

EDITORIAL

Since the publication of the first issue, the journal “Correspondences & Analysis” has focused on contributing to the enrichment of knowledge and scientific debate around Communication Sciences, whether in the fields of Journalism, Advertising, Public Relations, as well as the existing connection between Media, Society and New Technologies.

The edition of the last eight numbers (2011-2018) has meant a journey full of opportunities and learning spaces, comprising almost a decade, witnessing the evolution of communication trends and the development of innovative Media channels, led by professionals young generations.

Precisely, to be on par with advances and tendencies in our discipline, this ninth number inaugurates a new stage in which the electronic edition will prevail, in order to provide more agile and real-time information to those who consult online our Journal.

During this long journey, we have collected a series of noteworthy experiences. One of the most important has been the collaborative and synergistic environment between the members of the editorial & scientific committees, academic reviewers, designers, style correctors and, of course, the authors themselves, who have contributed (with their capacity, time and dedication) in nurturing and extending the scope of “Correspondences & Analysis” in different parts of the globe.

Jorge Luis Borges, paraphrasing amusingly Quevedo, admonished to the authors for composing long prologues. We hope that this introductory section will effectively fulfil its role in presenting this new group of scientific articles (different in stylistic, methodological, in context and origins) that do not form unconnected or inconsistent agglutination, but an organic and multifunctional body, united by its concern in understanding the media problems in depth and thus approaching more faithfully to contemporary communicational dilemmas.

César Mejía Chiang, *PhD.*

Director of Communication Sciences Research Institute
Faculty of Communication Sciences, Tourism and Psychology - USMP