Contents

CONTENTS

EDITORIAL Amybel Sánchez de Walther, <i>PhD</i>	12
Communication & New Technologies	
Transmedia Intertextual Systems as a pedagogical strategy: From The Walking Dead® to The Odyssey	15
Diego Montoya Bermúdez and Miguel Arango Marín EAFIT University (Colombia)	
The use of social networks as a source of information at civic risk Mercedes Cancelo Sanmartín (University of Malaga, Spain) Navid González Márquez (Da Vinci University, Mexico)	37
Public Relations	
Relational, communicational and synergistic function of Public Relations in public and private organizations in Peru Miguel Valdez Orriaga University of San Martin de Porres (Peru)	57
Relationship between internal communications and Management of Public Controversy Enrique Elías Villanueva	75
University of San Martin de Porres (Peru)	
Quality of the relationships with the media and their impact on the journalistic contents Karen Cortez Gaona University of San Martin de Porres (Peru)	95
Advertising	
A case study of a Spanish fashion Communication Agency: Tal Cual Comunicación Ruth Martín Cerro CEU San Pablo University (Spain)	123

Infographics: Representation of reality, Advertising	
and Organizational Communication	137
Gerardo Karbaum Padilla	
University of San Martin de Porres (Peru)	
Journalism	
Expansion and presence of free radio in Chiapas,	
a phenomenon of globalization	153
Sarelly Martínez Mendoza, Francisco Cordero Fernández and Hugo Villar Pinto Autonomous University of Chiapas (Mexico)	
The Chronicle in Latin America. The case of Etiqueta Negra	173
Beata Szady	
University of Wrocław (Poland)	
The Classical Journalism against the New Journalism	187
Carolina Sánchez Vega	
University of San Martin de Porres (Peru)	
News criteria of South American newspapers. Media treatment about the role of UNASUR in the Venezuelan conflict (March 2014)	197
María Alaniz	
National University of Cordoba (Argentina)	
Media & Society	
Intercultural Communication: Confronting conceptions and problems	217
Javier Protzel	
University of the Pacific (Peru)	
Popular Press during Fujimori's Regime: an approach to a reception practice	235
Miguel Ángel Torres Vitolas	
Pontifical Catholic University of Peru	
Critical reading of media in school textbooks from	
the educational communication	251
Ximena Ojeda Sánchez, Carlos del Valle Rojas and Juan del Valle Rojas	
University of La Frontera (Chile)	
Public and Media Spheres in Communication and Health	268
Mónica Petracci	
University of Buenos Aires (Argentina)	

Ruptures' Weight. Access to ICT by rural teachers and school path	289
Edgardo Carniglia	
National University of Río Cuarto (Argentina)	
America's Next Top Model: An analysis of the educational potential	
of a reality show about beauty	311
Tomás Atarama Rojas and Alexandra Coloma Núñez	
University of Piura (Peru)	
Contributors references	327
Thesis reviews	337
Publication standards.	343