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Analytic Summary

AGIRREGABIRIA LASAGABASTER, ANDER. (Universidad Euskal Herriko Unibertsitatea-Universidad del País Vasco. Kristo Zeharkalea, (48480) Arrigorriaga, Bizkaia): **Nekane Balluerka, EHUKo errektorea. Hauteskunde kanpainiaren azterketa komunikazioaren ikuspegitik (2016-2017).** (Nekane Balluerka, rector of EHU. Analysis of the electoral campaign from the prism of communication, 2016-2017)) (Orig. eu)

In: *Mediatika. Cuadernos de Medios de Comunicación*. 16, 7-36

Abstract: The study analyses the 2016 electoral campaign of dean Nekane Balluerka through the prism of communication. The study uses a methodology based on in-depth interviews, content analysis and short conversations. The research concludes, among other things, that the candidate running for dean of the Basque Public University has the standard traits looked for in a spokesperson in the current information society.

Key Words: : Nekane Balluerka. University of the Basque Country. Dean. Electoral Campaign. Education Community.

Mota Zurdo, David. (Universidad del País Vasco (UPV/EHU). Facultad de Letras. c/ Paseo de la Universidad s/n, , 01006 Vitoria-Gasteiz): **Hoy es el futuro. Euskal underground musika mugimenduaren instrumentalizazioa 1980ko hamarkadan** (Hoy es el futuro. The utilization of the Basque Underground Music Movement during 1980's) (Orig. eu)

In: *Mediatika. Cuadernos de Medios de Comunicación.* 16, 37-50

Abstract: The designation of Basque radical rock ('rock radical vasco', or RRV) was a direct consequence of the resignification of punk. This article offers a set of essential keys to understanding the process by which Basque punk became an urban and political rock genre and an instrument for identity catharsis along left-wing Basque national lines.

Key Words: RRV. Punk. Herri Batasuna. Music. Identity.

Díaz Noci, J. (Universitat Pompeu Fabra. Roc Boronat 138. 08018 Bartzelona) **Espejo Cala, C.; Baena Sánchez, F.** (Univ. of Seville. Américo Vespucio s/n, La Cartuja, 41092 Sevilla): **Noticias desde la frontera: San Sebastián como centro de información en los inicios de la Europa Moderna** (News from the border: San Sebastian as an information hub in Early Modern Europe) (Orig. en)

In: *Mediatika. Cuadernos de Medios de Comunicación.* 16, 51-72

Abstract: News from San Sebastian published in a weekly newspaper in Barcelona at the end of the seventeenth century were transcribed in a book which studied the first newspaper appeared in San Sebastian. This article completes that contribution, since new evidence has appeared of news items dated in San Sebastian published first in Saragossa and then in Barcelona at the end of that century and the beginning of the eighteenth century.

Key Words: Journalism History. Basque Studies. Early Modern Europe. San Sebastian.

Capoano, Edson (Universidade Presbiteriana Mackenzie. Rua Piaui, 143, São Paulo, Brasil): **Innovación en medios independientes digitales: casos en Brasil y España** (Innovation in digital independent media: cases in Brazil and Spain) (Orig. es)

In: *Mediatika. Cuadernos de Medios de Comunicación.* 16, 73-90

Abstract: This article analyses the Fundación Ciudadana Civio – Technology applied to transparency and open access to data and the project titled El Datadista – Data, research and new narratives in journalism to cut through the noise. We use a qualitative case study methodology and a semi-structured questionnaire issued to journalists working with these initiatives, in accordance with guidelines from relevant experts. The research tries to respond to the following question: Where and how is innovation implemented in the journalistic companies analysed? The greatest innovation is in the value proposition and in the journalistic narrative, similar in both initiatives.

Key Words: Journalism. Innovation. Entrepreneurship.

Costa Pinto, Julio (Univ. Santiago de Compostela. Facultad de Ciencias de la Comunicación. Avda. de Castelao, s/n. Campus norte 15782 Santiago de Compostela): **La Tipografía en la Web, Caso de Estudio en los Periódicos Online Portugueses** (The Typography on the Web, Case Study in Portuguese Online Newspapers) (Orig. es)

In: *Mediatika. Cuadernos de Medios de Comunicación*. 16, 91-107

Abstract: Taking into account the growing and unavoidable reality of the increasing utilization of the web, a particular aspect of the general panorama of online newspaper reading regarding typography is therefore highlighted. In the present study we will try to describe and analyse the application of WebFonts in a sample of Portuguese online newspapers in order to determine whether it is possible to draw a standard basis for their application.

Keywords: Typography. WebFonts. Online Newspapers. Cyberjournalism. Internet.

Eguskiza Sesumaga, Leyre (Universidad del País Vasco (UPV/EHU) Facultad de Ciencias Sociales y de la Comunicación. Dpto. de Periodismo II. Sarriena s/n. 48940. Leioa): **Política de comunicación de crisis en el ámbito universitario: El caso de la Universidad del País Vasco (Crisis communication policy in the university area: The University of the Basque Country)** (Orig. es)

In: *Mediatika. Cuadernos de Medios de Comunicación*. 16, 109-140

Abstract: The University of the Basque Country has to face several crisis, which could endanger its balance and affect its corporate image. This investigation tackles the way the institution manages these type of situations from the communicative area, identifying the main events of the last years and their impact in the basque press. The exhaustive interviews done to the Communication Managers contribute to build a wide view that contains many considerations directed to the future creation of a crisis communication plan.

Key Words: Institutional communication. Crisis communication. University. Mass Media.

Rodríguez González, M.M.; Marauri Castillo, I.; Armentia Vizuete, I.; Marín Murillo, F. (Euskal Herriko Uniberstitatea (UPV/EHU) Gizarte eta Komunikazio Zientzien Fakultatea. Sarriena s/n. 48940 Leioa): **Krisien komunikazioa. Politika- eta osasun-agintaritzen kudeaketa arrautzaren krisian, Euskadin** (Crisis communication. Eggs crisis management in the Basque country by political and health officials) (Orig. eu)

In: *Mediatika. Cuadernos de Medios de Comunicación*. 16, 141-158

Abstract: Eggs are one of the products that more crisis have starred in recent years. Particularly, crisis related to food safety, namely, hygienic conditions of poultry houses and toxiinfections due to Salmonellosis, and related to economic issues, such as the price increase experienced by eggs last October of 2017 as a consequence of their scarcity in Europe. The origin of this shortage is precisely the object of study of this research: the contamination of millions of eggs from farms in Belgium and Holland by an insecticide called Fipronil.

Key Words: : Crisis. Egg. Intoxication. Fipronil.

Rivero Santamarina, D.; Peña Fernández, S.; Larrondo Ureta, A.; Meso Ayerdi, K.; Agirreazkuenaga Onaindia, I. (Univ. del País Vasco (UPV/EHU). Dpto. de Periodismo II. Fac. de Ciencias Sociales y de la Comunicación. B° Sarriena, s/n. 48940 Leioa): **Europako alderdien jarduera sare sozialetan Europako Parlamenturako 2014ko hauteskundeetan** (The activity of European parties on social networks during the 2014 European Parliament elections) (Orig. eu)

In: *Mediatika. Cuadernos de Medios de Comunicación*. 16,159-175

Abstract: This article analyzes web pages and activity in social networks of the leading political parties in six European countries during the European Parliament elections 2014. The results confirm that, although the formal presence and activity of the parties is high, the spaces reserved for citizen participation are still very limited and one-way communication is still the main use of the Internet for European political parties.

Key Words: Social networks. European elections. Citizen participation.

MENDIGUREN GALDOSPIN, T.; MESO AYERDI, K.; PÉREZ DASILVA, J. 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): **Kazetaritza-eredu berriak: natibo digitalen agerpena** (A new model of journalism: the rise of digital natives) (Orig. eu)

In: *Mediatika. Cuadernos de Medios de Comunicación*. 16, 177-193

Abstract: The crisis in the communication sector has encouraged the emergence of new journalism models aligned with the digital sphere. A new business culture is becoming apparent in the field of journalism, leading to the rise of innovative startup journalists. This article defines and analyses this new model of communication arising from native communication media in our environment, using qualitative methods such as content analysis and interviews with journalists and editors.

Key Words: Startup. Online journalism. Communication media. Digital press. Digital native.

VERÓN LASSA, J.J.; PALLARÉS NAVARRO, S. (Universidad San Jorge. Facultad de Comunicación y CC.SS. Campus Universitario Villanueva de Gállego. Autovía A-23 Zaragoza - Huesca, Km. 299. 50830 Villanueva de Gállego (Zaragoza)): **La imagen del político como estrategia electoral: el caso de Albert Rivera en Instagram** (The politician image as electoral strategy: the case of Albert Rivera on Instagram) (Orig. es)

In: *Mediatika. Cuadernos de Medios de Comunicación*. 16, 195-217

Abstract: The research examines how the Instagram social network has become a key political marketing tool for working the candidates' personal brand. It focuses on the case of Albert Rivera, president of the political party Citizens, one of the new political groups that have broken into the Spanish political landscape in recent years. The study covers a period of one full year between October 2015 and October 2016, comprises two consecutive electoral appointments and concludes the day that Mariano Rajoy is inaugurated president of the Government. The starting hypothesis is that Rivera's strategy in Instagram is focused on transmitting a more personal, natural and close image with the users than in spreading their work. For this purpose, a code of analysis has been applied to each of the Instagram publications included in the study period.

Key Words: Political communication. Elections. Instagram. Albert Rivera. Social networks.