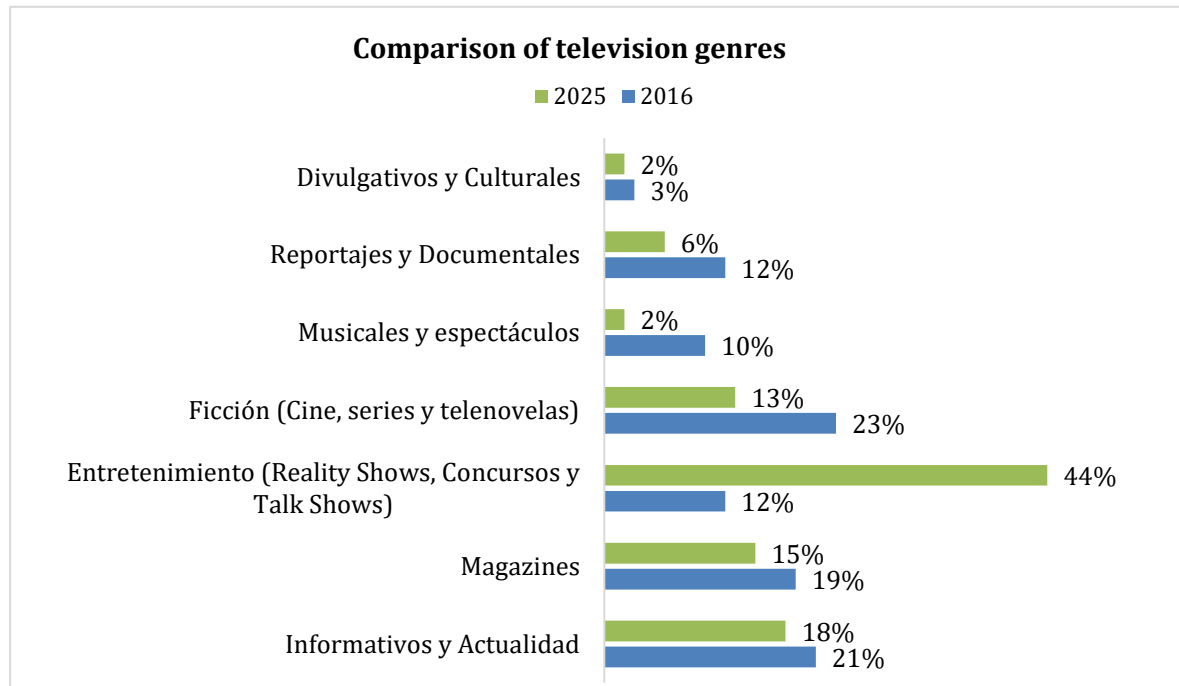To ensure the validity and reliability of the results, strict consistency criteria are applied in data collection and programming analysis. In addition, time slots and genres have been closely monitored to avoid bias in the classification of programs, and inter-observer controls have been implemented to ensure that the categories and criteria used are consistent throughout the analysis process.

Results

Spanish television programming has undergone significant changes between 2016 and 2025. Analysis of the predominant genres and programs on channels such as TVE 1, La 2, Antena 3, Cuatro, Telecinco and La Sexta has shown a change in audience preferences. While some genres remain stable, others have changed due to the impact of digital platforms. These services have changed the way cultural and entertainment content is presented on traditional television. The following details the transformations by gender, highlighting representative programs from 2016 and 2025, and outlines possible future trends.

Figure 1

Comparative analysis of television genres in 2016 vs 2025

Comparison of television genres

- 2025
- 2016

Genre	2025	2016
Divulgativos y Culturales	2%	3%
Reportajes y Documentales	6%	12%
Musicales y espectáculos	2%	10%
Ficción (Cine, series y telenovelas)	13%	23%
Entretenimiento (Reality Shows, Concursos y Talk Shows)	44%	12%
Magazines	15%	19%
Informativos y Actualidad	18%	21%

Note. Own elaboration

News and Current Affairs: Adapting to New Digital Dynamics

In 2016, News and Current Affairs programs accounted for 21% of television programming in Spain, with key slots such as newscasts and news dominating the most important time slots. These formats were essential for daily information, consolidating themselves as the main sources of access to current affairs in traditional television.

However, in 2025, programs focused on News and Current Affairs have decreased to 18% of programming, reflecting a loss of space in the face of the growth of digital platforms. These have transformed news consumption, offering information in real time, adaptable to users' interests and schedules, with more dynamic and interactive formats. The migration of the audience to these media has been fundamental in this reduction, as viewers seek immediacy, personalized access and greater participation in the construction of the informative discourse.

Despite the decline, news programs continue to be the genre with the highest number of viewers on conventional channels. Even in the digital era, they continue to occupy key slots such as *prime time* and *second time*. Although expensive to produce, they maintain a loyal audience. Since 2016, TVE continues to be the channel that devotes the most time to these programs, combining newscasts, debates and current affairs programs.

La Sexta also maintains a strong presence in this genre with programs such as *La Sexta Clave* and *Al Rojo Vivo*.

This evolution shows the adaptation of news programs to the new digital dynamics, integrating interactivity through social networks and offering on-demand content. To remain relevant, they must balance three key elements: immediacy, in-depth analysis and active audience participation.

Magazines: Diversification and Increased Entertainment Presence

In 2016, magazines accounted for 19% of television programming in Spain, combining entertainment, information and debate. Programs such as *Sálvame* (Telecinco), *El Programa de Ana Rosa* (Telecinco) and *Espejo Público* (Antena 3) mainly dominated the morning slot and, in some cases, the afternoon. These long-running formats, up to 4 hours, kept the audience loyal with a mix of news and entertainment.

Currently, the presence of magazine programs has decreased to 15%, reflecting a slight decrease in their relevance within conventional television. However, they continue to be key formats, especially on networks such as Telecinco, which maintains programs such as *TardeAR* and *¡Fiesta!*. On La Sexta, programs such as *Aruser@s*, *Zapeando* and *Más Vale Tarde* continue to stand out.

Despite the reduction, magazines have evolved to integrate more interactivity, allowing audience participation through social networks and online discussions. Programs such as *Zapeando* have expanded their format, combining entertainment and current affairs to attract different segments of viewers. This ability to adapt has allowed them to remain competitive, even in the face of the growth of digital platforms.

In the future, it is likely that magazines will continue to evolve towards more interactive and digitalized models, with a greater presence on streaming platforms and social networks. This transformation could bridge the gap between traditional television and digital consumption, making magazines more dynamic and accessible.

Entertainment: Reality Shows, Contests and Talk Shows Are Booming

The entertainment genre has experienced remarkable growth in Spanish television, from representing 12% in 2016 to 44% in 2025, consolidating its position as the most predominant content in the television grid. In 2016, programs such as *Pasapalabra, Ahora Caigo or El Hormiguero*, were entertainment benchmarks, combining interviews, competition, talent and humor. However, in 2025, reality shows and contests have taken the lead with formats such as *La Revuelta*, *Maestros de la Costura*, *El Desafío*, *Supervivientes, Gran Hermano* and *La Isla de las Tentaciones*, which dominate audiences and set trends in social networks. Television has found in these programs a formula for success based on emotion, audience interaction and spectacularity, which has led to a notable reduction in other genres such as fiction and cultural programs.

Despite this boom, the overexploitation of entertainment has generated a more homogeneous and predictable television, with a clear commitment to repetitive formats that seek virality rather than quality. Channels have prioritized immediate profitability, leaving in the background more varied and enriching content, such as documentaries or cultural programs, which have drastically reduced their presence. Although entertainment continues to be the driving force of television, its excess can lead to a loss of diversity in the television offer, limiting the options for an audience that seeks something more than shows designed for mass consumption and immediacy.

Television Fiction and Its Shift to Streaming Platforms

The fiction genre has experienced a notable reduction in traditional television, from representing 23% of programming in 2016 to only 13% in 2025, reflecting the impact of streaming platforms. In 2016, programs such as *Cine de Barrio* and *El Cine de La 2* maintained a presence, and *El Peliculón* on Antena 3 was a reference for movie nights. However, by 2025, the networks have significantly reduced their commitment to prime-time movies. Despite this decline, TVE and Antena 3 continue to offer foreign and low-budget films on weekends, especially in the afternoon slot, attracting a loyal audience, particularly on Antena 3.

As for telenovelas, which accounted for 4% of programming in 2016, they have fallen to 2% in 2025, with a shrinking audience. However, in previous years, Turkish series were a *boom* that dominated several networks. Antena 3 continues to be the main broadcaster of these series, to the point of having a thematic channel dedicated to them within Atresmedia.

On the other hand, series in general have withstood better the decline of fiction in traditional television. While in 2016 they represented 8% of programming, in 2025 they have increased to 10%, driven by competition with streaming and the commitment to national productions.

Despite the slight resistance of some series and evening movies, linear television has ceded control of fiction to digital platforms, which offer greater variety, immediacy and quality. Traditional networks have opted for more accessible and low-cost productions, limiting their competitiveness against giants such as Netflix, HBO or Disney+. This change has reduced the diversity of programming, prioritizing other formats such as entertainment, to the detriment of more elaborate narratives. Although television continues to bet on fiction, its relevance has become marginal in the face of the personalization of streaming platforms.

Musicals and Shows on Linear Television

In 2016, music programs accounted for 10% of television programming in Spain, with formats such as *La Voz*, *Operación Triunfo* and *Tu Cara Me Suena* dominating the prime time slots. These programs combined big productions and musical talent, attracting millions of viewers. However, by 2025, this genre has suffered a notable decline, representing only 2% of television programming.

The main factor behind this drop has been the saturation of music programs, which has led to audience burnout. The excess of similar formats and the lack of innovation have reduced the audience's interest, leading the networks to relocate these contents to lower-rated slots. Although the program *La Voz* is still present, it has lost much of its impact, as the genre has ceased to be a main attraction.

Despite this decline, music programs continue to have a presence on traditional television, but in an increasingly secondary role. Its future will depend on the networks' ability to renew the format and adapt it to new audience demands. However, compared to other forms of television entertainment, musicals have lost their relevance in a landscape dominated by on-demand content and are unlikely to regain their privileged position.

Reports and Documentaries in Decline

In 2016, reporting accounted for 12% of television programming, with programs such as *Equipo de Investigación* (La Sexta) and *Cuarto Milenio* (Cuatro) standing out for their in-depth analysis of social, political and cultural issues. Although they were popular with specific audiences and had a loyal following, they remained a niche within the general television offerings. Documentaries, with programs such as *Documentos TV* (TVE)

and *En Portada* (La 2), also maintained a respectable presence, attracting viewers interested in cultural and current affairs.

At present, although reports continue to be relevant, their presence in the grid has decreased considerably, dropping to 6%. Although programs such as Equipo de Investigación and Cuarto Milenio are still on the air, their weight has decreased and they have been relegated to less competitive time slots. Reportage programming has been marginalized, struggling for attention in the face of the rise of more popular genres. As for documentaries, their presence in linear television has been fragmented and reduced, appearing mainly at marginal times and competing with on-demand content.

Between 2016 and 2025, features and documentaries have decreased their presence on television from 12% to 6%. This change responds to the growing preference for lighter and more quickly consumed content, such as *reality shows*, competitions and *talk shows*, which has led to reports and documentaries being placed in less competitive time slots and targeting more specific audiences.

Decrease in Cultural and Informative Programming

In 2016, cultural and informative content occupied approximately 3% of television programming. TVE's 2 stood out as the public channel that kept alive the commitment to this type of programming, with emblematic programs such as *La Aventura del Saber*, *Metrópolis* and *Páginas Dos*. Although the private networks did not have exclusively cultural programs, some quiz shows such as *Ahora Caigo* and *Pasapalabra* played an important educational role, encouraging learning and memory through general cultural questions. These programs managed to balance entertainment and education, actively involving the audience and stimulating knowledge in a playful way. *Saber y Ganar*, an undisputed benchmark, consolidated its position as the most solid cultural pillar of La 2, having been on the air since 1997.

By 2025, however, this trend has changed significantly. Cultural and informative programming has dropped to represent only 2% of total television programming. La 2 continues to be the channel that is most committed to this type of content, although its efforts seem to be increasingly isolated and concentrated on very specific audiences. The grid now focuses on educational and reflective content, such as *Los Conciertos de La 2* (dedicated to classical music), *Saber y Ganar* or *Cachitos de hierro y cromo*, where entertainment is combined with musical and audiovisual culture from a nostalgic and informative approach. In addition, La 2 has reinforced its programming with reports and documentaries on social and global issues, seeking to offer quality content to an audience that looks for depth beyond the purely entertaining.

In contrast, the main generalist channels such as Antena 3, Telecinco, La Sexta and even TVE's La 1 have relegated culture and popularization to the background. Its programming is almost entirely oriented towards fast-paced entertainment, light-hearted contests, fiction, and current affairs and debate programs. Although Cuatro still has some informative programs, their presence is marginal and lacks any real weight in the overall programming.

Thus, this analysis shows how cultural programming on conventional television has gone from being a mainstay to become marginal and niche content for most of the channels analyzed. Linear television now prioritizes immediacy and mass entertainment, displacing culture to uncompetitive slots. Between 2016 and 2025, this trend has become more pronounced, and culture only survives in hybrid formats that combine entertainment and dissemination. Digital platforms have become the main refuge for audiences interested in cultural content, while conventional television is no longer considered a priority target.

Discussion and Conclusions

The results obtained in this study confirm the historical trend in Spanish television, showing the progressive disappearance of cultural and educational content in favor of the rise of commercial entertainment formats. Television, which for decades played a fundamental role as a cultural agent and opinion maker, has given way to a model focused on economic profitability. Dependence on advertising funding and the absence of regulations to protect cultural content in prime time -as in other European countries- has relegated culture to marginal slots and residual audiences.

The data obtained in 2016 and 2025 show a profound commoditization of television programming. Although news and magazine programs retain some relevance, entertainment has gone from 12% to 44%, led by reality shows, contests and *talk shows.* At the same time, educational genres such as culture, reports and documentaries have been reduced to minimal percentages (2% and 6%, respectively). For its part, fiction has moved to *streaming* platforms, leaving traditional television unable to compete and thus reducing the diversity of its offer.

In this scenario, La 2 remains the last cultural refuge, but with a limited screen share that does not allow it to fully fulfill its public service function. The lack of audiovisual policies to encourage or regulate the presence of culture in prime time, and the unwillingness of private networks to assume this responsibility, aggravate the situation.

To reverse this trend, it is necessary not only to rethink the role of the public audiovisual service, but also to promote a joint commitment between the State, private broadcasters and digital platforms. The creation of tax incentives or broadcasting quotas for cultural and educational content in *prime time*, as is the case in France and Germany, could be a fundamental step.

In this context, the figure of the cultural management professional becomes key. Not only as a content designer, but also as a mediator between creators, institutions and audiences, capable of innovating formats, adapting them to new languages and designing promotional strategies to increase their visibility and attractiveness. This professional can also facilitate collaboration between broadcasters and platforms to generate synergies and co-productions that bring culture back to spaces of great media impact.

Finally, it is essential to involve the audience itself. Media literacy and the promotion of critical thinking should be part of educational policies, so that the public demands cultural content and not just easy and massive entertainment. Television, although it has lost ground to digital platforms, continues to be a powerful medium for reaching diverse audiences and, with political will, technological innovation and specialized professionals, it can recover its role as an engine of education, diversity and cultural enrichment in society.

The future of cultural programming depends not only on television stations, but also on a strategic vision that involves public institutions, the private sector, creators and audiences in a common effort to preserve culture as an essential part of collective well-being and social identity.

Limitations of the Study

Despite the valuable findings, there are some limitations that should be considered:

– *Temporal scope:* The analysis focuses on data from 2016 and 2025, so it would be useful to extend the observation period to capture longer-term trends. In addition, it is based on a representative week, which may not reflect all variations during the year.

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- *Audience data:* Another relevant limitation is the lack of quantitative data on audience data and perception of cultural content, which would have allowed for a more complete analysis of its reception and social impact.
- *Influence of digital platforms:* Although the rise of streaming platforms is mentioned, there was no in-depth analysis of how digital consumption habits affect cultural programming on television.
- *Limited sample:* The study focuses on the main national channels, leaving out other less visible channels and digital platforms that also influence the cultural offer.

Future Lines of Research

A priority line of research consists of incorporating audience data to evaluate not only the presence of cultural content, but also its reception and evaluation by the public. Perception surveys, segmented ratings analysis or case studies on specific programs could enrich the diagnosis and provide a more complete vision of their social impact.

It is also necessary to explore how new digital consumption habits, especially on *streaming* platforms, modify the public's preferences regarding cultural content, as well as its accessibility and visibility.

In addition, it would be pertinent to investigate the role of the cultural management professional in television programming, analyzing whether his or her participation influences greater quality, innovation or connection with audiences.

These future lines would help to design more effective strategies to promote culture on television, taking into account both market dynamics and audience needs.

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ACCESS TO TECHNOLOGIES AND MEDIA LITERACY IN OLDER ADULTS IN ECUADOR AND BOLIVIA

ACCESO A TECNOLOGÍAS Y ALFABETIZACIÓN MEDIÁTICA EN ADULTOS MAYORES DE ECUADOR Y BOLIVIA

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	ABSTRACT
	Media and information literacy has become one of the most urgent challenges of contemporary society. Therefore, this article allows us to explore the conditions of access to technologies and media literacy in adults aged 65 and older in Ecuador and Bolivia. In the same way, it leads us to establish how these aspects influence the living conditions of the members of this generational group. This article was developed within the framework of the research project "Media and informational competence: a focus on older adults in the Andean Community" In this context, we have used a quantitative methodology and applied surveys in an assisted manner in cities such as La Paz (Bolivia), Quito, Machala and Loja in Ecuador, to older adults aged 65 years and older, the same ones who belong to the social care and retired people were also approached, mainly from the educational sector. Among the most relevant findings, it was determined that the number of adults who access technologies has increased in recent years and, consequently, these have improved their living conditions, considering that media and information literacy is a determining factor in accessing information quality information.
	RESUMEN
	La alfabetización mediática e informacional, se ha constituido en uno de los retos más urgentes de la sociedad contemporánea. Por ello, este artículo permite explorar las condiciones de acceso a tecnologías y la alfabetización mediática en adultos mayores de 65 años en adelante en Ecuador y Bolivia. De la misma manera, nos conduce a establecer cómo

influyen estos aspectos en las condiciones de vida de los miembros de este grupo generacional. El presente artículo se desarrolló que el marco del proyecto de investigación "Competencia mediática e informacional: un enfoque en los adultos mayores de la Comunidad Andina". En este contexto, hemos utilizado una metodología cuantitativa y aplicamos encuestas de manera asistida en ciudades como La Paz (Bolivia), Quito, Machala y Loja en Ecuador, a los adultos mayores de 65 años en adelante, los mismos que pertenecen a los programas de atención social y también se abordó a personas jubiladas, principalmente del sector educativo. Entre los hallazgos más relevantes se pudo determinar que el número de personas adultas que accede a tecnologías ha aumentado en los últimos años y, por consiguiente, estas han mejorado sus condiciones de vida, considerando que la alfabetización mediática e informacional es determinante para acceder a la información de calidad.

Introduction

Older adults, who possess invaluable experience as a result of their accumulated years, are an essential component of democratic societies. In addition, they are promoters of nobility, inspire tenderness, keep the family together, give advice to children and transmit serenity in times of danger. Adulthood, implies substantial changes in lifestyles, which is interrelated with new habits and a permanent struggle for social inclusion, while actions are focused on personal growth and human integrity (Konovalova & Maslova, 2022).

This generational group constitutes a growing population, "this fact has been the result of successful health, social and educational policies that have had an impact on improvements in the living conditions of the population" (Bravo-Rondón & Lamus de Rodríguez, 2020, p. 217). On this premise, access to technologies and media literacy capabilities become relevant for older adults, since they use technologies in different ways, but prefer those that are adapted to their needs, where they have particular considerations that involve communicating with their close circle, entertainment, health and, of course, learning.

In the processes of media and information literacy in older adults, there are two important epicenters which are the family and the home "since it is not only there where we are most time connected to them but also because it is also within them that we establish the logical operations of use, appropriation and meaning that shape our biographies and media trajectories" (Franco-Mugues, 2018, p. 174).

In Ecuador and Bolivia, member countries of the Andean Community of Nations, the conditions of access to technologies have improved in recent years; however, the processes of media and information literacy are not registered, despite the existence of a series of research and projects that have been proposed, but have not been taken up by government agencies.

Media literacy initiatives are a tool that keeps older adults active and even slows down the progress of age, so that education systems must attend to the human being throughout the life cycle. In this generational group, technologies are mostly used to interact with family and friends (Loaiza-Lima & Velásquez-Benavides, 2020, p. 34).

Likewise, at a global level, there is a phenomenon that forces societies to restructure themselves, mainly with regard to the implementation of public policies, considering that these must face reality by offering the necessary resources to face technological transformation, improving the deficiencies that arise from the new social dynamics (Sanchez-Carballo, 2008). Above all, because access to technologies is crucial for the promulgation of knowledge, the empowerment of the citizen with respect to technologies and the critical cultivation of reality, always promoting a sustainable development of society. It is also important to emphasize that technology education has the mission of promoting the moral and ethical construction of human beings based on knowledge, which is possible thanks to the digital inclusion of all social groups (Da Silva & De Oliveira, 2022).

In a more particular approach, the participation of older adults in productive processes has been limited for a long time, due to the stigmas generated by the famous social representation, the same that has been conceived supposedly due to the deterioration of their physical capacities, a situation that is aggravated by the so-called digital divide. Thus, media and information literacy contributes to the strengthening of the cognitive reserve and becomes a useful tool to fight against the deterioration of health, since knowledge strengthens the general capabilities of human beings (Peeters et al., 2020).

In this sense, this article seeks to determine that the use of technologies improves the quality of life of people over 65 years of age, considering that access to technologies and knowing how to use them efficiently are not the same thing. It is also important to review the media and information literacy processes that have been developed in Bolivia and Ecuador, as CAN member countries, since they have important similarities in their social and cultural structure.

Theoretical Framework

Access to Technologies and Connectivism

There is a clear difference between accessing the Internet, smartphones, computers, tablets or other devices, and knowing how to extract information that can enrich us from the perspective of knowledge.

Digitalization has been a gradual process, as Muñoz (2017) points out, and in recent years the opportunities for communication in digital environments have expanded significantly, in part thanks to multimedia and transmedia formats, with narratives that combine various channels and languages. This is due to the high degree of penetration of both the Internet and mobile devices, technologies that facilitate constant connectivity through multiple media and formats. Without this connectivity, it would not be possible to develop digital narratives, which include audio, video, images and text, creating communicative pieces where people seek to tell engaging stories, because as Wang and Hao (2018) point out, the penetration of technologies and information, significantly influence people's behavior.

Data and statistics on access to digital technologies reflect this phenomenon, showing how it transforms and breaks paradigms. According to Shrivastava (2018) connectivism is positioned as the theory of learning in the digital age, understanding that any decision can be modified quickly, since information is constantly generated and acquired, in addition to developing the ability to distinguish between relevant and non-relevant information.

The advent of the Internet, and especially Web 2.0, has opened up a wide range of possibilities for new forms of communication and education, as traditional methods of browsing and filtering information become ineffective in these new environments (Goldie, 2016). In this context, global digitalization has undergone rapid changes, with a constant increase in the number of people connected to networks or devices, also driven by the development of new technologies that allow continuous connection. This is reaffirmed by Varnavskii (2024), who argues that digitalization has boosted economic growth, as employment levels have increased worldwide.

Applications developed on the Internet have the potential to improve operational efficiency, reliability and security. However, the challenge is to provide affordable connectivity, both in terms of cost and business model, ensuring that the system enables the convergence of multiple technologies and devices in the same environment at the same time (Haley et al., 2018).

Considering the growth of the connected population and the increase in access to digital systems in recent years, it is evident how the inclusion of digital narratives facilitates direct communication with users. These tools take advantage of the technologies that are part of people's daily routine, making the use of these platforms for interaction more accessible and habitual, ensuring that knowledge spreads through the network and its connections.

Data on Access to Technologies in Ecuador and Bolivia

Latin America is one of the regions where inequalities have been most deeply rooted, since historically the concentration of wealth has been established in certain power groups, which has prevented the consolidation of public policies that promote the care of society as a whole. In spite of this, the levels of access to technologies have grown in our region, particularly in Ecuador and Bolivia.

It is important to bear in mind that the development of this region depends on the possibilities that exist to create adequate conditions for access to information, education and, consequently, the generation of knowledge, as an indispensable element of the common welfare. Similarly, two realities of our region must be considered, which are related to the quality of information we receive and the respect for human rights (Mastromatteo, 20099).

In this context, in Ecuador, the National Institute of Statistics and Census (INEC) (2024) presented its summary 2024, as of June of this year, in which it mentions that 70.2% of Ecuadorians use the Internet. Likewise, 5.4% of citizens are considered digitally illiterate. These data were obtained through the "Employment, Unemployment and Underemployment Survey".

Figure 1
Information and Communication Technologies information generates data on equipment, access and use of computers, internet and cellular phones at home, providing inputs for analysis and formulation of public policies

Indicadores de TIC 2022 – 2024 (Nacional)	jul-22	jul-23	jul-24
Hogares con Acceso a internet (%)	60,4	62,2	66,0
Personas que utilizan internet¹ (%)	69,7	72,7	77,2
Personas que tienen celular activado (%)	58,8	59,6	61,3
Personas que tienen teléfono inteligente² (%)	52,2	55,6	57,7
Analfabetismo digital ³ (%)	8,2	7,6	5,4

Notas:
1. Personas que utilizan internet, se refiere a la población de 5 y más años que ha usado internet en los últimos 12 meses, desde cualquier lugar.
2. Porcentaje de teléfono inteligente.- se refiere a la población de 5 y más años con celular activado smartphone con respecto a la población de 5 y más años.
3. Se considera Analfabeta Digital a una persona de 15 a 49 años cuando cumple simultáneamente tres características: 1) No tiene celular activado 2) En los últimos 12 meses no ha utilizado computadora 3) En los últimos 12 meses no ha utilizado internet.
*La información del 2022 corresponde a la Encuesta de Empleo, Desempleo y Subempleo – Enemdu.

Note. National Institute of Statistics and Census. (INEC) (2024).

In the case of Bolivia, 91 percent of the population has access to the Internet, the same as those who connect through a cell phone. Likewise, 56 percent have fixed Internet in their homes, according to data from the Telecommunications and Transport Regulation and Inspection Authority (ATT), as of December 2023. This represents a slight growth of 1% compared to June of the same year (Figuera, 2024).

Figure 2
Internet coverage in Bolivia
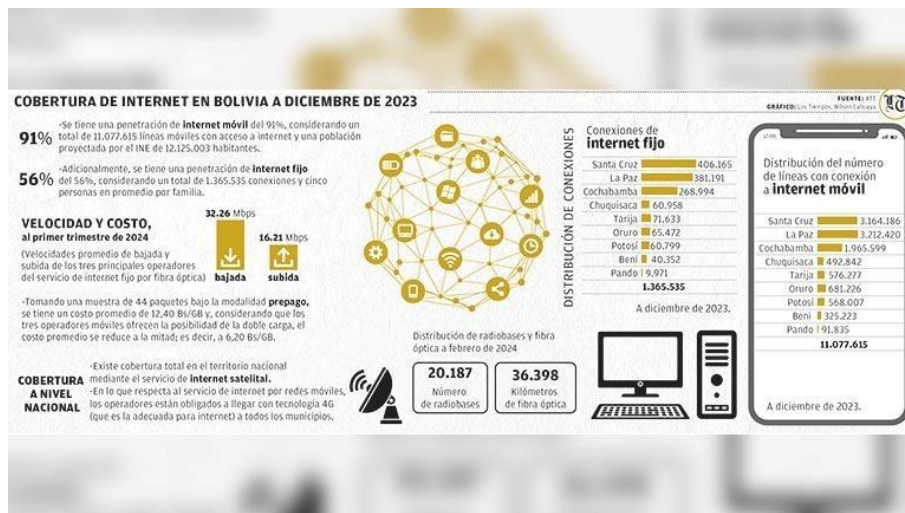
Note. Taken from the newspaper Los Tiempos (2024).

Media Literacy in Ecuador and Bolivia

Media literacy is presented as the ability to access, analyze, evaluate and create content for a variety of media forms. Authors such as Mésquita and Fernández (2023) refer to media literacy as "the set of knowledge, skills and competencies necessary to analyze, evaluate and create messages" (p. 58), considering the current context in which human beings practically evolve amidst a large amount of information.

Likewise, Romero-Romero et al. (2024) point out UNESCO's contribution to media literacy, stating that this corresponds to "the acquisition of knowledge about the media" (p. 73), which are of interest and consumption of society, and therefore the need to have tools that allow digesting, analyzing, arguing and co-creating the information and content they present.

Regarding the approach of López-González et al. (2023) media and information literacy is necessary in today's society, as long as "citizens are able to use information critically" (p. 399), by obtaining skills that allow them not only to passively consume content, but also to analyze it from a reflective and conscious perspective, which implies questioning the sources and evaluating its veracity and relevance.

As can be seen, there are multiple contributions to media literacy, ranging from its recognition as a skill and even as a right, which, according to González et al. (2023) corresponds to the access to information and knowledge that every human being should have and thus contribute to "constitute an independent, free communication where a diversity of opinions converge" (p. 1396). Therefore, it is important to train people with the necessary skills to critically and argumentatively evaluate the content they receive daily from different media.

When referring to a concept of broad contributions, it is necessary to include experiences in the territory, such is the case of the Ecuadorian context, in which Rey et al. (2017) notes that media literacy is "between the wishes of politicians, the reality of schools, and university research on the topic" (p. 192). The report also refers to moments in time that show the country's achievements, considering that in 2005 the first strategies were proposed, in 2006 public policies were specified with the presentation of the White Paper on the information society; later the program "Improving the quality of public education to strengthen learning through ICTs: like father, like son" was launched, which arose with the Millennium Schools Project.

Other contributions, such as that of Loaiza-Lima et al. (2024) specify for Ecuador, a public policy proposal for AM promoted by academia through the UTPL, UNESCO and Fundamedios that needs to be included as a "transversal axis in the digital transformation policy and to be included from the basic training of people" (p. 116). In this way, it is planned to guarantee the participation of the individual in aspects of social transcendence and that imply criteria and knowledge.

The Bolivian context is also considered, where, according to Mateus et al. (2020) media literacy is approached from the insertion of manuals for teachers oriented to the language of the media, in such a way that they can discern and respond to the abundance of content generated by the media and thus achieve greater understanding.

In this country there are also citizen initiatives in favor of media literacy, such as a mobile cart that shares information on the subject in popular markets. This is an initiative of a group of communicators and grassroots activists to inform mothers and provide guidance on the information circulating in social networks. It also recognizes the creation of a network of "AMI Super Agents", whose purpose is community communication, content generation and activism that seek to formulate scenarios of constructive dialogue with a diversity of criteria that break the polarization in which the country lives (Deutsche-Welle, 2024).

Technologies, Older Adults and Quality of Life

Older adults must face a number of challenges, the same ones that can become threats that can affect their quality of life, and adapting to a digital ecosystem can help to better address those challenges (Mois et al., 2019). The use of technologies and their great capacity are key elements in the development of human beings and contribute to the perception of a better life condition. Precisely, living conditions are fundamental in the sustainable development of nations, since it enhances, social, economic and cultural aspects, based on human integration (Nevado et al., 2019).

Therefore, as we move towards the consolidation of the knowledge society, there is no doubt that the correct use of technologies improves people's living conditions. In this sense, young people can adapt more easily to technologies, while older adults as a whole already face barriers to the use of these tools and run the risk of falling even further behind, due to the lack of implementation of public policies. This phenomenon not only reinforces the digital divide, but also limits their ability to learn new skills needed to interact with emerging technologies once access is established. Information and communication technologies drive the self-management of human health and independence, depending on the success it can achieve in the digital society.

Likewise, media and information literacy is a powerful tool for the social reintegration of older adults, since by being trained they can actively participate in social and cultural activities, which has an impact on their emotional well-being and gives them a sense of belonging in terms of technologies (Loaiza-Lima et al., 2024, p. 118).

The influence of technologies on people's quality of life is a complex issue, as it encompasses several connotations, which are related to cultural and socioeconomic aspects. In this study, we will focus on the fact that the correct use of technologies substantially improves people's quality of life, understanding that those older adults who do not have access to the Internet run the risk of being excluded from the digital society, which logically violates their human rights. Therefore, it is necessary for older adults to receive support to cultivate skills to reverse the social perception that there is a generation gap that limits older people from using technologies (Rivoir et al., 2019, p. 309).

Technologies are a link between the elderly and their environment, because, nowadays, those who do not use them are outside society and their daily lives. Therefore, there is no doubt that they have a positive impact on people's lives, but there is always the discussion that they must be assumed with responsibility and also the call for ongoing training of the individual. In this sense, there can be no barriers between the elderly and technologies, since the latest generation tools help to overcome those same barriers that are generated by the passage of time and, of course, by the pre-existing social representation.

Therefore, it is important to mention that, the accelerated technological development has forced the introduction of health and wellness programs for older adults, becoming a great challenge for the world of science, which seeks the success of applications and platforms that serve in this field, therefore, an important volume of research assumes as its own the challenge to generate wellness in older adults from the appropriate use of technologies (Baraković et al., 2020).

Method

This research is based on the scientific method and was adapted with a quantitative approach characterized by data obtained from a survey of older adults aged 65 years and older in Ecuador and Bolivia. As a central objective, we have proposed to determine that media and information literacy improves the quality of life of people over 65 years of age, considering that accessing technologies and knowing how to use them competently is not the same thing.

In the development of this research, surveys were conducted with 200 older adults in the cities of La Paz in Bolivia and Quito, Machala and Loja in Ecuador. Assisted data collection has great potential in terms of the timeliness of results, this is a valuable tool for collecting information on the well-being of older adults, it is done through phone calls, on digital platforms, with pencil and paper, always supervised by the researcher (Weigold et al. 2016). As for the selection of the sample, it corresponds to the analysis of the social characteristics of older adults in the countries where this project is being developed and, above all, to the conditions of access to the respondents to collect the information. The people approached are older adults who belong to the social programs of care for the elderly that exist in the aforementioned countries. Likewise, we have requested the collaboration of retired people, i.e. those who have served in public institutions. It is important to mention that this generational group is considered difficult to access at the time of applying the instrument.

In addition, we have reviewed the media literacy processes developed in Ecuador and the contributions that academia has made in this field.

Results

This research is aimed at the study "Access to technologies and media literacy in older adults in Ecuador and Bolivia", which presents preliminary results of the doctoral thesis entitled "Media and information literacy: a focus on older adults in the Andean Community", by Eduardo Loaiza Lima, doctoral student of the Interuniversity Doctorate Program of the universities of Huelva, Cadiz, Malaga and Seville.

In this context, we present the following results.

Figure 3
Access to technologies
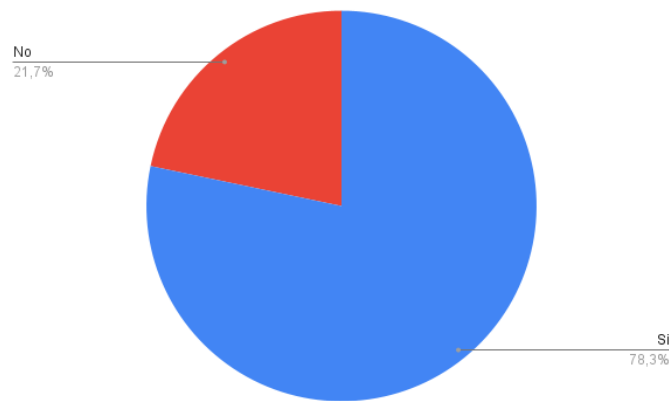
Access to Technologies

Over the years, the participation of older people in the network has increased. 78.3% of respondents indicate that they have access to technologies and that they participate in the digital society. While it is true that the struggle of the social sectors is framed to guarantee a fairer participation of older adults in the different socioeconomic aspects, it must be recognized that important advances have been made, which are reflected in the levels of connectivity presented in this research. It should also be noted that 21% of those surveyed do not have access to technology and this figure is still very significant.

Access to technologies generates countless opportunities, mainly for human development, as they lead to greater efficiency in the labor field and generate resource savings in production (Küsbec, 2023). In the same way, the world is experiencing a social innovation, which calls for a more democratic access to technologies with the aim of reducing gaps and social exclusion (Warnecke, 2017).

Figure 4
Knowledge of media literacy
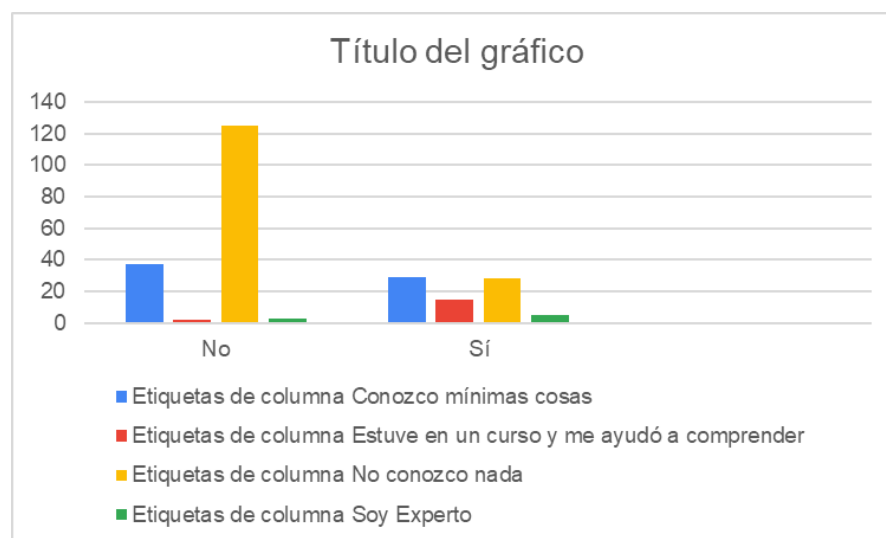
The graph (Figure 1) presents the results of a survey of older people on their knowledge of media literacy. Here are the results:
1. What do you know about media literacy?

- o No: A significant percentage of older people (represented by the yellow bar) know nothing about media literacy, exceeding 120 responses, indicating a general lack of familiarity with the concept.
- o An also considerable part (blue bar) mentions that they know minimal things, which indicates that some have very basic notions of the subject.
- o A very small number of respondents (green bar) consider themselves experts on the subject, which highlights the low specific preparation in media literacy among seniors.

2. People who do have some knowledge (Yes):
   - o A more positive change is observed here. Although lack of knowledge (yellow bar) continues to predominate, there is a considerable group (blue bar) that claims to have minimal knowledge.
   - o A small but present group (red bar) participated in courses that helped them understand the concept, suggesting that trainings can be an effective tool to improve media literacy in this age group.
   - o The presence of experts (green bar) is minimal in both categories, indicating that few seniors have achieved advanced mastery in this area.

The graph suggests that older people are mostly unaware of or have limited understanding of media literacy. However, attendance at courses improves their understanding, although the number of experts remains low. This suggests a need for more educational programs focused on improving media literacy in this population.

Figure 5
Do you know how to differentiate false information?
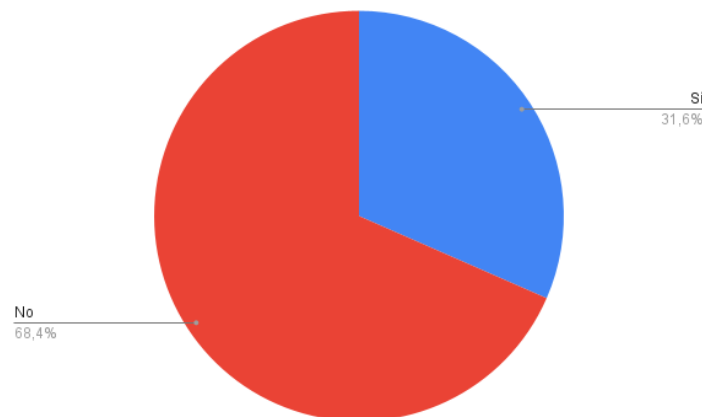
False Information

The appropriate use of the media consists of applying a series of skills and critical awareness to interpret the information received, classify it and assume it as beneficial, which is why media and information literacy strategies are necessary for the health of older adults and digital development (Ligero-Bodi et al., 2024, p. 57). False information, is easily spread through digital platforms, a situation that represents a global risk and this can have unfortunate consequences for society, especially when global events occur, such as those occurred in the Covid-19 pandemic (Zannettou et al., 2018).

Among the older adults participating in the present study, the majority (68.4%) considered that they do not know how to differentiate false information. Likewise, there is a significant percentage that indicates that they are able to distinguish real information from false information.

Figure 6
Media competencies have improved their quality of life
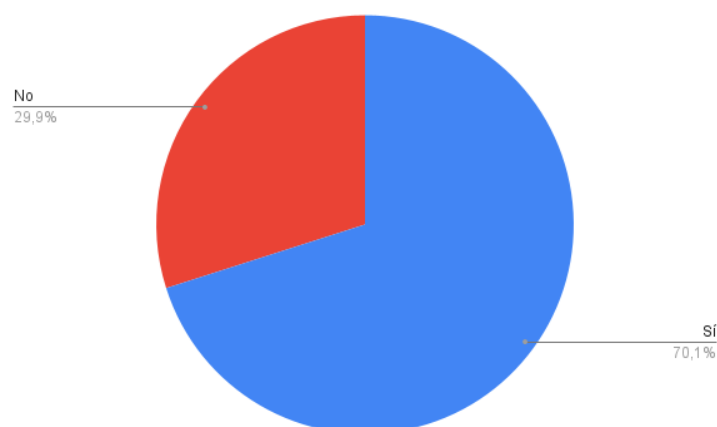
Quality of Life

There is a correlation between media skills and knowledge, which are interrelated to influence the formation of people, and in the case of older adults, it is natural that, from the mastery and strengthening of their critical capacity in the face of technologies, their autonomy and participation in the digital society is improved, substantially influencing their living conditions. In this regard, Cella (1994) argues that quality of life is multidimensional and subjective, since it is measured by physical, emotional and social capabilities, but it is also true that technologies contribute to improving these capabilities.

The vast majority of respondents (70.1%) say that the technologies used in the right way have improved their quality of life. Similarly, 29.9% indicate that technologies are indifferent in their lives.

Figure 7
Technological activities
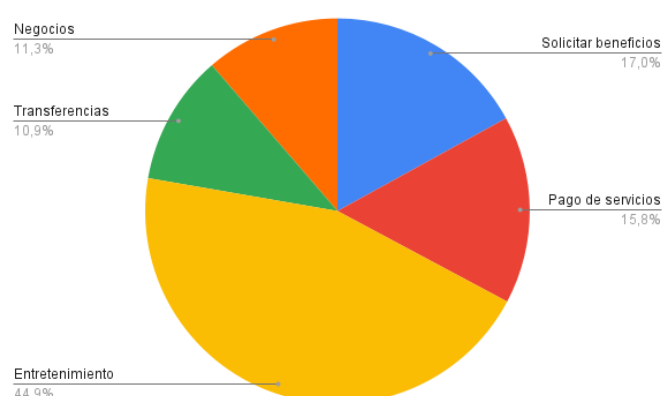
Use of Technologies

In order to know how competent our older adults are in using technology, it was necessary to ask them about their use of technology. In this context, we have verified that the vast majority (44.9%) use them for entertainment. Then, with 17%, they request

health services through technologies, and 15.8% to pay for electricity, drinking water, among others.

According to Choi (2020), research is developed with the aim of taking advantage of the benefits of the use of technologies for the physical and mental well-being of older adults. Undoubtedly, entertainment and the link with the family and social environment are activities that improve people's self-esteem and, consequently, their state of health.

Discussion and Conclusions

Media and information skills play a fundamental role in our times, because they help us to manage information correctly, allowing us autonomy as individuals and solid democracies as a society. In addition, they contribute to the development of human thinking and identity, which gives them the ability to make decisions and foster ethical values (Milenkova et al., 2019).

The purpose of this research was to demonstrate that technologies make people's lives easier, but in order to do so, the responsible use of these technologies must be promoted through educational processes throughout the life cycle. Likewise, it has been detailed that the advantages are multiple and are related to social inclusion and the generation of opportunities for the integration of older adults into the productive apparatus.

Access to technology is a reality that goes beyond the generational stage in which the person is, that is, that today its use is confirmed in children, young people, adults and even older adults; while the latter group must adapt to these new tools that were alien in other stages of their lives. In this way, the use of technology in the elderly is recognized, in addition to identifying that for this sector there is a certain recognition of media literacy (a term that is directly associated with training in the field of information and technological consumption).

The existence and application of media and information literacy is a key factor in improving the quality of life of the elderly, as there is access to technologies, and the need to acquire the skills to use them effectively and safely, especially in a context in which false information is part of everyday life. Adequate literacy not only facilitates their integration into an increasingly present digital environment, but also allows them to actively participate in society and take better advantage of the benefits offered by today's technologies.

Similarly, older adults need access to media and information literacy projects. To this end, it is necessary to recover the social vision of the literacy programs that were previously developed, such as the "Monseñor Leonidas Proaño Literacy Program" in Ecuador, and adapt them to technological tools, with an inclusive vision.

Limitations

The main limitation of this study is that older adults are a population that is difficult to access, and data extraction is subject to the collaboration of several people, since it must be carried out in an assisted and face-to-face manner, which implies the permanent attention of the principal investigator, to avoid generating biases that affect the reliability of the study. The lack of information on the implementation of public policies in literacy is also considered a relevant limitation, as the updating of information is quite restricted.

Future Lines of Research

Studies and research on media and information literacy should be carried out regardless of age, social status and origin, since training and education needs are similar in all age groups. In the same way, it is necessary to establish methods and projects that focus on particular activities and that can be applied with the support of policies that promote the democratic participation of all, considering that education is the main element for full social inclusion.

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MARKETING STRATEGIES FOR THE VISIBILITY OF AN ACADEMIC-SCIENTIFIC JOURNAL: A CASE STUDY AT A PRIVATE UNIVERSITY IN PARAGUAY

ESTRATEGIAS DE MARKETING PARA LA PROYECCIÓN DE UNA REVISTA ACADÉMICA-CIENTÍFICA: ESTUDIO DE CASO EN UNA UNIVERSIDAD PRIVADA DE PARAGUAY

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	ABSTRACT
Keywords: promotion strategies, academic-scientific journal, marketing, visibility, effective communication.	This research analyses the marketing promotion strategies applied to an academic-scientific journal of a private university in Encarnación, Paraguay. A qualitative, descriptive, non-experimental and cross-sectional approach was used. Through structured interviews with the Director of Communications and the Editor-in-Chief, and a SWOT analysis of publicly available information, the promotional practices used were evaluated. The results reveal a disparity in the journal's objectives and target audiences and highlight the relevance of effective communication to improve its visibility and impact. Although some effective strategies were identified, there is a need to diversify and optimise current tactics, such as incorporating SEO and SEM techniques, as well as fostering inter-institutional collaborations to achieve greater academic and social recognition.
	RESUMEN
Palabras clave: estrategias de promoción, revista académico-científica, marketing, visibilidad, comunicación efectiva.	Esta investigación analiza las estrategias de promoción de marketing aplicadas a una revista académico-científica de una universidad privada en Encarnación, Paraguay. Se utilizó un enfoque cualitativo, descriptivo, no experimental y transversal. A través de entrevistas estructuradas con el Director de Comunicaciones y el Editor Principal, y un análisis FODA de la información pública disponible, se evaluaron las prácticas de promoción utilizadas. Los resultados revelan una disparidad en los objetivos y públicos objetivo de la revista y destacan la relevancia de la comunicación efectiva para mejorar su visibilidad e impacto. Aunque se identificaron algunas estrategias efectivas, se evidencia la necesidad de diversificar y optimizar las tácticas actuales, como la incorporación de técnicas de SEO y SEM, así

como fomentar colaboraciones interinstitucionales para alcanzar un mayor reconocimiento académico y social.

Introduction

Scientific journals are the main means of preserving and communicating the progress of science through the management and publication of scientific articles that communicate the results of research (Patalano, 2005). According to Valencia Agudelo et al. (2024), these types of journals and publications can be considered as a resource and as a global common good that is developed from educational institutions. Therefore, universities, particularly those of greater influence and prestige, are characterized by producing an important number of scientific journals and, thus, serve as actions that help the institution's renown in the international arena. In higher education institutions there is a culture of scientific dissemination that has become dominant and the usual form of communication of results and ideas is through their journals (Pire, 2015). According to Londoño Fernández (2024), it is estimated that there are around twenty-four thousand active journals in circulation worldwide, with those that are electronic being on the rise.

In this way, the communications of publications in scientific journals represent the generation of knowledge, which establishes one of the primary roles that universities must fulfill throughout the world. As pointed out by Hernández García de Velazco et al. (2025), behind each published article there is a human chain loaded with rigor and responsibility, a process in which editors, authors, reviewers and readers make continuous contributions with the aim of transmitting quality scientific content.

Locally in Paraguay, the number of scientific and academic journals is increasing, as is the number of scientific publications, although the attraction of foreign researchers, as well as high impact publication is limited, as are the most prestigious indexations (Sosa Benítez, 2022; CONACYT, 2022; Dávalos, 2019; Duarte et al., 2018; Duarte-Caballero and Duarte-Masi, 2014). Along these lines, access to scientific reading is not among the preferences of the Paraguayan population, as reported by the Public Perception of Science Survey (CONACYT, 2016), although there is some interest in science in the school population (Caballero and Spinzi, 2017).

In an effort to improve the local situation, the National Council of Science and Technology of Paraguay (CONACYT) launched a call to strengthen national scientific journals with a view to incorporating international standards of editorial and scientific quality (CONACYT, 2024). As can be seen in the "Guide to Bases and Conditions" of the call for papers, one of the areas taken into account is dissemination, related to visibility and marketing, which are part of the aspects influenced by editorial quality standards in order to favor access to the public at large in search of a scientific culture (CONACYT, 2024; Elsevier, 2024; Scielo Paraguay, 2023).

These communication tools are constantly used by institutions and organizations, which have understood the importance of communicating adequately with their target audience (Rodriguez, 2007). However, when communicating research findings, certain communication or promotional problems may arise due to the fact that consumers receive a myriad of stimuli originating from advertising and other marketing communications on a daily basis (Ganga-Contreras et al., 2015).

In the context of academic-scientific journals, marketing strategies play a crucial role in the effective promotion and dissemination of these publications. The marketing strategies used in this area go beyond mere promotion, encompassing aspects such as the identification of the target audience, the creation of a distinctive brand, effective communication with relevant stakeholders and the optimization of distribution channels (Guallar, 2019) with a view to keeping the journals in continuous circulation satisfying the need to

create an intellectual heritage specific to universities and for the citizenry (Mendoza, 2006).

Scientific dissemination through journals, which in its beginnings was disseminated in print, nowadays uses digital marketing, as stated by Guevara-Hernández et al. (2024), to try to increase the visibility of each published issue and the propagation of each of its articles to all corners of the planet in a single *click*, making scientific content and information reach not only the university community and possible interested parties, but the entire population in general. In the words of these authors, "editorial platforms are not enough to disseminate the contents of a digital scientific journal, so many of them have parallel means to increase their visibility" (p. 109), being advisable to adopt other methods, such as active presence in social networks and participation in shared networks.

With the development and technological progress of the 21st century, it is evident that the potential of social networks can serve to disseminate the different scientific contents, but also to increase the number of readers and even improve the impact factor thanks to the citations obtained through these mass media networks (Laideras López et al., 2022; Eysenbach, 2011). For this reason, Curioso (2022) highlights the importance of disseminating scientific publications through social networks to obtain greater interaction with online readers and the idea of incorporating expert editors in these virtual communities in the editorial teams of scientific journals.

Although these authors paid more attention to social networks such as "X" (formerly known as Twitter), Instagram or Facebook for being, as Sancho-Ortiz (2024) points out, adequate tools, in the present time, the world of science popularization is experiencing current techniques, such as influencer marketing (Belanche et al. 2021), and also makes its place in collaborative environments of worldwide use such as Tik-Tok, exploiting this platform as a tool for the dissemination of formal content and knowledge (De-Casas-Moreno et al. 2024). An example of this is the study by Oliva Gordillo et al. (2024) on the micro-influencers that disseminate scientific content in this virtual space.

Enjoying a high level of social acceptance, "cultubers", disseminators of different academic, cultural and scientific fields, are beginning to emerge (Buitrago et al. 2022). According to Perdomo et al. (2024), these types of youtubers who create and share science content on the world's most popular digital platform, achieve significant engagement due to their reach and behavior in relation to the YouTube channels of institutions, who, as also noted by Ojeda-Serna et al. (2022), should use and incorporate these techniques due to their effectiveness in transferring knowledge with great accessibility. Thus, it can be affirmed that generating online videos on scientific dissemination is not a minor task, since, as Valeiras-Jurado et al. (2023), both for a target audience focused on the university environment and for a non-specialized one, the need arises to recontextualize the information and adapt it to the possible prior knowledge of the audience in order to achieve greater credibility, understanding, interest, *feedback* and involvement.

To overcome the limitations of scientific communication such as the lack of social inclusion and the resulting low attractiveness for audiences normally distant from these areas of knowledge, on the one hand, authors such as Ortega-Alonso et al. (2024) propose innovating through transmedia narratives and artivisim and, on the other hand, Roca Marín et al. (2023) recommend the use of the scientific micro-story. However, knowledge transfer is still tinged with tradition and exclusion, to the point that electronic newsletters (usually with recipients who belong exclusively to the university context) and conferences or events (also publicized on the institutions themselves) are still two recurrent means of sharing research, reflections and advances in science. It is worth noting that the use of e-mail newsletters based on distribution lists is a method that has been used for

several decades (Russell, 2001) and that, although it is an old-fashioned technique, as Abadal et al. (2008), are still recommended.

Equally focused on the reach of the target audience, academic-scientific publications are also shared in academic networks such as ResearchGate, Academia.edu and even Mendeley, so that research results are brought closer to those users who can employ it through citations (Navas-Pérez et al., 2024).

Other marketing strategies, in addition to online and print advertising, are search engine optimization techniques, as explained by Navarro et al. (2013), on the one hand, there are the SEO (those that are developed naturally) and, on the other hand, there are the SEM (those that carry out paid promotions to appear in the first pages of searches). There is no scientific literature on their use in scientific journals.

In view of the above, this research focuses on the identification of marketing promotion strategies applied to an academic-scientific journal of a private university in the city of Encarnación.

Method

In the present research, a qualitative, descriptive, non-experimental and cross-sectional approach was used (Avendaño, 2020). Non-probability purposive sampling was used. In this regard, the Communications Director of the institution under analysis and the Chief Editor of the journal under study were interviewed at the end of 2022 and the beginning of 2023. As for the Communications Director, he is in charge of all the institution's promotion and visibility strategies, including the magazine and all the professional marketing strategies that may be considered. As for the Senior Editor, his role as technical-scientific manager of the journal makes him a key agent in the dissemination of the journal in the academic-scientific environment through word of mouth, public presentations and *mailing* to potential interested parties and agreed institutions, as well as dissemination by the Scientific Committee.

As study variables, the characterization and representation of the promotional strategies employed in the academic-scientific journal were investigated. To carry out the data collection, a structured interview was applied to the aforementioned agents. It should be noted that the interview was validated with a pilot test conducted with a marketing specialist and a technical assistant to the magazine's main editor. In addition, it was ethically approved by the research area of the university where the research was carried out. After that, data were collected individually by interviewing each agent in his or her workspace by means of a face-to-face appointment.

An analysis of the magazine's public information was also carried out using the SWOT (Strengths-Opportunities-Weaknesses-Threats) matrix. As indicators, the provisions of the Guidelines of the "Program for Strengthening Scientific Journals" of CONACYT (2024) were taken into account. It should be noted that this part of the study complemented the one mentioned above, since the research was conducted between 2022 and 2023.

Results

Interviews

Figure 1 shows that the interviewees differed on the objective of the journal. While interviewee 1, Director of Communications, only alludes to "facilitating open access to scientific information for the academic community and the general public," interviewee 2, Senior Editor, also alludes to the dissemination of research and the promotion and

reputation of the university. This disparity may be due to the professional specialization related to science, since the Senior Editor is a member of the National System of Researchers of CONACYT, while the professional development of the Communications Director is not directly linked to science.

Figure 1
Objectives of the academic-scientific journal

Target	Interview 01	Interview 02
01 Disseminating research and advances in the field	NO	YES
02 Promoting the university and its reputation	NO	YES
03 Facilitating open access to scientific information	YES	YES

For Seguí et al. (2015), effective dissemination not only contributes to sharing accumulated knowledge, but also promotes the training of future disseminators and the improvement of quality and effectiveness in this activity. In this context, the accessibility of scientific journals plays a crucial role, since it allows this knowledge to be published in journals that are within the reach of all interested persons, which ultimately promotes greater dissemination of scientific knowledge and its application in society. The selection of this objective in the survey can be interpreted as a commitment to the vision of scientific dissemination and its impact through accessibility and openness in the communication of research.

Figure 2 also shows a disparity in the magazine's target audience. While interviewee 1 only focuses on university students, interviewee 2 mentions other groups that are part of the university system. Given the situation, the answers do not fully fit with the selected objectives as mentioned in Figure 1, since no reference to the general public is detected among the answers of the interviewees. Thus, there may be a mismatch between the objectives of the journal, the audience and, perhaps, the ways of getting science to the general public.

Figure 2
Primary audience of the academic-scientific journal

Primary Audience	Interview 01	Interview 02
01 Teachers and academics	NO	YES
02 University students	YES	YES
03 Research professionals	NO	YES

In this regard, it should be noted that the Public Perception of Science Survey (CONACYT, 2016) shows the limitations on scientific consumption by citizens, which is why it is possible to detect how science visibility actions are being carried out with the dissemination in journalistic media, television programs and even the call for the implementation of science outreach programs. In addition, co-funded activities, such as research projects and emerging events, also require a visibility strategy with an inclusive approach to all groups.

Strategies used in 2022
Regarding the marketing promotion strategies used in the academic-scientific journal during 2022. In particular, it highlights the use of social networks as a vital tool today to increase visibility and promote the journal, as confirmed by Mert and Ozkan (2020). The

fact that the magazine uses this strategy indicates a modern approach in line with current trends in communication and promotion. In addition, as previously mentioned, social networks also allow interaction with readers and potential authors, keeping them informed about the latest news of the magazine. It is also worth mentioning the use of electronic newsletters, which represent an effective way of maintaining constant communication with university students or with the subscribed audience. In addition, another effective strategy is conferences and events, as pointed out by Alperin et al. (2018). The events represent a means to promote the journal and establish valuable connections with the scientific community. This strategy helps to strengthen ties with authors, reviewers and other professionals in the field, which can foster collaboration and the exchange of ideas, thus contributing to the continuous improvement of the journal and its impact on the academic and scientific community.

Although the interviewees did not select print advertising, their exclusion may indicate a focus towards promotional strategies more aligned with digital trends and online access, which is consistent with the current trend towards digitization and ease of access through digital platforms, which are even the forms of evaluation of journals in the criteria of the most prestigious indexers such as Elsevier (2024), Clarivate (2024) Scielo Paraguay (2023) and Latindex (2023).

Figure 3
Audience identification

Audience identification	Interview 01	Interview 02
01 Through networks of contacts and collaborators	YES	YES
02 Through the use of social networks and e-mails	NO	YES
03 Using advertisements and paid advertising	NO	NO

Figure 3 reflects an approach based on the use of prior connections and established relationships to identify and target the audience. Both interviewees, recovering what is shown in Figure 4, alluded to the use of existing databases in the institution to promote the journal, which suggests a practical and effective strategy to reach their audience. Many academic journals, especially those affiliated to universities, have students and academic researchers as their main audience (Ruiz et al., 2021), an aspect that coincides with the case studied.

However, one aspect to take into account in favor of scientific culture should be the outreach to the general public, which, as mentioned above, seems to be one of the core areas of interest of CONACYT in the actions they are undertaking. Along these lines, in countries such as Spain, the Spanish Foundation for Science and Technology (FECYT) included, in the "Guide for assessing the scientific dissemination activity of academic and research personnel" (2018), indicators referring to dissemination through radio, television, blogs and social networks.

Figure 4
Marketing strategies used in the past (2020- 2021) to promote the magazine and its level of success. Interview 1

Strategies used in the past (2020 - 2021)	Not successful	Little successful	Moderately successful	Very successful
Social networks		x		
Electronic newsletters		x		

Conferences and events	x
Online advertising	x
Print advertising	Does not use print advertising

In summary, the marketing promotion strategies used in 2020 and 2021, in addition to the level of success perceived by the interviewees. It can be seen that the same strategies had been implemented previously, which indicates a line of work. These modern strategies reflected an up-to-date understanding of communication and promotion trends (Mert and Ozkan, 2020). However, it was also found that there were limitations. This may point to the need to evaluate and adapt other approaches to achieve greater effectiveness, an aspect that is related to what is referred to the Public Perception of Science Survey (CONACYT, 2016), as well as to the current situation of Paraguayan scientific journals (Sosa Benítez, 2022; CONACYT, 2022; Dávalos, 2019; Duarte et al., 2018; Duarte-Caballero and Duarte-Masi, 2014). In this line, it is worth mentioning the call launched by CONACYT (2024) regarding the strengthening of scientific journals to aim at a greater professionalization of Paraguayan science. This aspect is key, since, according to the data provided by the interviewees, limitations were detected that were not addressed and may be due to situations such as the limited possibility of temporary dedication, as well as the lack of professional expertise in the area.

Continuing with regard to social networks, the digital marketing strategies used to promote the magazine do not mention the options "Search Engine Optimization" (SEO) or "Search Engine Marketing (SEM). According to the answers, everything is focused on social networks (such as Facebook, Twitter, Instagram...), in line with the transformation of academic-scientific marketing in the digital era, where ICTs have redefined the marketing dimension, allowing for efficient strategizing, marketing and dissemination (Membiela, 2019). However, the absence of SEO and SEM usage does not necessarily imply a lack of focus on search engine visibility optimization. It can be interpreted that the choice not to use these specific strategies is supported by the adoption of a more social network-centric strategy (Guallar, 2019).

Given the exclusivity regarding social networks, the data contained in Figure 5 shows an important aspect: investment in the magazine. Both interviewees mentioned that "almost never" paid advertising through social networks is used to promote the magazine. During the interview, both stated that the optimization of resources and alluded to the use of databases with contacts for the promotion of the magazine. However, the use of paid advertising has an impact on the reach and visibility of the journal and seems an element to explore in order to achieve a more significant impact in the current academic-scientific environment (Membiela, 2019).

Figure 5
Digital marketing strategies and frequency of use of paid advertising to promote the academic-scientific journal

Frequency of use of paid advertising to promote the magazine	Interview 01	Interview 02
Always		
Almost always		
Almost never	x	x
Never		

Regarding Figure 6, it is observed how the level of effectiveness of the journal's marketing promotion strategies is measured and the options marked include 'increase in subscriptions', 'increase in article downloads', 'increase in website visits' and 'Increase in number of journal citations'. These options highlight different aspects of the journal's impact and reach.

Figure 6
How do you measure the level of effectiveness of the magazine's marketing promotion strategies?

Effectiveness level measure	Interview 01	Interview 02
Increase in subscriptions	YES	YES
Increase in article downloads	YES	YES
Increase in website visits	YES	YES
Increase in the number of citations to the journal	YES	YES

The evaluation of scientific journals and their quality is given through bibliometric indicators, especially focused on the number of citations that articles receive (Repiso, 2015). Thus, the evaluation has a dual purpose: to provide an understanding of the journal's position in the scientific field and to establish a relationship between the results obtained, the quality of the articles and the researchers. Poveda (2019) elaborates on these indicators, including the *Journal Impact Factor (JIF)*, *Scimago Journal and Country Rank (SJR)* and the *Google Scholar Metrics (GSM) H-Index*.

The increase in article downloads and increase in website visits are also aligned with the evaluation of impact and visibility. These metrics reflect increased access and engagement with the magazine's content. Poveda (2019) further mentions how the quality and impact of journals can be assessed by the visibility and citations of articles and these measures can indicate how the community is interacting with the content.

However, it should be taken into account that the situation of scientific journals in Paraguay presents limitations of all kinds, so that, although in the case analyzed the numbers are on the rise according to what was stated by the interviewees, there are still limitations to be addressed (Sosa Benítez, 2022; CONACYT, 2022; Dávalos, 2019; Duarte et al., 2018; Duarte-Caballero and Duarte-Masi, 2014; CONACYT, 2024).

Regarding the importance of indexing as a marketing strategy, both interviewees value it. However, while interviewee 1, Director of Communications, focuses on visibility and reach at the national and international level, interviewee 2, Senior Editor, adds that indexing has an impact on increasing the quality of the articles published and on the credibility and reputation of the journal. Both responses are in agreement that the visibility of the journal after indexing, with the first indexing in Latindex in 2020, led to an exceptional improvement in visibility and, therefore, to an exponential increase in downloads and visits (Figure 6). Undoubtedly, that journals meet specific criteria to be indexed in specialized databases, which are related to the objective of ensuring the quality and scope of the journal, makes the visibility and reach increase (Valencia et al., 2017), conferring an image of quality and prestige of the journal (SCImago LAB, 2021).

SWOT
After applying the indicators of the CONACYT call for proposals (2024) to the journal under analysis, the following SWOT matrix was prepared, available in Table 1.
Table 1

SWOT matrix of the magazine

Strengths	Opportunities
• Management mechanisms and tools installed and in operation (OJS). • Indexing in Latindex 2.0. • Established editorial work policies and protocols. • Area and discipline of the declared journal. • Editorial Committee formed. • Description and execution of the peer review process available. • ISSN and DOI availability. • Magazine in electronic version. • Online content and open access. • Profile in Google Scholar. • Twitter profile in RRSS. • Use of the Research Center's fanpage to publicize the journal. • ORCID availability of authors. • International scientific committee with high degrees of specialization. • Attraction of articles through annual institutional congresses	• Visibility of the magazine in institutional social networks. • Editor-in-Chief categorized in the National System of Researchers of CONACYT.
Weaknesses	**Threats**
• Low citation of articles published in the journal. • Not indexed in Scielo, Web of Science or Scopus. • Editorial errors (citations, spelling, layout).	• Low international projection of publications based on the number of citations.

As can be seen, the journal complies with most of the indicators indicated by the CONACYT call for papers (2024), which are based on the indicators of Elsevier (2024), Clarivate (2024), Scielo (2023) and Latindex (2023), marking a basic editorial and scientific quality. However, it can be detected how aspects related to visibility are among the weaknesses and threats. Along these lines, the aforementioned CONACYT call for papers may be a stimulus to improve the journal's visibility in the future.

Conclusions

Scientific journals, as vehicles for sharing findings and advances, play a fundamental role in the educational mission of universities. For this reason, marketing promotion strategies play an essential role in disseminating the knowledge generated by educational institutions, in this case reflected in an academic-scientific journal.

Analyzing the promotional trajectory and potential of this journal, which belongs to a private university in Encarnación, it can be highlighted that after applying the indicators of the CONACYT call for papers (2024), fifteen strengths and two opportunities are ob-

tained, compared to three weaknesses and one threat, the two negative aspects being centered on the low number of citations received, although the lack of indexing and editorial errors also keep it on a low level.

Both interviewees pointed out that the main objective of the journal is to facilitate open access to scientific information for the academic community and the general public, and that the main target audience is university students, leaving teachers and researchers in second place. The identification of the audience is done mainly through the contact networks and the magazine's collaborators. In addition, the two research participants have stated that they use social networks, electronic newsletters, conferences and events, and online public relations as promotional strategies, although all of them have been unsuccessful, leaving print advertising, which is now obsolete, in oblivion.

In this case study, it was detected that there are a number of marketing strategies implemented that associate quality and visibility. However, visibility still requires attention, both from the perspective of the target audience, as well as for the professionalization of the magazine's operation in terms of a marketing strategy. In fact, the promotion of an academic-scientific journal goes beyond mere dissemination, involving strategies that encourage the connection with the academic community with bidirectional strategies and spaces for debate, establishing a distinctive brand that maximizes the visibility and use of the knowledge generated by all interested social groups.

Therefore, investment in the journal seems to be, on the one hand, an aspect to be studied in order to know what the situation is and, on the other hand, an aspect to be addressed in order to continue improving the journal in view of its mission towards society. In this regard, consideration should be given to the need to sustain and increase adequate financial and human resources to ensure the effectiveness of the actions related to the journal and its objectives. This should entail, in turn, the diversification of strategies by exploring promotional options and approaches, the implementation of SEO techniques and collaboration with related institutions to open new avenues to increase the journal's visibility. Probably, although it has not been studied on this occasion, a sustainability plan for the journal is required, with constant evaluation and adaptation among its indicators.

It should be noted that the research is focused on one case, so the results should be used with caution, even though there are precedents, as well as recent indications, that the state of academic-scientific journals in Paraguay is weak.

Finally, it is proposed to expand the case studies and make comparisons, both with journals from Paraguay and other international journals, to find out which are the most effective marketing strategies in those scientific journals with higher impact factors compared to those that are still in the process of growth. Finally, the elaboration of these comparisons focused on the differences and similarities that journals coming from the private university environment may have with respect to the public one, in case there are significant data at the time of promotion or due to the success obtained.

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INDIGENOUS LANGUAGES IN THE INFOGRAPHICS OF MEXICAN GOVERNMENT OFFICIAL SITES (2022-2024)

Las lenguas indígenas en las infografías en sitios oficiales del gobierno de México (2022-2024)

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	ABSTRACT
Keywords: indigenous languages, infographics, social communication, promotion	The 2018-2024 Government Mexican administration has implemented a communication strategy that involves infographics as a visual support -analog and digital - for the dissemination and prevention by and for the indigenous peoples of Mexico. The advantages of this communicative element have been recognized. To characterize infographics in indigenous languages to convey messages as part of the Social Communication of Mexican government agencies and educational institutions. A quantitative, descriptive, longitudinal, and non-experimental research design was used. The sample comprised 82 infographics published by the Government of Mexico, state governments, and some educational institutions on social networks and official websites. The infographics from the last two years of the current administration were analyzed. Content analysis was implemented, and a digital observation guide, consisting of 20 items, was built for information retrieval and used as a research instrument. Results. It was observed that infographics have been published in the 68 indigenous languages spoken in Mexico. On average, an infographic is translated into at least five indigenous languages, and 45% were translated into the native languages of their respective regions. Additionally, 55% of the infographics focused on SARS-CoV-2, making this the most recurring topic. The government and educational organizations must continue using the various Indigenous languages to inform inhabitants who still practice them, especially in formats as accessible to the population as visual aids such as infographics.
	RESUMEN
Palabras clave: lenguas indígenas, infografía, comunicación social, promoción.	La administración gubernamental mexicana 2018-2024 ha implementado una estrategia de comunicación que involucra las infografías como soporte visual -analógico y digital- para la difusión y

prevención por y para los pueblos indígenas de México, reconociéndose las ventajas de este elemento comunicativo. El objetivo del estudio es caracterizar las infografías en lenguas indígenas para transmitir mensajes como parte de la Comunicación Social de dependencias gubernamentales e instituciones educativas mexicanas. Para ello, se utilizó un diseño de investigación de tipo cuantitativo, descriptivo, longitudinal y no experimental. La muestra estuvo conformada por 82 infografías publicadas por el Gobierno de México, gobiernos estatales y algunas instituciones educativas en redes sociales y sitios web oficiales. Se analizaron las infografías de los últimos dos años de la actual administración. Se implementó un análisis de contenido y se construyó una guía de observación digital, conformada por 20 ítems, para la recuperación de la información y se utilizó como instrumento de investigación. Se observó que se han publicado infografías en las 68 lenguas indígenas que se hablan en México. En promedio, una infografía está traducida a por lo menos cinco lenguas indígenas, y 45% fueron traducidas a las lenguas originarias de sus respectivas regiones. Además, el 55% de las infografías se centraron en el SARS-CoV-2, convirtiéndolo en el tema más recurrente. Las conclusiones apuntan a que el gobierno y las organizaciones educativas deben continuar utilizando las diversas lenguas indígenas para informar a los habitantes que aún las practican, especialmente en formatos tan accesibles para la población como las ayudas visuales como las infografías.

Introduction

The history that precedes us, the human beings currently present in this social and global context, comprises a melting pot of customs and traditions that give us identity and a sense of belonging to the culture from which we come. Indigenous languages in Mexico play a crucial role in this, as they describe how our ancestors communicated in the past, preserving our history and connecting us to our roots. These languages have become a means to dialogue, inherit, and practice different social, moral, and ethical norms in specific communities (Degawan, 2019).

Governments and institutions must meet the information needs of communities that speak an indigenous language, even though they do not represent the majority. In this sense, the use of communication media, such as infographics, is required, which facilitates the communication process of transcendental information for their safety and well-being. At a global level, February 21 has been celebrated as "International Mother Language Day" since 1999. In Mexico, 68 indigenous languages are present throughout the republic; these are divided into 11 "linguistic families," from these, approximately 364 variables of 68 different groupings are decanted. (Secretariat of Culture, 2018). The language families have been grouped according to their historical origin and structural and lexical similarities. The language families are Algic, Uto-Nahuatl, Cochimi-Yumana, Seri, Oto-Mangue, Mayan, Totonac-Tepehua, Tarascan, Mixe-Zoque, Chontal of Oaxaca and Huave. The most widely spoken language is Nahuatl, which has 1.725 million speakers; Mayan, which has 859 thousand speakers; and Tseltal, which has 556 thousand speakers. Figure 1 shows the different languages and their geographic distribution.

Figure 1
Distribution of indigenous languages in Mexican territory
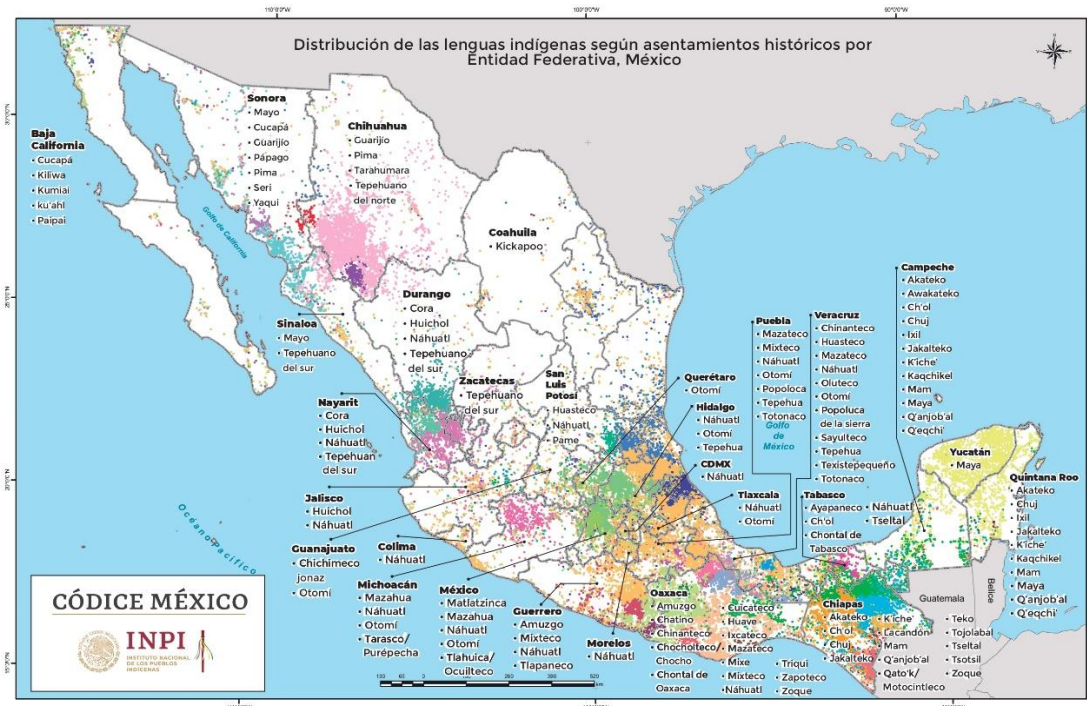
Note. Instituto Nacional de los Pueblos Indígenas (2010).

From north to south and from east to west, throughout the Mexican Republic, the various languages that are different from Spanish show a diversity and cultural diversity

in each region of our country. This fact is so essential that the United Nations General Assembly ruled that 2022 and 2023 would be called the "International Decade of the World's Indigenous Languages" to achieve reflection, awareness, and feedback on those nuances that prevent any mother tongue from its free expression. Through its various initiatives, the United Nations plays a crucial role in promoting and preserving indigenous languages, providing reassurance and confidence in the global efforts to protect linguistic diversity (United Nations Educational, Scientific and Cultural Organization, 2022).

According to the Censo de Población y Vivienda 2020, in Mexico, it was recorded that approximately 7 million 364 thousand 645 people –over 3 years of age– speak a language other than Spanish. It is estimated that out of every 100 people who speak an indigenous language, 12 do not speak Spanish; it was also identified that of this total, a significant 51.4% are women, who play a crucial role in preserving our indigenous languages, and 48.6% are men. In 2022, 23.2 million people were registered who identified themselves as "Indigenous," of this number, approximately 7.1 million, 30.8% confirmed speaking at least one indigenous language. Therefore, 8.1% of households in Mexico speak one of the 68 native languages of this country (Instituto Nacional de Estadística Geográfía e Informática, 2022). In addition, it should be mentioned that in Mexico, its legislation recognizes the existence of indigenous languages, which can be used within a particular territorial space, unlike Spanish, which is spoken throughout the Mexican territory (Zajícová, 2017).

Given the segregation directed at the indigenous-speaking population, voices have been raised for the importance and presence that should be given to this sector in Mexico and in the world. In a proactive response from government institutions, during the term of the former Mexican president Andres Manuel López Obrador (2018-2024), a communication strategy was applied that was directed to all Mexicans, placing special emphasis on the communities of indigenous peoples. These changes were manifested, in the first instance, through the Social Communication policies that the Mexican presidency itself would begin to implement:

> Article 9.- Social communication or promotion and advertising messages and campaigns (…) that are disseminated in indigenous towns and communities, recognized by Article 2 of the Political Constitution of the United Mexican States, will seek to include versions in the ethnic language or languages in question, by the type of campaign and its target population (ACUERDO por el que se establece la Política de Comunicación Social del Gobierno Federal, 2019).

It must be assumed that communication is a process that involves a flow of interaction and dissemination of information of any kind between one, two, or more people. In this process, there are channels where this dialogue occurs harmoniously, through codes that provide a context between the participants and constant feedback that reaffirms the reliability in which the communicated message was issued and received, that is, an entire environment dedicated to communicating to two or more individuals is created (Otero, 2019). Communication involves various disciplines and schools of thought since it is present in every daily and private environment of human beings, playing a significant role in shaping public and private spaces. However, there has always been a clear distinction or limit between its use with a social (critical) and capitalist (mass control) approach. Communication can be used to persuade (social) and manipulate (functionalist); one can be a consequence of the other or only be related to different processes in public, private, and intimate spaces.

To get a better idea of this kind of communication process, Harold D. Lasswell, in his study and understanding of legal and political-strategic processes, realized the necessity of developing a "basic" model that could contribute to the creation of a context for certain academic, journalistic, social, and institutional situations within the public or private spaces of a United State immersed in studies of the effects of political propaganda due to the presence of World War 1 (Fernández, 2010).

According to Lasswell, the pioneering of political science of the 50's and 60s, the necessary parameters to formulate the narrative of a journalistic "news story" (Herrera, Campi & Fariño, 2010) or any other event were based on asking the questions: "Who?", "What?". "How?", "To whom?" and "With what effect?". This allows the analysis of bilateral and multilateral exchange between one or several "Senders" and "Receivers" who share the same channel through disseminating knowledge with a logical order and a clear interaction of all the parts. Whether to persuade or manipulate the masses coming from alterity or alienations.

This communication model is based on Lasswell's experience in public policy, legal, and military strategies within the historical and geopolitical context of the time this politologist was active. These previously mentioned questions are based on decision-making with a stable reasoning framework, which should have a logical and analytical sequence (Duarte, Augusto & Lúcia, 2021). Harold Dwight Lasswell sought to clearly weigh what occurs in each phase of the communication process and how this model can be applied to different cultural and social contexts, which can be expressed through journalistic news, posters, and, therefore, infographics.

For this reason, Social Communication ─which is the communication that governments do─, applied at the governmental level, must be oriented towards disseminating information in an honest, partial, and transparent manner to the population. This is reflected in the Official Gazette:

> Article 134 of the Constitución Política de los Estados Unidos Mexicanos, in its eighth paragraph, establishes that propaganda, under any form of social communication, disseminated by public powers, autonomous bodies, agencies, and entities of the public administration and any other entity of the three levels of government, must be of an institutional nature and have informative, educational or social orientation purposes. This propaganda will not include names, images, voices, or symbols that imply personalized promotion of any public servant. (ACUERDO por el que se establece la Política de Comunicación Social del Gobierno Federal, 2019).

One of the main pillars of Social Communication is the diverse and dignified dialogue ─which is not constituted by hierarchies and social prejudices, which occurs in a horizontal environment─ between one, two, or more groups to solve problems through social intervention projects ─campaigns, workshops, conferences, studies, among others─ that as a purpose at the community level, specific objectives and goals are met to resolve conflicts and discontents that do not allow social harmony (Gumucio, 2006). Now, this has benefited from the increase in infrastructure and installation of a shared Wi-Fi network at the national level, called "Internet para todos" ─Internet for All─, a promising initiative that seeks to provide access to all Mexican citizens to the mobile phone network and the Internet ─through fiber optic or satellite technology─ to bring to a larger population the benefits of the social welfare programs that were created during the presidential period of López Obrador (Coordinación Nacional de Estrategia Digital, 2021). It should be noted that accessibility also involved providing free wireless internet

at more than 100,000 points across the 32 federal entities (Comisión Federal de Electricidad, 2024).

In this way, the Communication carried out by the Mexican state has also been situated in digital spaces. The interaction with new technologies and platforms involving web 2.0, 3.0, and 4.0, information technologies use, and artificial intelligence has favored a new dissemination environment. However, this also generated a challenge in the creation of content for citizens in digital media, such as posters, brochures, or infographics, which are considered highly accessible units of information for any citizen with a low-medium level of literacy —review Figure 2 to delve deeper into the characteristics of this medium—. It is crucial to emphasize the importance of considering diversity in digital content dissemination to make the audience feel included and valued; that is why forms of content creation and dissemination like "infographics" are still used to share information in México, for the diverse way of living in this country. The dissemination of content that informs all citizens, considering their diversity, becomes even more crucial, primarily if digital collaborative spaces are being implemented for activism in favor of Indigenous peoples and their languages (Cru, 2024).

Figure 2
Characteristics of Infographics proposed by some authors
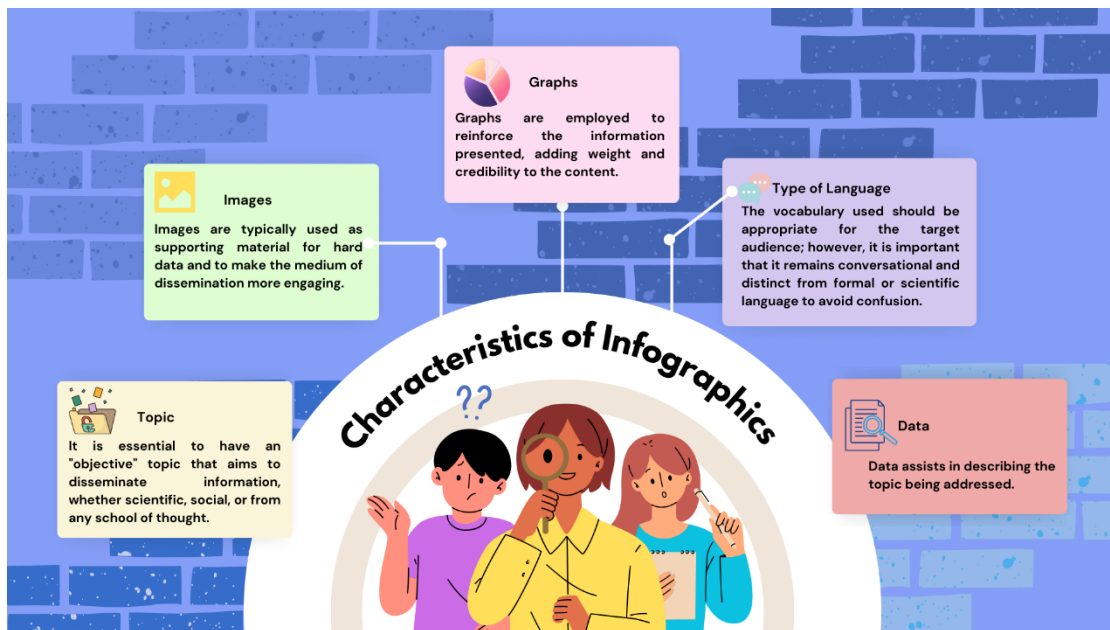
 Note. Rivera Salas & Hernández-Ferral (2022) based on Valderruten (2021), Sidorenko-Bautista et al., (2021), Carbonell-Alcocer & Martín Carnerero (2021) & Vilaplana Camús (2019).

The use of visual resources, such as infographics, in Communication has been increasing. During the COVID-19 pandemic, this visual support was used to provide more timely information about this virus in different scenarios. For example, the governments of Latin American countries made use of infographics during this period, as noted by Moyano and Mendivil (2021), who analyzed more than 500 pieces of this type, along with other visual resources, issued by 47 countries, about SARS-CoV. This study underscores the crucial role of infographics in combating the false information that spreads around the health contingency. In the case of Mexico, the space "Todo sobre COVID-19" was created, which included, among other resources, infographics in several of the native languages about this disease (Rivera Salas, 2020).

Also, within the framework of Government Communication, González-Conde et al. (2024) identified that, in the state of Puebla, Mexico, there is a significant deficit of information issued by the government on organ donation and transplantation and that myths were intensified due to the pandemic. As healthcare professionals, policymakers, and researchers, your role is crucial in addressing this deficit. To counteract this situation, in their research, they proposed to translate a document into three Indigenous languages that break down the myths and realities of this topic aimed at the Indigenous population. These authors conclude that it is essential to respect the right of this sector of the population to receive information on health issues from government entities.

The use of infographics to disseminate content in indigenous languages has been limited and applied in some fields. However, these projects are not solitary endeavors. Almazán Terán (2022) has implemented them to make known basic concepts in the field of marine biology in the Virtual Marine Laboratory project, allowing them to socialize information for all audiences in six native languages of Mexico —Nahuatl, Mayan, Zapotec, Mixtec, Tseltal, and Tsotsil—, based on the breakdown of 18 terms related to marine sciences. Juárez Picado et al. (2022) carried out a similar exercise, developing an infographic to make known the meaning of the most used indigenous terms in daily life in indigenous peoples of Nicaragua. Also, Cárdenas (2021) mentions the ease of using this tool, which students of Indigenous Education designed to provide data to non-Spanish speakers on health situations.

 Exercises have been carried out to preserve indigenous languages through infographics. Ọladeji et al. (2023) created and applied infographics to promote the use of Yoruba among secondary school students. Their resource not only increased student interest in the language but also played a significant role in preserving the cultural and linguistic heritage of the Yoruba language. The authors conclude that infographics are a powerful tool for this preservation.

However, as Galindo (2023) points out, even in society, the academic community, and governments, there are yet to be fully known indicators of the risk-vitality of indigenous languages. This would have a timelier impact on their promotion. In light of this, he proposes a typology of scales for measuring the risk-vitality of languages, the factors for maintaining and promoting languages, and the planning of revitalization processes. Significantly, the author highlights the transformative role of innovations and technology in developing materials that facilitate language learning and dissemination, offering a hopeful outlook for language revitalization. Moreover, this author underlines the importance of adapting these scales to each language spoken in each country.

Additionally, Castro Mediavilla (2024) calculated through an evaluation model of publications on social networks according to the language used; in Ecuador, the government addressed less than 2% of the messages to indigenous peoples in their language, highlighting the urgent need for more inclusive communication. Similarly, Conde-Ferráez et al. (2022) mention that it is necessary to produce visual resources for the indigenous population and bring them closer to it. In their fieldwork with Mayan speakers, they specify the significance of contextualizing the messages so that the recipients, based on their own culture, understand the content of infographics or posters on health care. In this case, they seek to generate genuine interest in the communities because the information they provide, having a governmental character, dictates or seeks to warn these people of direct, indirect, adverse, and non-adverse situations.

Given this context, where an order can be established in creating an infographic through its characteristics, the following questions arise: What characterizes infographics in indigenous languages that transmit messages as part of the Social Communication of government agencies and educational institutions? What elements of infographic

structure are most recurrent in published infographics? In which native languages are messages in native languages spread? What are the messages that were massively socialized through these information units? These questions hold practical implications for our understanding and use of indigenous languages in communication, particularly in the context of government and educational institutions.

Method

Objectives
Main objective.
To characterize infographics in indigenous languages to transmit messages as part of the Social Communication of Mexican government agencies and educational institutions.

Specific objectives.
1. Delimit the elements of the infographic structure that are most recurrent in the sample.
2. Identify the native languages in which messages in native languages are spread.
3. Describe the messages that were massively socialized through these information units.

Design
This research used a quantitative, descriptive, non-experimental, and retrospective approach. This design was chosen to highlight the main characteristics shown by the infographics that the federal and eight state governments of the Mexican Republic and educational institutions have been publishing as part of their Social Communication. The focus on these infographics is pertinent due to their role in shaping public perception and understanding a part of the presidential administration from 2022 to 2024.

Sample
First, all the official electronic sites of the Government of Mexico (2018-2024) and the 32 federal entities were reviewed to specify the sample. It was sought that infographics had been published that provided information about the government in any of the 68 native languages spoken in Mexico. In this way, 11 higher education institutions, eight state government sites, and two from the government of Mexico were located, and infographics were published in indigenous languages. In this first search, 143 pieces were found. Subsequently, it was checked that the infographics were not duplicated on some of the sites; If so, those that appeared repeated were discarded. This way, the sample comprises 99 infographics on all these sites included in this study. Publications in other electronic spaces, such as social networks or microblogging, were not considered since many of these pieces were first published on the Mexican state's official sites.

Technic and instrument
The research technique used was content analysis since the elements included in the communication piece and its messages were assessed. As a research instrument, a digital observation guide was built to recover information, comprised of 20 items based on the variables of interest: Social Communication and the Use of Indigenous languages in infographics. This instrument was previously piloted in two phases: 1) In the first stage, it was subjected to an assessment by eight experts to delimit the number of items and their relevance, taking into account the objectives of the research through the application of the Content Validity Index; 2) In the second stage, an observation was carried out with

the adjusted guide, so two observers analyzed the same communication pieces to verify that they had obtained the same assessments. Taking the Holsti index as a reference, once more than 90% of agreement was achieved between the observers' assessment of the infographics, the instrument was considered fully piloted and ready for use.

Procedure

The procedure consisted of retrieving information in one go during the second quarter of 2024. The data collected was processed after being downloaded from the digital observation guide in an Excel matrix with the proposed items. These data were given a descriptive statistical treatment to be presented graphically. Each object of study was assessed based on its tangible elements. Figure 3 shows some of the aspects that were considered for said observation.

Figure 3
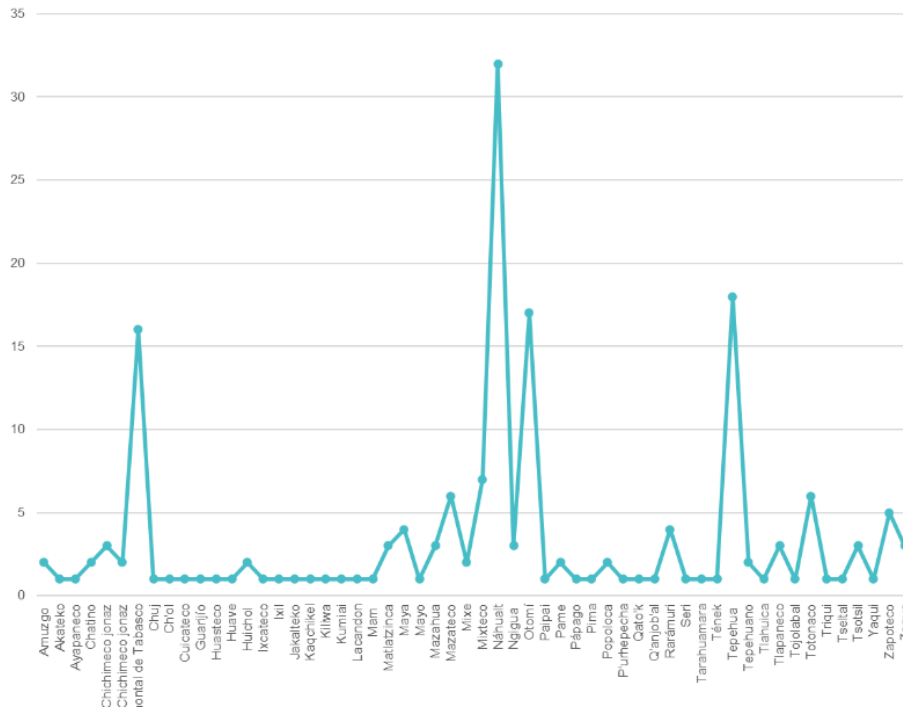*Elements observed in the infographics*
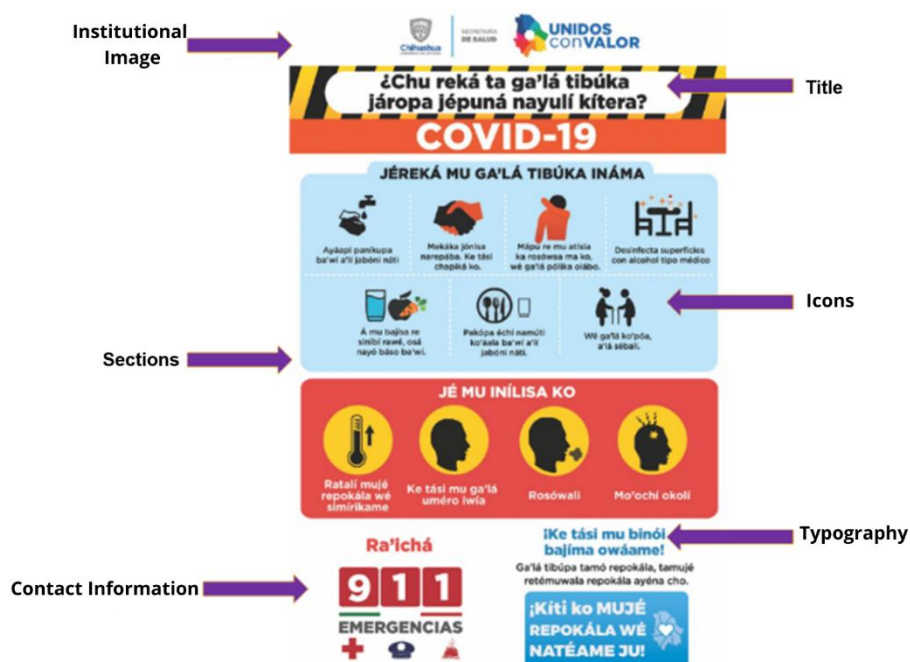
Note. Rivera Salas & Hernández-Ferral (2024).

Results

In the sample recovered it was identified that infographics were published in 56 of the 68 Indigenous languages spoken in the Mexican Republic, thus covering around 85% of the entire national spectrum. It was also detected that, on average, each infographic was translated into five different Indigenous languages to bring the same information provided in Spanish closer. In addition to Nahuatl, the most recurrent languages were Tepehua, Otomi, Mixtec, Mazatec, Totonac, and Zapotec. The frequency of use of each of these languages appears in Figure 4.
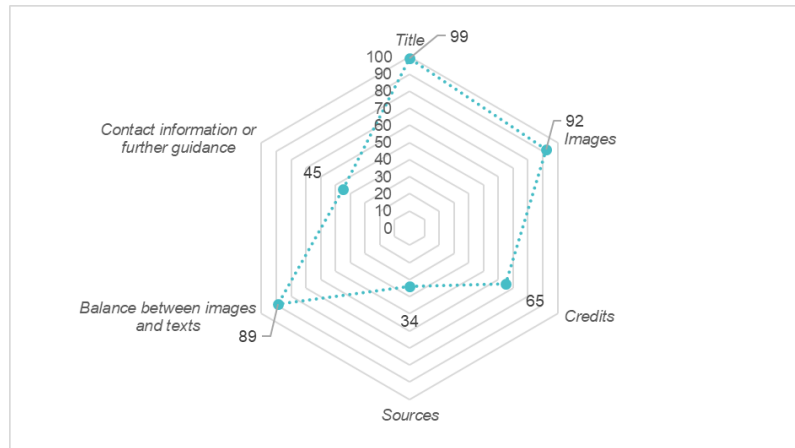
Figure 4
Indigenous languages are identified in the infographics.

Note. Rivera Salas & Hernández-Ferral (2024)

As for the elements that make up the infographic structure, most of them meet the minimum requirements of having a title, images, and the appropriate balance between iconography and typography. It should be noted that in 100% of infographics, the pictures and icons are simple and easy to understand. Some elements that are less frequently seen are the sources of information that support the data presented (34%), credit for who made the design (66%), and contact information to receive support or more information (45%). Additionally, only 34% have sources of information, which can lead to questioning the integrity of the information they include. It is essential to point out that the presentation of some infographics differed depending on the language in which they were written; however, some infographics talked about the same topic in Spanish, but the presentation in indigenous languages was more straightforward. This measurement is concentrated in Figure 5.

Figure 5
General evaluation of the structure of infographics.

As for the issuers, it was found that 45% of the federal entities shared infographics written in Indigenous languages spoken in the territorial space covered by their state. Likewise, the educational institutions identified are linked to indigenous communities or are in towns where some native language is still used —see Figure 6 for more information—.

Figure 6
*Organizations that are the authors and issuers of the infographics included in the exhibition*
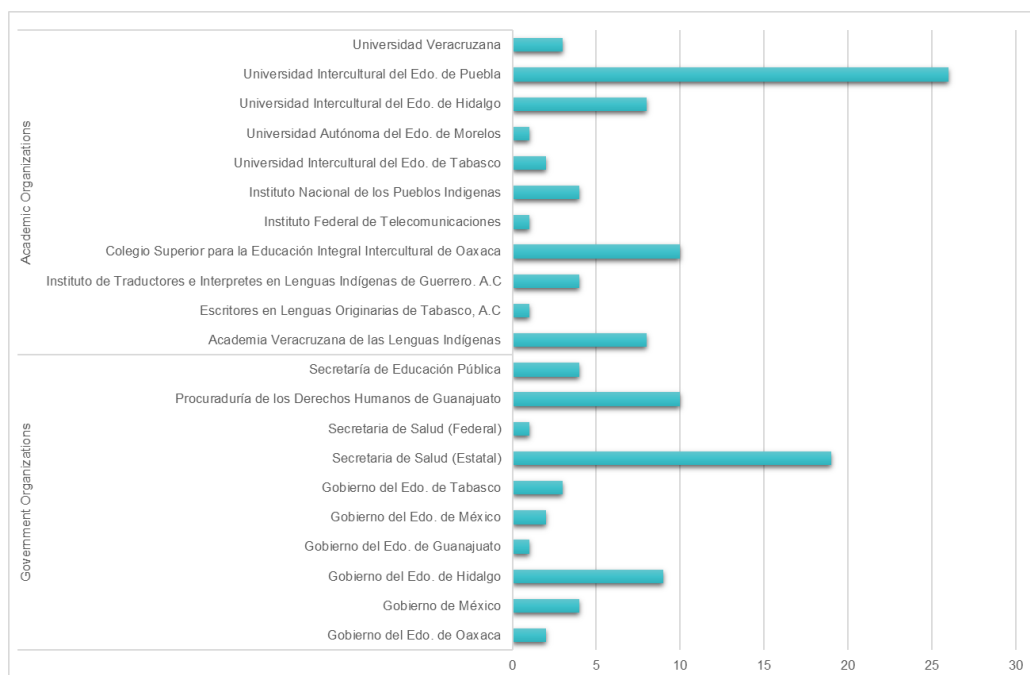
A more significant number of infographics (55%) also deal with the pandemic, which is the most recurrent topic. However, other issues have been addressed, such as occupational safety, hygiene in the home and workplace, and the prevention of gender violence. These topics are presented in Figure 7.

Figure 7
*Themes identified in the messages of the infographics that make up the exhibition*
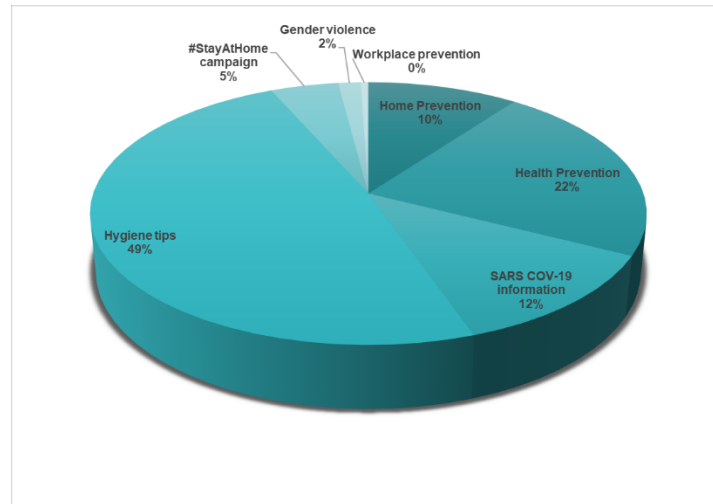
Note. Rivera Salas & Hernández-Ferral (2024)

Finally, the messages that the recovered infographics convey were observed. The information units generally included data organized to be easily read by the recipient, starting from a central idea. The messages were informative and educational (90%) while clear and concise (100%). It is noteworthy that, in essence, the content of the messages coincides with what was published in the version that was published in Spanish —see Figure 7 for more information—.

Figure 7
Characteristics of the messages observed in the infographics.
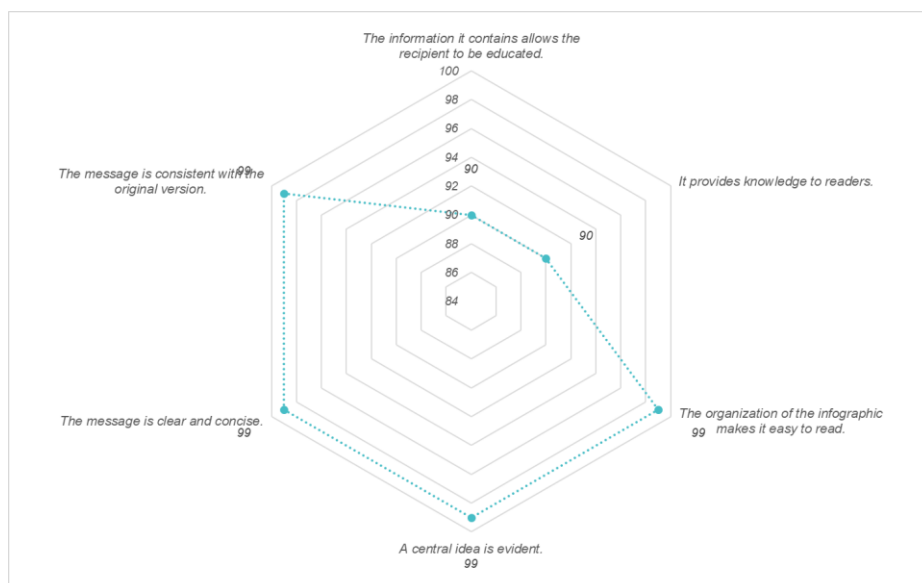
Note. Rivera Salas & Hernández-Ferral (2024)

Discussion and conclusions

According to Harold D. Lasswell, it is established that social processes must consider two categories for this process to "be," to this day, these are characteristics that must be considered to create scientific, journalistic, political, or any other type of content worldwide. These categories are "material" and "ideological" knowledge (Lasswell, 1959). This is because the cultural and ideological presence of each person, group, community, region, or nation has helped to create a message. In other words, the "material" aspect must have connotations linked to the ideology of the people who, in a certain sense, will consume either a product or a service. Moragas (1985) comments that depending on the perspective that an analysis is given, the conclusion could change; that is, if an academic or journalist looks forward to studying the function of the "Sender" from the perspective of comprehending the answer of "Who?" made the action in any context, the narrative will modify, it happens if in the same way we focus our interest in analyzing the answer of the question on the content that was expressed ("What?") in the message through the dissemination channel. Based on this principle mentioned by Lasswell, the infographics analyzed in this text were revised considering these categories for the material and ideological context that they were made, just for the Indigenous communities that received information about SARSCOV-19 during the pandemic through social communication studies.

Social Communication seeks to resolve social problems through dialogue between people from different spheres and institutions, intending that the flow of information is organic and not prone to conflict and involves a series of signals that promote the formation and conservation of communities. It also recognizes that the relationship between leaders and citizens is strengthened as long as the latter acknowledges the population's demands through different media (Gumucio, 2006). On the other hand, from a functionalist perspective, there are some needs that the media must meet. In the case of the infographics observed, it was identified that cognitive needs are covered, that is, the acquisition and reinforcement of audience knowledge on specific topics in specific contexts (López-Rua & Martínez Navarro, 2014; Palmucci, 2017; Rodríguez Roura et al., 2018). Additionally, the pieces observed denote the use of visual resources, which facilitate understanding the central idea linked to an image. By combining both resources – typography and image – the receiver can decode the message and associate it with a meaning, which enables him to understand other information (Morera Vidal, 2017).

At the same time, integrating social and personality factors in health communication is crucial. The work significantly contributes to increasing security regarding managing social and health problems. The use of the native language in health and social communication not only enhances community belonging but also addresses the needs of underserved populations, particularly those that have been poorly served or have suffered from discrimination (Tamayo & Rincón, 2017; González Calderón, 2022).

As part of social communication, mass communication establishes the dissemination of information with the help of technical means to a dispersed large audience (Deuze, 2021). In this sense, it can be observed that the infographics analyzed have different types of recipients who are distributed in other parts of the national territory, which makes it necessary to apply this type of communication to bring the message closer to these recipients in a particular way (Huang et al., 2019; Chan et al., 2020). Although this type of communication tends to be unilateral and public, the source

of information must be an organization with high credibility. This ensures that the audience can trust the information they receive and feel secure in communication.

Thus, the infographic must cover the minimum characteristics of its structure to fulfill the role of the outstanding issuer and provide the necessary data for the receiver to decode the idea correctly, in addition to being by the customs, traditions, and cultural work of each native person, so that it is to their liking and consumption. In the infographics analyzed, adequate visual resources and the use of Mexican languages that bring the message closer to the reader are appreciated. However, some areas of opportunity, such as the foundation of the information and alternative channels to establish an interaction between the receiver and the issuer, are not appreciated in most of the pieces observed (Li et al., 2018). When faced with a mass communication strategy, it is imperative to cover the most significant number of requirements of the structure of the communicative piece to increase its effectiveness, that is, of an infographic. However, within the context of the research object and to evaluate the effectiveness of the infographic, it is necessary to generate an instrument - whether a survey or semi-structured interviews - for Indigenous peoples to know how it can impact and persuade positively; for example, as with the case of biological and health issues such as what happened with SARS-COV-19. Considering the cultural context when developing communication strategies for Indigenous communities is crucial. Although it is understood that this has not been applied during this pandemic due to the restrictions and quarantine established, it is essential to note that social communication in indigenous languages about contingency plans should be considered as an everyday practice.

Other aspects that the authors consider essential to point out is that based on the Statistics on the occasion of the International Day of Indigenous Peoples carried out by INEGI (2022), it was established that the population coming from Indigenous people aged 15 years or older has a level of schooling equivalent to having completed primary school —this record varying between men and women who speak an indigenous language (Instituto Nacional de Estadística Geografía e Informática, 2022). This can be considered both an area of opportunity and a disadvantage when creating this type of information dissemination content, which, however, does not lessen the effort of the infographics that were disseminated at the time, but which in future scenarios should be adapted to the level of schooling and social context in which specific topics and information are sought to be disseminated. Since each community has a different way of establishing and interacting with information, not only should a general plan be implemented, but to have a real impact and incidence, designing a different plan or logistics for each recipient and native community is vital.

The role played by the sender is very significant in any communicative act since he is the one who chooses and selects the signs to transmit the message; that is, he is the one who defines the code, or the system of signs and symbols, that will be used to connect with the receiver (Quintero et al., 2020). The results show that many of the country's native languages have been implemented as part of the code chosen to deliver institutional information to these communities. This choice is relevant because the intention of proximity to citizens with different characteristics due to their traditions and culture is evident (Rivera et al., 2020; Di Genová, 2021). However, it is striking that those who construct and socialize the messages are government-type institutions or academic institutions linked to indigenous populations. In the country, many people still speak an indigenous language, are immersed in Spanish-speaking educational systems, and do not necessarily receive information in their mother tongue. It is, therefore, necessary to continue with a policy of constructing communicative pieces in different Mexican

languages to influence audiences who are also immersed in educational institutions where Spanish is spoken.

At the same time, the message has been duly translated into the different languages implemented without losing the original idea of the text proposed in the Spanish version. This reinforces the idea of sending homogeneous information with the same meaning to the entire population, thereby reducing the possible asymmetries derived from messages constructed differently (Moyano & Lay Mendivil, 2021). It is also significant that the data presented is synthetic and has an educational and informative character, which helps in empowering the population concerning the needs of their environment. Furthermore, the regulations on the management of information imposed by the Mexican state are diligently adhered to, providing a sense of reassurance and confidence (Binimelis-Espinoza, 2017; Diario Oficial de la Federación, 2022).

As communication support, the infographics observed were predominantly placed on digital platforms via the Internet. Many were shared in shopping malls and public spaces where indigenous languages are spoken. It is crucial to put these communicative elements in relevant media or channels so that users of these languages can access them, fostering a two-way communication process. The choice of infographics as a communication support is significant, as Pinto Rodríguez (2020) highlights, as they are a medium that, through images, plays a vital role in documenting and revitalizing Indigenous languages.

This research has examined how institutions implement infographics. Given that only a few elements of the communication process have been identified, it is recommended that future research focuses on understanding the issuer's perception of infographic design and the clarity of the messages being communicated. Additionally, it is important to identify other topics that this demographic may need more information about and alternative formats they might be interested in accessing as part of the information provided by the government. Regarding the issuers, assessments should be conducted within agencies to help those involved in social communication recognize their level of knowledge and the cultural context in which they operate. This understanding is crucial for creating more effective messages for this population.

There are some things to emphasize. First, it should be noted that this research was limited to identifying how the elements of the communication process are presented in the infographics published by the Mexican government since this issuer performs social communication functions. Second, it is crucial to highlight the scarcity of government efforts and documented practices in preserving Indigenous languages, particularly in Communication. This scarcity underscores the issue's urgency and presents an opportunity to preserve culture and promote access to information for Indigenous peoples.

Finally, this research shows how important it is for government and educational organizations to continue using the different indigenous languages to inform the inhabitants who still practice them, both in infographic format and in any other format. Furthermore, it invites diversifying the types of content in formats that are as accessible to the population as the visual supports that represent infographics and that their consultation is simple, whether it is searched digitally or in person. Creativity and innovation applied to visual resources are undoubtedly an excellent tool for preserving the language.

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