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Analytic Summary

Mendiguren Galdospin, Terese; Meso-Aierdi, Koldobika; Pérez-Dasilva Jesús Ángel; Ganzabal Learreta, María (Universidad del País Vasco/Euskal Herriko Unibertsitatea (UPV-EHU). Sarriena z/g. 48940. Leioa): **Aurrez aurreko irakaskuntza online testuingurura egokitzea koronabirusaren krisian** (Adapting face-to-face teaching to the online context during the coronavirus crisis) (Orig. eu)

In: *Mediatika. Cuadernos de Medios de Comunicación*. 20, 5-20

Abstract: This research shines the spotlight on the experiences and reflections of communication professors at the University of the Basque Country in terms of bi-modal teaching, designed for the 2020/21 school year in the context of the pandemic. The objective of this teaching strategy is to reduce the flow of students in classrooms, all while ensuring the same offer as face-to-face classes. Half of registered students logged into class from home, while the other half attended class in person. These shifts alternated on a weekly basis. The objective of the study is to analyse the difficulties, mistakes, and correct decisions in adapting education to the context of bi-modal teaching. We decided on a qualitative methodology, divided into two phases of action. Firstly, a Focus Group was made with professors from the three communication degrees, and then a survey was drawn up that was sent to those who taught their classes in bi-modal fashion. This type of teaching intends to act as a hybrid between the face-to-face and virtual strategy, so as to obtain the benefits of both. However, keeping the two focal points of attention and meeting the needs that arise in the two different contexts is a difficult challenge. There is a high degree of concern regarding issues related to adapting classes to this kind of teaching, and mainly due to loss of interaction with students.

Keywords: Bi-modal teaching. Higher education. Pandemic. Professors. COVID-19. Digital learning.

Unda Endemaño, Annette (Universidad del País Vasco/Euskal Herriko Unibertsitatea (UPV-EHU). Sarriena z/g. 48940. Leioa): **Euskal hedabideak eta gatazken jarraipena: Udaberri Arabiarraren kasua** (The Basque media and the coverage of the conflicts: the case of the Arab Spring) (Orig. eu)

In: *Mediatika. Cuadernos de Medios de Comunicación*. 20, 21-40

Abstract: Along with the general changes that the journalism profession has undergone in recent years, conflict journalism has also borne witness to this evolution, especially in terms of labour and security conditions. Although the presence of freelance journalists became clear in the Iraq War, it was the Syrian War of 2012, under the Arab Spring, that became known as the “freelancers’ war.” As a result of all these attacks against journalists in Syria in 2012, many media outlets opted not to send journalists to cover the conflict in the area. Therefore, the objective of this work is to research how leading Basque media outlets monitored the Arab Spring and to analyse the security and work conditions offered to journalists who were working in the field. In order to do so, we interviewed leading professionals from the international sections of five Basque media outlets. The main noteworthy results include increased freelance journalism, the low rates paid for news pieces, and the scant or non-existent security measures, proving the direct impact of the media crisis and the general lack of interest in international information on the conditions of journalism professionals.

Keywords: Conflict journalism. Labour conditions. Security. Arab Spring.

Larrinaga Larrazabal, Asier: The Basque media system: The role of Euskal Telebista in its completeness in a globalized audiovisual landscape (El sistema mediático vasco: El rol de Euskal Telebista en su integridad dentro del panorama audiovisual globalizado) (Orig. en)

In: *Mediatika. Cuadernos de Medios de Comunicación*. 20, 41-62

Abstract: Euskal Telebista began broadcasting 40 years ago with the intention of being an instrument for the normalization of the Basque language. So far, it has met its objective, since ETB has been a fundamental element for the Basque-speaking community to have access in their own language to such an important domain of daily life as public communication. Now, in a new context where audiovisual platforms of international scope are cornering the traditional media, ETB has been able to adapt and continues to support the completeness of our media system.

Keywords: Media system.Minority language media. Completeness. Basque language.

Erkiaga Erkiaga, Aimar.; (Universidad del País Vasco/Euskal Herriko Unibertsitatea (UPV-EHU). Sarriena s/n. 48940. Leioa): **Erreta dago. Globalizazioaren ondorio sentsikorrak gaur egungo denboretan. Burning [Beoning, Lee Chang-dong, 2018] kasua** (It’s burned. The ephemeral effects of globalisation on today. The Burning case [Beoning, Lee Chang-dong, 2018]) (Orig. eu)

In: *Mediatika. Cuadernos de Medios de Comunicación*. 20, 63-90

Abstract: This study conducts an analysis on the film Burning. In general, considering the work of filmmaker Lee Chang-dong and the critical sense of South Korean New Wave directors, this analysis unfolds from a human point of view and focuses on the issue of globalisation. In analysing the topic of research, the work

is based on the theories of the Dutch researcher Jan Nederveen Pieterse regarding individual attitudes toward globalisation. Moreover, this analysis defines and interprets these theories through the characters in the film, Jong-su, Hae-mi, and Ben. On the other hand, after understanding the attitudes related to the characters and globalisation, a geopolitical reading of each individual is provided, along with an interpretation of the film's discourse in terms of globalisation and lost Korean tradition. Lastly, the solution through violence that Lee Chang-dong assigns to this problem in the country, and its meaning, are the concluding topics of the analysis

Keywords: Burning. Globalisation. Social critique. South Korean cinema. Lee Chang-dong. Cinematographic analysis.

Larrondo-Ureta, Ainara; Peña-Fernández, Simón; Alonso-Jurnet, Ángela. (Universidad del País Vasco/Euskal Herriko Unibertsitatea (UPV-EHU). Sarriena z/g. 48940. Leioa): **Zerbitzu publikoa eta marka sustatzeko eduki estrategiak: Euskal Irrati Telebistako ikuspegi sozialeko transmedia proiektuak** (Content strategies to promote public service and the brand: Euskal Irrati Telebista's transmedia projects with a social perspective) (Orig. eu)

In: *Mediatika. Cuadernos de Medios de Comunicación*. 20, 91-110

Abstract: This article considers that EITB is an interesting case within the scope of audio-visual groups when analysing innovations in local radio and television stations in terms of content and brand management. Specifically, the research is based on two transmedia projects (Maratoia and EKIN!), recently developed within the corporation Euskal Irrati Telebista (EITB). The two projects stand out both for their social value and, especially, for their Corporate Social Responsibility (CSR), which is fundamental in public news media (Díaz-Campo and Berzosa, 2020). Based on an empirical study, the conclusions analyse why transmedia productions are theoretically effective innovative resources so that local radio and television stations can fulfil their public service role in a highly competitive environment. For this kind of media, audiences and emotional engagement are legitimating and differential elements of high value, so this research is a major step in understanding their leading challenges and possibilities.

Keywords: Public radio and television. Innovation. Transmedia. Corporate Social Responsibility (CSR). Brand.

Sarrionandia, Barbara; (Universidad del País Vasco/Euskal Herriko Unibertsitatea (UPV-EHU). Sarriena z/g. 48940. Leioa): **Kazetarientzako tresnak adimen artifizialak indartutako desinformazioaren aurka** (Tools for journalists against AI-driven disinformation) (Orig. eu)

In: *Mediatika. Cuadernos de Medios de Comunicación*. 20, 111-138

Abstract: The integration of artificial intelligence (AI) into journalism is radically transforming the ways in which information is produced, distributed, and consumed. However, it also presents significant risks concerning disinformation and professional ethics. This article examines how advanced tools—such as generative models and deepfakes—are reshaping the information ecosystem and amplifying the spread of false content. Drawing on a review of academic literature and recent studies on the relationship between AI and disinformation, the article identifies the main ethical and operational challenges facing the sector. It also explores potential solutions, including media literacy, fact-checking, and the development of digital regulation policies aimed at fostering the responsible use

of these technologies. The study highlights the importance of a multidisciplinary approach that combines technological innovation, ethical training, and international cooperation to reinforce trust in journalism and safeguard the right to information in an increasingly complex digital environment..

Keywords: Journalism. Artificial intelligence (AI). Disinformation. Media literacy. Fact-checking.

Sánchez Muñoz, Gemma; García Casado, Isabel; Varona Aramburu, David. (Universidad Universidad Carlos III. Madrid; Universidad Europea. Madrid; Universidad Complutense Madrid): **Uso de Discord en los medios de comunicación. Exploración de las posibilidades de la plataforma Discord como herramienta para el periodismo** (Use of Discord in the Media. Exploring the Potential of the Discord Platform as a Tool for Journalism) (Orig. es)

In: Mediatika. Cuadernos de Medios de Comunicación. 20, 139-162

Abstract: The social platform Discord has emerged as one of the preferred platforms among younger audiences. Although it originated to provide a social dimension to the gaming experience, it has evolved into a tool used for many other purposes.

In this context, journalism has begun to explore this terrain to understand the possibilities it offers and how it can be leveraged to media advantage. These initial steps of journalism on Discord motivate this research, which proposes a preliminary approach to this phenomenon among media outlets.

The objective is to map its implementation in newsrooms and describe its current uses and potential for the journalistic industry. The study aims to understand how this platform is utilized to distribute journalistic content and generate interest around it. Therefore, an analysis has been conducted on how the studied media employ the resources and elements that differentiate Discord. Of particular note is the intense interaction carried out by the media outlets examined.

Keywords: Discord. Social Media. Social Journalism. Digital Journalism.