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Analytic Summary

Azpeitia Iruretagoiena, Itziar.: Entretenimendu saioen garrantzia Euskal Telebistan aro digitalean. Euskarazko ikus-entzunezko eduki entretenigarrien inguruko hausnarketa (The importance of entertainment programmes at Euskal Telebista in the digital era. Reflections on Basque audio-visual entertainment content) (Orig. eu)

In: *Mediatika. Cuadernos de Medios de Comunicación*. 19, 5-24

Abstract: Current times are often called the digital era, a label which reflects the importance that this new technology has in most areas of society at present worldwide. Digitalisation is certainly linked to television and, therefore, it is closely related to the activity of Euskal Telebista, the public television company of the Basque Country. The new scenario resultant from digitalisation and the development of new technologies entails both difficulties and opportunities for the attainment of the missions and objectives of this Basque public media entity. We will reflect on that in this paper, focusing mainly on audio-visual entertainment content. We will show the importance of entertainment programmes for the attainment of the objectives of Euskal Telebista. The features of this new scenario will be analysed, so as to later on identify some of the opportunities as well as threats and difficulties that it offers in this regard.

Keywords: Euskal Telebista. Basque Television. Entertainment. Digitalisation. Public Television. Audiovisual content. Television. Basque language.

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In: *Mediatika. Cuadernos de Medios de Comunicación*. 19, 25-40

Abstract: All organizations that make public communication had to adapt their activities to exceptional conditions during the first few months of the pandemic of COVID19 due to the health crisis. This article examines changes in organizations based on the experiences of those in charge of communication issues, with particular attention to the use of languages and management of the minoritized language, the Basque-language in this case. The sudden crisis situation has put the organizations' communication procedures and capabilities to the test. The role and importance of communication within each organization has been exposed and has led to changes that will continue for a long time

Keywords: Communication. Pandemic. Minoritized languages. Basque.

Azkunaga García, Leire (Universidad del País Vasco/Euskal Herriko Unibertsitatea (UPV-EHU). Sarriena s/n. 48940. Leioa): **Moldaketa kanibala: ibilbide narratibo hirukoitza Hannibal telesailaren eraikuntzan** (Cannibalism adaptation: triple narrative journey in the construction of Hannibal television series) (Orig. eu)

In: *Mediatika. Cuadernos de Medios de Comunicación*. 19, 41-58

Abstract: This research focuses its interest on the television series Hannibal (Fuller et al., 2013-2015) and, more specifically, on the intertextual or dialogical relations it establishes –and which alters continually– with the original narrative universe. Similar to the modus operandi of the cannibal, the fiction draws on the literary legacy of its creator Thomas Harris and the eponymous film adaptations with the aim to give a new meaning to them. The series directed by showrunner Bryan Fuller becomes a true cannibal adaptation, in that it extends, throughout its three seasons, Lecter's cannibalism and liminality to the narrative level. Thus, from its first seasons, the series is situated at an intermediate point, in an indeterminate space between prequel, adaptation and reinvention of the so-called Hannibalverse or Hannibal universe in which both the villainous protagonist and his disciple Will Graham are inscribed.

Keywords: Hannibal. Television series. Intertextuality. Adaptation. Villain. Cannibalism.

Peña Fernández, Simón; (Universidad del País Vasco/Euskal Herriko Unibertsitatea (UPV-EHU). Sarriena s/n. 48940. Leioa): **Zeharkako Kompetentzien (ZK) prestakuntza, sareko kazetaritza jasangarriko proiektuen bidez** (Training in Transversal Competences (TC) through sustainable online journalism projects) (Orig. eu)

In: *Mediatika. Cuadernos de Medios de Comunicación*. 19, 59-78

Abstract: Technological progress has prompted journalistic companies to constantly adapt their way of operating and has redefined the professional skills of the media industry. These adaptations also reach the formulas used by university education to train web professionals taking into account their objectives and functions in society. Although the profession faces challenges derived from

immediate information, misinformation and visibility, this field has useful resources to promote quality journalism based on analysis, deepening of information and information of service to society, among others. In a context in which various phenomena test the value of the profession, some approaches require from journalism a more holistic, social and community-oriented vision, which promotes new training actions. In order to contribute to responding to these challenges, this article includes the design and results of a practical experience of pedagogical innovation developed within the framework of the subject "Writing and creation of web content" in the 2020/2021 academic year, of the second year of degrees in the Communication area of the UPV/EHU.

Keywords: Transversal Competences. Online Journalism. Communication. Sustainable Development Goals. University

Junguitu Dronda, Maitane (Game Erauntsia Elkarte): **Euskarazko kazetaritza espezializatua: bideojokoen idatzizko iruzkinen azterketa** (Basque specialized journalism: analysis of written video game's reviews) (Orig. eu)

In: Mediatika. Cuadernos de Medios de Comunicación. 19, 79-106

Abstract: In the field of specialized journalism, the Internet allows us to develop very specific market niches. This is especially important in the case of minority languages and even more so when the subject of the content is hyper-specialized, as is the case with video games. Starting from the reflection on specialized journalism in Basque -including the use of free licenses- and addressing journalism about video games, this paper analyzes the importance of Internet projects arising from audiences. Specifically, in the field of video games, the work of the Game Erauntsia Association will be analysed, which since 2014 has been working on its blog in Basque about video games. Starting from the journalistic activity of this association, a theoretical-practical reflection on the most commented video games is carried out. Finally, a concrete proposal is described to work with this journalistic genre.

Keywords: Specialized journalism. Basque language. Video game review. Video games. Digital media. Game Erauntsia.

Abellán Mancheño, Andrea; Arias Robles, Félix; García-Avilés, José A. Universidad Miguel Hernández de Elche (España): **Transparencia, conservación y paridad en los grandes proyectos de datos: el caso de los Data Journalism Awards (DJA) y Sigma Awards (2013-2020)**(Transparency, conservation and parity in big data projects: the case of the Data Journalism Awards (DJA) and Sigma Awards (2013-2020)) (Orig. es)

In: Mediatika. Cuadernos de Medios de Comunicación. 19, 107-124

Abstract: Data journalism has grown exponentially to become an informative reference. This study examines three of the most important features of this discipline through the analysis of high-level projects: 1) the transparency of the projects through the analysis of their methodology; 2) the parity in the teams; and 3) their preservation, as many of the works are published only in digital form, making their survival difficult. The study focuses on the content analysis of the projects awarded by the Data Journalism Awards (DJA) from 2013 to 2019 and by the Sigma Awards in 2020. The study focuses on the best visualisations, best apps, and data investigations. The results show that visualisations are the projects

that survive best, that methodologies are more shared in data investigations, and that the presence of women does not exceed 50% in any of the award-winning categories.

Keywords: Data journalism. Transparency. Curation. Parity. Data Journalism Awards. Data Journalism Awards. Sigma Awards.

Eguzkitza Mestraitua, Gaizka (Univ. del País Vasco/Euskal Herriko Unibertsitatea (UPV-EHU). Sarriena s/n. 48940. Leioa): **El público joven y su relación con ETB** (The young audience and its relationship with ETB) (Orig. es)

In: *Mediatika. Cuadernos de Medios de Comunicación*. 19, 125-146

Abstract: Audiovisual consumption habits have changed: viewers, particularly young people, opt for online platforms, so conventional televisions have to react in order not to lose their market. This article analyzes the relationship between young people and the EITB television channels. For this, the evolution of the audiences of the ETB channels has been consulted; the perception of this age group on ETB has been tested; and, finally, the corporate documents of the entity to discern the place that this public occupies within its strategy has been analyzed. In conclusion, it can be said that young people are not very interested in the channels of this group, so that EITB, after years without taking them into account, begins to take steps to stop in this direction.

Keywords: EITB. Youth. Television. Audience.

Eizmendi Iraola, Mainer (Universidad del País Vasco/Euskal Herriko Unibertsitatea (UPV-EHU). Facultad de Ciencias Sociales y de la Comunicación. Sarriena s/n. 48940. Leioa): **Zientzia dibulgazioa eta Covid-19a. Birusaren ezaugarrietan eta txertoen garapen eta eraginkortasunean oinarritutako mezua eta elkarreragina** (Science dissemination and Covid-19. Message and interaction based characteristics of the virus and efficacy of vaccines) (Orig. eu)

In: *Mediatika. Cuadernos de Medios de Comunicación*. 19, 147-162

Abstract: The Covid-19 pandemic focuses on scientists and researchers. Since they first met in December 2019, researchers working in different fields have worked extremely hard to analyze the problem, to generate resources to deal with it, and to respond to society's request for information. To overcome the uneasiness caused by an unprecedented health crisis, it was essential that researchers devote the work. In this context, the purpose of this research has been to conduct a tenacious analysis of the news published in the Spanish version of *The Conversation* around Covid-19, in particular, the subject matter (n = 306) which has been carried out on the part of readers using the content analysis technique. Results have shown that the characteristics of the virus, and the development and efficacy of vaccines, have had a special place in dissemination, and that there has been a noticeable response from users. Associated with the latter, in general, the works which have been released through *The Conversation* have gained significant interest and influence.

Keywords: Covid-19. *The Conversation*. Dissemination. Virus. Vaccine. Interaction.

Escribano Garcia, Nayla; González, Jon Ander; Orbegozo-Terradillos, Julen; Larrondo-Ureta, Ainara; Peña-Fernández, Simón; Perez-de-Viñaspre, Olatz; Agerri Gascón, Rodrigo (Universidad del País Vasco/Euskal Herriko Unibertsitatea (UPV-EHU). Sarriena s/n. 48940. Leioa): **Euskararen erabilera Eusko Legebiltzarreko debateetan (2012-2020)** (The use of Basque language in debates in the Basque Parliament (2012-2020)) (Orig. eu)

In: *Mediatika. Cuadernos de Medios de Comunicación*. 19, 163-178

Abstract: The analysis of interventions in parliament, in the context of deliberative democracies, is relevant because they are closely linked to political action and to the exposition of the reasons why legislative initiatives are developed. For its part, in recent years, automated content analysis has made it possible to process large volumes of information. In this context, this article studies the use of Basque in the Basque Parliament based on the automated analysis of the minutes of the sessions during two legislatures (2012-2016 and 2016-2020). The results indicate that, in the total volume of interventions, those carried out in Basque are slightly above their daily use, although tendencies towards their formal and symbolic use that seek to make their presence visible are also identified.

Keywords: Parliament. Bilingualism. Euskara. Natural language processing. Euskadi.