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Analytic Summary

Sidorenko Bautista, Pavel; Herranz de la Casa, José M. (Universidad de Castilla-La Mancha, Facultad de Periodismo), Aulario Polivalente, Campus Universitario, s/n, 16071 Cuenca): **Un hashtag en defensa de la empresa. Nueva dimensión de la comunicación corporativa: Estudio de la estrategia digital de los empleados de Empresas Polar frente a la confrontación con el Gobierno.** (A hashtag in defense of the company. New dimension of corporate communication: Case study of the digital strategy of Empresas Polar employees against the government confrontation) (Orig. es)

In: *Mediatika. Cuadernos de Medios de Comunicación*. 15, 5-24

Abstract: This paper analyzes the whole strategy and message through social networks defending workers of Venezuelan corporation, Empresas Polar, apart from the communications strategies of said corporation; in response the actions of the government of Venezuela against them.

Key Words: Infographics. Social Networks. Twitter. Corporate communications. Protest.

Orrantía Herrán, Andoni (Univ. del País Vasco (UPV/EHU). Urbanización Herri Ondo, 4 – Bajo Izda. – Oiartzun (Gipuzkoa): **La convergencia de redacciones en la Cadena SER. La producción y distribución de contenidos informativos para la antena, la web y Twitter durante la noche electoral del 24 de mayo de 2015** (The newsrooms convergence. The case of Cadena SER. The production and distribution of the news content for the antenna, web and Twitter during the election night for May 24, 2015) (Orig. es)

In: *Mediatika. Cuadernos de Medios de Comunicación*. 15, 25-49

Abstract: Nowadays, the great technical, economic and cultural transformations demand deep changes in the field of the communication. In this context, the companies of the sector have entered a phase of continuous changes and they no longer conceive any situation as a consolidated one, but rather as opened to any negotiation. In fact, one of the characteristics of these times is the connectivity, the network society. And the information society implies the media convergence. The idea of convergence represents impacts in scenes related to the forms of organization, the working routines or the education of professionals.

Key Words: Convergence. Newsroom. Mobile. Social network. Audience.

Martín Sánchez-Ballesteros, Esther; Blanco Alfonso, Ignacio (Universidad San Pablo CEU): **Adaptación de la prensa especializada en música clásica a Internet** (Adaptation process of classical music press into Internet) (Orig. es)

In: *Mediatika. Cuadernos de Medios de Comunicación*. 15, 51-78

Abstract: This article discusses the way to communicate the contents of classical music in cultural supplements and classical music magazines. The aim is to investigate the evolution and adaptation of this section from the last decade of the 20th Century to the first of the 21th. The results and the trend lines show a clear leaning towards the maladjustment in the newsrooms and journalists and its changes because of the Internet.

Key Words: Classical music. Internet. Contents. Specialized journalist. Specialized journalism.

García de Madariaga, José M^a (Univ. Rey Juan Carlos. Fac. de Cc. de la Comunicación , Dpto. de Cc. de la Comunicación y Sociología) Camino del Molino s/n. 28943 Fuenlabrada (Madrid); **Broullón, Manuel A.** (Univ. de Sevilla. Fac. de Comunicación, Dpto. de Comunicación Audiovisual, Publicidad y Literatura) Avda. Américo Vespucio s/n. La Cartuja (Sevilla) **Lamuedra, María** (Univ. de Sevilla. Fac. de Comunicación, Dpto. de Periodismo I) Avda. Américo Vespucio s/n. La Cartuja (Sevilla): **La televisión pública ante los desafíos de la convergencia digital: percepciones de la audiencia y de profesionales de TVE** (Public television faced with the challenges of digital convergence: perceptions of audience and TVE professionals) (Orig. es)

In: *Mediatika. Cuadernos de Medios de Comunicación*. 15, 79-99

Abstract: At a time when the welfare state is in crisis and public television is being questioned within an intensely competitive communications industry, the profound change in the media ecosystem at the hands of digital progress invites us to ponder the role of a public television service facing an interactive audience redefined as 'prosumer'.

Key Words: Public television. Prosumers. Audience. The sociology of news desks. Digitalisation.

Fernández Lombao, Tania; Vázquez Sande, Pablo (Universidade de Santiago de Compostela. Facultad de Humanidades, Complejo docente del Campus de Lugo, s/n, 27002, Lugo): **Twitter: ¿Cómo actúan los directores de los principales diarios de España en esta red social?** (Twitter: How do the directors of major newspapers in Spain on this social network?) (Orig. es)

In: *Mediatika. Cuadernos de Medios de Comunicación*. 15, 101-123

Abstract: The purpose of this communication is to analyse the top managers of print media and the most prolific digital natives on Twitter in Spain, to ascertain if they employ their profiles for personal use or solely to increase the impact of their media work. The study used the Twitonomy tool.

Key Words: Twitter. Media managers. Journalism. Interaction. Twitonomy. Cyberculture.

López Hidalgo, A. ; Fernández Barrero, A. (Universidad de Sevilla (España). Depto. de Periodismo II. c/ Américo Vespucio, s/n. C.P: 41092 (Sevilla): **Retos para la consolidación del reportaje inmersivo. Estudio de caso de las experiencias pioneras en España de El Mundo y El País** (Challenges for immersive report's consolidation. Case study about pioneering experiences in Sapin of *El Mundo* and *El Pais*) (Orig. es)

In: *Mediatika. Cuadernos de Medios de Comunicación*. 15, 125-140

Abstract: Immersive journalism involves the use of advanced technologies to apply to journalistic genres, such as documentary and report, in order to produce virtual reality sensation. In Spain '*El País*' and '*El Mundo*' have opened so almost parallel specialized channels and applications for its viewing. . In this paper we try to analyze the opportunities that must be overcome for getting the consolidation of this trend.

Key Words: Immersion journalism. Immersive journalism. Virtual reality.

Díaz Noci, Javier (Universitat Pompeu Fabra. Roc Boronat 138. 08018 Barcelona) **Meso Ayerdi, Koldobika** (Univ. del País Vasco (UPV/EHU). Dpto. de Periodismo II. Fac. de Ciencias Sociales y de la Comunicación. Bº Sarriena, s/n. 48940 Leioa): **Manuel Aznar Zubigarayren kazetari-lana: Euzkadi (1913-1918)** (Manuel Aznar Zubigaray's journalistic work: Euzkadi, 1913-1918)) (Orig. eu)

In: *Mediatika. Cuadernos de Medios de Comunicación*. 15, 141-173

Abstract: Manuel Aznar Zubigaray (Etxalar, 1893 - Madrid, 1975) was one of the most popular and prolific Spanish journalists of the 20th century. He was also one of the most renowned amongst those journalists who followed multiple ideologies: conservative at first in Pamplona, later in favour of the Basque Nationalist Party in Bilbao, liberal in Madrid and Havana, and right-wing –and Francoist– once again in Madrid and Barcelona. He was chief editor of the newspapers *El Sol* and *La Vanguardia*, and ran the agency EFE (amongst others). In the Basque Country, he also ran the daily paper *Euzkadi*, where we wrote a multitude of columns over more than five years. In fact, these are the publications that we will analyse in this project. Two of them, written in Basque, are fairly unknown to date. We've looked at others spread across different areas: Sport, politics, religion and even war, since Aznar Zubigaray also made his mark as a conflict reporter.

Key Words: Manuel Aznar Zubigaray. Journalist. History of the press. History of communication.

Mendiguren Galdospín, Terese; Meso Ayerdi, Koldobika (Univ. del País Vasco (UPV/EHU). Dpto. de Periodismo II. Fac. de Ciencias Sociales y de la Comunicación. B° Sarriena, s/n. 48940 Leioa): **Lineako marketina merkataritzako estrategia gisa: enpresen sare sozialen kudeatzailea** (Social networks as a marketing strategy: the companies' community manager) (Orig. eu)

In: *Mediatika. Cuadernos de Medios de Comunicación*. 15, 175-189

Abstract: Companies today are finding that an increasing number of consumers are familiar with the use of social networks as a place to search for information and opinions on products and brands. This circumstance has inevitably influenced the companies' marketing strategies. It is in this context that the figure of a company's community manager, or social network manager, has emerged.

Key Words: Community manager. Social media. Company. Brand. Marketing.

Peña Fernández, Simón; Rivero Santamarina, Diana; Larrondo Ureta, Ainara; Agirreazkuena Onaindia, Irati (Univ. del País Vasco (UPV/EHU). Dpto. de Periodismo II. Fac. de Ciencias Sociales y de la Comunicación. B° Sarriena, s/n. 48940 Leioa): **El diálogo de los partidos políticos vascos con los medios y las audiencias. El caso de las elecciones europeas 2014** (The dialogue of the Basque parties with the media and the audiences. The case of the 2014 European Elections) (Orig. es)

In: *Mediatika. Cuadernos de Medios de Comunicación*. 15, 191-211

Abstract: Based on a descriptive methodology and ten in-depth interviews with communications teams and political journalists from the area, the study examines the communication strategy used by the five parties represented in the Basque Parliament during the 2014 European electoral campaign (Basque Nationalist Party (EAJ-PNV), EH Bildu, Socialist Party of the Basque Country (PSE-EE), Basque People's Party (PPVasco) and Union, Progress and Democracy (UPyD)). The study concludes that the Basque parties define communication on Twitter and Facebook as one of the pillars of their communication strategy, even though they must define the type of interaction necessary to encourage a real and conscious social dialogue with their audience and journalists.

Key Words: Elections. Political communication. Audiences. Media. Autonomous Community of the Basque Country.

Peña Fernández, Simón; Lazkano Arrillaga, Iñaki; Pérez Dasilva, Jesús A. (Univ. del País Vasco (UPV/EHU). Dpto. de Periodismo II. Fac. de Ciencias Sociales y de la Comunicación. B° Sarriena, s/n. 48940 Leioa): **Hedabideak eta ekintzailtza unibertsitate ikasketetan** (Media and Entrepreneurship in University Studies) (Orig. eu)

In: *Mediatika. Cuadernos de Medios de Comunicación*. 15, 213-224

Abstract: The rise of the digital native media and the crisis –both economic and in audience– of the traditional media are propitiating the transformation of the communicative ecosystem. In this context new figures of professionals have emerged associated with the field of digital media, networks, and social and corporate communication. Thus, more and more independent professionals collaborate with the media through the use of digital tools. For all this, the inclusion of entrepreneurship within the subjects of the curricula, initially in a transversal way, seems essential for developing this area of expansion and future of the Communication.

Key Words: Journalism. University. Entrepreneurship.

Rodríguez González, M^a del Mar; Marauri Castillo, Iñigo; Pérez Dasilva, Jesús A (Univ. del País Vasco (UPV/EHU). Dpto. de Periodismo II. Fac. de Ciencias Sociales y de la Comunicación. B^o Sarriena, s/n. 48940 Leioa): **Itzultzaile automatikoak euskaraz, bilakaera eta prestazioak** (Automatic translators in Basque, evolution and performance) (Orig. eu)

In: *Mediatika. Cuadernos de Medios de Comunicación*. 15, 225-242

Abstract: The objective of this research is to study the different automatic online translators in Basque in order to determine what are their main characteristics, as well as highlight those that allow the user to participate in the enrichment of the texts and improve the quality of the translation made by the machine. These are intelligent collaborative platforms with a significant social impact.

Key Words: Automatic translators. Basque. Characteristics, Platforms. Collaboration.