

## A workshop to develop communication research tools

---

### *Un taller donde poner a punto las herramientas de la investigación en comunicación*

**Palmar Álvarez-Blanco**, Carleton College (Minnesota, EEUU)

Professor in the Spanish department of Carleton College (Minnesota). B.A. in Hispanic Philology from the University of Valladolid, M.A. in Cultural Studies from the University of Villanova (Pennsylvania) and Ph.D. in Literature and Cultural Studies from the University of Boulder (Colorado). President of the international platform ALCESXXI and co-founder of the Journal of Contemporary Spanish Literature and Film and co-founder of the International Film Forum at Carleton College.

**Rodrigo Fernández-Miranda**, Universidad Nacional de Tres de Febrero (Buenos Aires, Argentina)

Master in Political Science (Universidad de los Pueblos de Europa, Spain). Master in Marketing (Universidad Complutense de Madrid, Spain). Specialist in Political Science and Sociology (Latin American Faculty of Social Sciences). Postgraduate in Social Economy and Management of Non-Profit Organizations (Universidad Nacional de Tres de Febrero). Postgraduate in Political Communication (Universidad de Buenos Aires). Member of the social research team of Alba Sud, of the Center for the Study of Social Economy (CEES) of the Universidad Nacional de Tres de Febrero (Argentina).

### **From editors**

Methods and practices in communication research have been diversifying in recent years. Among other things because the communication scenario itself is in a process of constant change. In this context, the methodologies developed and adapted to research in the area of communication have become essential guides when facing academic and professional challenges in this field. The objective of an academic journal such as *Comunicación y Métodos* is, therefore, to generate a space where these tools can be shared and allow researchers and professionals in the field of communication to analyze them and put them to good use.

However, the idea is not to create a showcase for these tools, in the manner of a repository to be seen and not touched, but rather the opposite, to provide an eminently

practical workshop where the methodological tools are tested and their use is experimented with. It should serve, therefore, as a workshop open to the daily practices of research, in order to develop the instruments to which so many communication researchers have contributed their work for decades.

In this line, this new issue of the journal *Communication and Methods* includes a series of researches with applications in specific disciplines, such as cinema. Thus, Javier Sanz Aznar, Lydia Sánchez Gómez and Luis Emilio Bruni analyze the event-related desynchronization/synchronization of the electroencephalogram recorded on viewers as an application of neurokinetic methodologies to film analysis. Also in this field, Paula Grueso Pascual proposes the semiotic conception that Julia Kristeva coined as an analytical method in film analysis. With this starting point, the author delves into the role of the observer and ends up breaking down a film and examining each of its parts in communicational terms.

In another thematic orientation, Leonardo Suárez Montoya presents a model of journalistic or advertising writing analysis, taking into account four linguistic elements: syntax, semantics, spelling and morphology. On the other hand, Sandra Veinberg, from the University of Liepaja (Latvia), shows how the model of analysis of literary texts proposed by Mikhail Bakhtin can also be used for the analysis of content in the media, helping to deepen the media narratives on a specific topic. This method is especially interesting for identifying when there is a distorted interpretation of the news.

Lizandro Angulo Rincón, Marisol Mesa Galicia and Juan Andrés Romero Prada present a research methodology that, in line with action research, aims to create a transmedia training model for community radio and television stations in Colombia.

Two other articles in this issue of *Comunicación y Métodos* coincide in their application to environmental issues. Enzo Rainiero Ferrari Lagos, Fernando Martínez Abad and Camilo Ruiz Méndez use a quasi-experimental design with pre-test and post-test in order to verify if MOOC's can improve the Social Representation (SR) of climate change. For her part, Paula Mariel Reyes Carrasco analyzes the Twitter activity of a node of the Fridays For Future movement in Spain to identify the impact of their communication strategies in this period.

Finally, other articles in this issue focus on the university and academia as a field of study. Thus, Rita Magdalena Solorzano Soto evaluates the documentary review and critical analysis for the study of academic cooperation between universities as a factor of international prestige. For her part, Gloria Gómez-Escalonilla presents in her article the results of the project "Map of Communication Research in Spanish Universities from 2007 to 2018" referring to research methodology. Specifically, the author gives an account of the research techniques that have been used in the main scientific practices carried out in Spain in the last 10 years: R+D+i projects, scientific articles published in indexed journals and doctoral theses in the field of communication. The conclusions allow confirming the analysis of content as the most used technique in scientific practices in the field of communication, although other techniques of social research are also used in a lesser proportion: discourse analysis, in-depth interviews and surveys.

Therefore, this monograph presents works that propose methodologies of a diverse nature, applied by their authors to different fields of communication and different types of discourse. With this, we want to offer a diverse and, at the same time, practical vision of this workshop of the methodologies that we need so much.

**Conflict of interests:** the authors declare that they do not exist.

**Translated by:** the authors

HOW TO CITE (APA 7<sup>a</sup>)

Álvarez-Blanco, P., & Fernández-Miranda, R. (2020). A workshop to develop communication research tools. *Communication & Methods - Comunicación y Métodos*, 2(2), 1-3. <https://doi.org/10.35951/v2i2.107>