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Analytic Summary

Agirregabiria Lasagabaster, Ander. (Universidad Euskal Herriko Unibertsitatea-Universidad del País Vasco. Kristo Zeharkalea, (48480) Arrigorriaga, Bizkaia): **Osoigo plataforma: Hego Euskal Herriko politikarien erantzunak eta horien konparaketa euskal hedabideen azalekin.** (Osoigo platform: Answers of politicians of Hego Euskal Herria and their comparison with Basque media's covers) (Orig. eu)

In: *Mediatika. Cuadernos de Medios de Comunicación*. 17, 5-40

Abstract: The research analyzes the responses of the politicians of Hego Euskal Herria, for three months, on the Osoigo platform. The study presents a methodology based on objective data collection and hemerographic review. The research draws the conclusion, among others, that the digital portal is a signal of political communication and democracy 2.0, despite the fact that the presence of politicians from the four territories is testimonial.

Keywords: Osoigo. Democracy 2.0. Policy 2.0. Political monitoring. Political transparency.

Alonso del Barrio, Estrella (Universidad de Valladolid (España). Prado de la Magdalena, S/N) **García Encinas, Antonio F.** (Universidad Europea Miguel de Cervantes (España) Calle del Padre Julio Chevalier, 2, 47012 Valladolid): **De Twitter a la educación cívica. Análisis del hashtag #jetaparking y la influencia de los medios de comunicación tradicionales en su viralización** (From Twitter to the civic education. Analysis of the hashtag #jetaparking and the influence of the traditional mass media in his viral diffusion) (Orig. es)

In: *Mediatika. Cuadernos de Medios de Comunicación*. 17, 41-64

Abstract: The capacity of contributing to the social capital of a community and have influence in citizens behaviour can arrive in unsuspected ways. But, what's that way to success? We have analyzed the travel of the hashtag #jetaparking and its viralization related to its appearances in digital and traditional media.

Keywords: #jetaparking. Viralization. Media. Social media. Twitter.

Gurrutxaga, Guillermo; Cantalapiedra González, María J.; Iturregui Mardaras, Leire (Universitat Pompeu Fabra. Roc Boronat 138. 08018 Bartzelona): **La formación periodística al margen de la Universidad. Resultados de la Agência da Boa Notícia Guajuviras (Brasil)** (The journalistic training outside the University. The experience of the Agência da Boa Notícia Guajuviras, Brazil) (Orig. es)

In: *Mediatika. Cuadernos de Medios de Comunicación*. 17, 65-78

Abstract: The Agência da Boa Notícia Guajuviras delivers a four months training course on journalism for young people in a neighborhood in Canoas (Brazil). The aim of the project is to fight violence. This research uses qualitative techniques such as participant observation and in-depth interviews to analyze the progress made by these students, who are able to produce and broadcast works on platforms such as YouTube.

Keywords: Journalism. Education. Citizen journalism. Media literacy. Educommunication.

Dávila Uzkudun, Idoia; Rivera Soñora, Garikoitz; Uralde Arrue, Mikel; Bidegain Aire, Eneko (Mondragon Unibertsitatea Humanitate eta Hezkuntza Zientzien Fakultatea Bedarreta auzoa. Otalora, 31 20550 Aretxabaleta): **Hibridazio metodologiarren espermentazioa euskarazko komunikabide batean** (Experimental hybridization methodology in a Basque media) (Orig. eu)

In: *Mediatika. Cuadernos de Medios de Comunicación*. 17, 79-109

Abstract: Hybridizing is an often used method, with the aim of innovating, in production or business. It is the junction of two or three companies or sectors, in order to invent new products, beneficial to all participants of the process. We have tried to experiment this method with the Basque newspaper Berria. Beforehand, we have analyzed the activity of Berria in social network and the opinion of young people about this newspaper. Considering the fact that young people use essentially smartphones, we have proposed to explore possibilities of innovating products in this sector. After some meeting and interview, the culture center Tabakalera has been elected to experiment hybridization with Berria. We do not achieve the aim, and the experiment has ended without new product. However, this process has given some tracks for other opportunities.

Keywords: Hybridization. Basque medias. Innovation. Young people. Basque language.

Larrondo Ureta, Ainara; Orbegozo Terradillos, Julen (Euskal Herriko Unibertsitatea (UPV/EHU) Gizarte eta Komunikazio Zientzien Fakultatea. Sarriena s/n. 48940 Leioa): **Feminismoari XX. mendean ezarritako ikusezintasun mediaticoaren azterlana: mugimendu sufragistaren eta Emakumearen Askapen Mugimenduaren borroka komunikatiboa** (A study on the journalistic invisibility of the feminism in the XX. century: the communicative struggle of the suffragist and the Women's Liberation Movements) (Orig. eu)

In: *Mediatika. Cuadernos de Medios de Comunicación*. 17, 111-133

Abstract: This article aims to explain how and in which sense journalism has defined, depicted and visibilised the feminist movement. This research takes place in a critical moment for the movement. In fact, after decades of «bad press» and negative connotations related to this movement's social practices and behaviour style (ideology of excess), the movement has been revitalised and revisibilised thanks to diverse factors, being one of the most evident the technological one, symbolised by the digital social networks.

Keywords: Feminist movement. Press. Suffragism. WLM.

Pérez Dasilva, Jesús; Meso Ayerdi, Koldobika; Mendiguren Galdospin, Terese; Peña Fernández, Simón (Euskal Herriko Unibertsitatea (UPV/EHU), Gizarte eta Komunikazio Zientzien Fakultatea. Sarriena s/n. 48940. Leioa): **Andoainen Baltasar erregeak izandako lapsusaren inguruko elkarrizketa eta jarduera Twitterren** (Conversation and activity on Twitter about the mistake of King Baltasar at the cavalcade of Andoain) (Orig. eu)

In: *Mediatika. Cuadernos de Medios de Comunicación*. 17, 135-146

Abstract: The cavalcade of the Magi in Andoain in January 2019 became one of the most talked about topics on social networks and in the media. This work analyzes the treatment that the lapse of King Baltasar had on Twitter in his speech from the balcony of the City Hall. This research studied the main meaning patterns and identified the actors that stimulated the conversation.

Keywords: Twitter, Analysis of Social Networks, Semantic Networks, Node XL

Olveira Araujo, Rubén (University of the Basque Country (Spain): **Trans en los media: Un estudio comparativo piloto del tratamiento de la transexualidad en la prensa generalista y los medios de comunicación digitales** (Trans in Media: A pilot comparative study of the treatment of transexuality in generalist press and digital media) (Orig. es)

In: *Mediatika. Cuadernos de Medios de Comunicación*. 17, 147-168

Abstract: Throughout the last five years, transsexuality has progressively moved out of the shadow of the private sphere to public debate. Of course, the media are not oblivious to this phenomenon. All this has led to an exponential increase in the pieces of information on this fact of sexual diversity and, consequently, also to a better treatment of these realities by the media. The present pilot study analyzes the representation of transsexuality in the general press and in digital media at the state level from a sexological point of view.

Keywords: Transsexuality. Journalism. LGTB, Press. Digital Media.

Velasco Urbano, Laura (Facultad de Comunicación y Documentación (UGR) Edificio Máximo de Cartuja, 18011): **La evolución de la crítica literaria en los nuevos medios: del papel al booktube** (The evolution of literary criticism in new media: from paper to booktube) (Orig. eu)

In: *Mediatika. Cuadernos de Medios de Comunicación*. 17,169-191

Abstract: Literary criticism, one of the most representative names of Cultural Journalism, is living a stage of reinvention thanks to new media and the rise of audiovisual with the emergence of innovative creative and outreach spaces such as Booktube. In this work, from case studies, an analysis of formats that have begun to be developed was carried out and a first typology is proposed (from the unboxing, the book haul or the of book challenge) with the interactivity, the creation of the community and the transmedia as signs of identity.

Keywords: Journalism. Literary criticism. Booktube. New media. Transmedia.