

# Presentation

We have no doubt that every editorial effort demands modifications over time. While popular wisdom prays that one should not fix something that is not broken, we believe that one should bet on avoiding the fracture. With this, we try to announce that, from this issue, the journal writes several modifications and prepares for a new moment of its existence of more than 20 years (it was founded in 1998). The idea of our team is a growth that allows us to continue with its traditional effort to publish scientific papers, to support academic interest in broadening knowledge about the world of communication and its multiple relationships with the universe of social sciences and humanities. At the same time, it accommodates other types of explorations that are interested in theoretical speculation, the strategy of the creative essay, the new texts resulting from the reflection of the classroom, among others. All this combined effort aims to think collectively with different looks, with quilts that explore writing in different directions. Unfortunately, there are less and less spaces for other records, for other textual bets. We hope to be a new backwater for other texts that tend to be left without where to circulate.

This decision is also motivated by the interest of unifying editorial efforts. For this reason, the work that was carried out to date through two sister publications, also belonging to the School of Social Communication and Journalism of Universidad de Manizales: *Filo de Palabra* and *Hojalata*. Both journals, the first of the teachers and the second of the students, had an essay interest in the academic field. This north is collected in scripture and materialized through the creation of sections. It is not only about working in a single medium which allows for centralized efforts and faster access for our readers, but it also opens doors to all those interested in publishing papers that are not of research nature but of great academic importance. In honor of the sister journals that will continue to exist spiritually inside *Escribanía*, the sections evoke their names: *Forgers*. Articles of long intellectual term, hard theoretical reflection, typical of *Filo de Palabra* (*Edge of Word*) will appear in the section: *Sharpeners*. The brief, creative, classroom class essay, characteristic of *Hojalata* (*Tin tin*), will be presented in the section: *Tinsmiths*. And, we like these names because their semantics reveal the importance of the work, of the forgers who shapes the matter, in this case the shape of words.

This change, we believe, deserves a mark that identifies it. For that reason, from this edition, the journal will have a new caption that accompanies its name. There will no longer be the expression *new epoch* that since 2012 was mark of a change of format of the medium. Now, there will be the phrase: *Third season*. We opt for it because we start a third middle moment and because this term has both, spatial and temporal significance. It is typical of a place of passage and stay, which we believe allows the meeting between readers (as if we were waiting for a train to undertake a new trip) and is, also, a time stamp that assumes that new changes will come and others are left behind (like the seasons that mark the cycle of the year). We also have a design change (thanks to the University Editorial Center) that chooses to use the colors that identify the School of Communication which, as we said before,

houses our medium. We continue our efforts for a bilingual edition thanks to the support of the Department of Languages of Universidad de Manizales. And we are still hosted on the magazine website managed by our institution's Library and Resource Center. We hope that our authors and readers will catch our enthusiasm with this new stage, that this third season will be a good harvest for all.

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