

A New Year and More Challenges for *Comunicación y Sociedad*

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We begin 2025 with renewed objectives for *Comunicación y Sociedad*, continuing our commitment to offer a journal with high scientific rigor, an inclusive perspective, the dissemination of content through social networks, and the implementation of AI tools to facilitate the search for articles, among other tasks. This effort has been possible thanks to the constant work of our editorial team and the support of the university authorities.

TOWARDS INCLUSIVE LANGUAGE

In 2024, within the framework of a more inclusive university policy, we published the *Manual of Inclusive Non-Sexist Language*. This document, prepared by our editorial team (Cristina Gallo, Itzel Lugo, and Karen López) based on texts by specialized women academics, aims to help break the structures of patriarchal language used in scientific publishing. Although its use is not mandatory, the intention is to invite our community to reflect on the power of language and its ability to transform the reality we reproduce daily. Since its implementation, we have observed that some of the recommendations have been adopted in some papers.

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Furthermore, we have opened the pages of the journal to texts that address complex social issues and feminist perspectives. We believe that these approaches are essential to understanding both the national context and global challenges, proudly assuming our political stance in support of diversity, inclusion, and feminist movements.

TECHNOLOGICAL INNOVATION: ARTIFICIAL INTELLIGENCE AND DIGITAL REDESIGN

The rise of artificial intelligence (AI) poses significant challenges for academia and scientific publishing. At *Comunicación y Sociedad*, we have evolved from an initial position of caution to the broader exploration of tools that facilitate both research and editorial processes.

As part of this approach, we redesigned our website, becoming one of the pioneering academic journals in Mexico to integrate a conversational assistant. This AI-assisted tool will allow users to access information about articles published in 2022, 2023, and 2024, search for abstracts, consult editorial policies, and receive assistance in article submissions, among other features. In the near future, the chatbot's functionality will expand and refine based on user feedback, and more articles will become available for consultation.

ACCESSIBILITY: ARTICLES IN AUDIO FORMAT

In line with our commitment to the inclusion of new formats, the journal's articles published from 2024 onwards will be available in audio format. This development aims to facilitate access to content for people with visual impairments and provide a practical alternative for students and teachers who wish to listen to the texts while commuting or performing other activities.

NEW THEMATIC SECTIONS

In 2025, we will open the journal's content with the thematic section "Artificial Intelligence and Communication: Content Creation and Design", coordinated by professors Silvia Magro Vela, Nuria Navarro

Sierra, and Laura González Díez, academics from de Rey Juan Carlos University and San Pablo CEU University, Spain. This effort seeks to inaugurate a critical discussion on the uses and effects of AI in the media and daily life.

Also, 2025 will feature other prominent thematic sections:

- “New Perspectives, Situations, and Challenges for the Study of Media Systems in Ibero-America”, coordinated by Mireya Márquez Ramírez (Universidad Iberoamericana, Mexico City) and Philip Kitzberger (Universidad Torcuato di Tella, Argentina). This section will offer in-depth analyses of media systems in the region.
- “Media Literacy as a New Field of Scientific Knowledge”, led by Ignacio Aguaded (University of Huelva) and Gabriela Borges (Algarve University, Portugal, and Universidade Juiz de Fora, Brazil). This theme aims to position media literacy as a key field within communication studies.
- “Political campaigns in contemporary Latin America: political legacies and technological innovations at the crossroads”, coordinated by Martín Echeverría (Benemérita Universidad Autónoma de Puebla) and Natalia Aruguete (Universidad Nacional de Quilmes, Argentina). The political context of Latin America, marked by the recent presidential elections in the region, will be the subject of analysis in this section, to be published in the last quarter of the year, and will explore the intersection between technology and political strategies.

PRESENCE ON SOCIAL MEDIA

The journal seeks to remain active in the academic field within social networks. Our presence includes platforms such as TikTok, Instagram, Facebook, and X, complemented by the publication of a monthly newsletter and the production of podcasts. In these, authors directly share the findings of their research, bringing scientific knowledge to broader audiences.

It is important to share this with our readership, particularly with our authors, as traditional academic publishing is undergoing a transforma-

tion in line with the digitization and metrification of contemporary information processes. Today, it is no longer just about what is published in article form but also about all digital content, particularly on social media. Through this, our authors generate altmetric positioning, or in other words, build presence through alternative metrics. These are becoming an important set of measures for the circulation of science in today's world and for evaluating the impact and disciplinary presence of research. This is increasingly significant as academic-scientific content is often consumed via technological derivations of traditional media and the convergences and diversifications within the Internet horizon.

With all this said, we can only thank our readers for their support of this editorial project. We recognize that a journal owes its existence to its academic community, and ours has grown stronger every day, with an increasing number of readers and colleagues who enrich us through their evaluations, reviews, advice, and collaboration. This sum allows us to offer increasingly varied, relevant, and pertinent content at a historical moment characterized by the overabundance of information and the proliferation of insubstantial content.

Therefore, thank you, thank you!