

# Presentation

Escribanía Magazine has been characterized by maintaining a dialogue between communication and other human manifestations, always under the premise that a real demarcation of the dynamics of exchange of meaning with respect to the socio-cultural context is possible. To such an extent, it is a pleasure to present an edition that shows off that meeting, which, without stopping to think about communication, takes for granted its importance for the different springs of contemporary realities. This issue includes a set of texts that touch on diverse fields such as science, politics, creative industries, social development, and advertising, among others. And we think that, unlike other editions in which thematic cohesion is a pleasant fortune, in this case the explosion of problems is a wonderful challenge.

We have seven texts that easily reveal their investigative commitment, their essayistic zeal. All, without exception, connected to specific cases whose centrality is indisputable. The first of them updates the subfield of scientific journalism that, always in force, demands a broad development. All this, in the light of a concrete experience, within the university world, which serves as an illustration of this important process of disclosure (*The scientist as a journalistic source and as a communicator of science. Review of the role of journalism and scientific dissemination*). The second article presents the results of an investigation on the relationships between councilors and community leaders in communicative terms. This effort is based on analyzing the specific case of the city of Bucaramanga based on a focus on enhancing citizen participation (*Councilors and community leaders of Bucaramanga. Perceptions found in their communicative relationships*). The third of our texts presents a wide-ranging debate on the changes in labor dynamics that the endeavor promoted in Brazil has implied. With this, it is revealed how the so-called creative industries have displayed other cultural dynamics in the hand of profound changes in state logic (*Creativity and culture of innovation. Productive restructuring and organization of the work process in Brazil*).

Our fourth article gives us a conceptual review about the nature of the news. Their main interest is to dismantle the idea that they operate as truths by representing the facts of the world. The update made by the author of Lipmann's work, in this matter, offers lights to an interesting debate (*The news is not true. Rethinking the role of news in democracy from the theory of public opinion of Lippmann*). The fifth of our works presents the results of a research that aims at communication for development in formative terms. To this extent, it listens to how school radios can contribute to the construction of citizenship (*The communicative practices at school, boosted by school radio*). The sixth work gives us a thorough analysis on the relations between communication and publicity in the face of civic education. Their interest, without a doubt, is to recognize the social impact of the different representative strategies of these brothers who sometimes love each other, sometimes they hate each other. (*Study on the influence of the message. Communication and advertisement and their*

*relationship with citizen education*). The last article analyzes the colonizing dynamics still prevailing in Latin American imaginaries. It claims, to avoid these dynamics, that stories of resistance to any historical hegemony are generated. It analyzes the Colombian soap opera *La Pola*, arguing that it is a case that can expose a strategy for cultural break (*The soap opera as a space for reflection, discussion and construction of other knowledge*).

As always, we hope that so many of our regulars, as new readers, will enjoy these texts and, mainly, that they will be an invitation to think about communication in a multifaceted and interconnected way.

CARLOS FERNANDO ALVARADO DUQUE  
DIRECTOR ESCRIBANÍA

Traducción: María Del Pilar Gutiérrez  
Departamento de Idiomas - Universidad de Manizales

