

EDITORIAL

The emergence of the COVID-19 pandemic has tested media agendas and news agents around the world. No media cannot remain oblivious to the development of events that were initially focused on Southeast Asia, and then moved to Europe and the Americas.

Informational and interpretive genres, within scientific and educational journalism, had to take responsibility for audiences demands, which urgently required accurate data about the forms of contagion and symptoms of coronavirus. In turn, opinion formats had to be nurtured by the assessments of doctors and specialist virologists, in order not to incur misinformation, which often triggers panic and chaos in the public.

However, despite efforts on different media and virtual platforms, malicious fake news have continued to circulate through social networks: sensationalist exaggeration, dramatic hyperbolic and poor (or no) contrast of sources have populated online socialization environments in smartphones (WhatsApp) and social media (Facebook). Viral images, audios and false reports (adulterating logos from informational portals and even adding spurious statements from renowned academics and scientists) sought to sow confusion, increase ambiguity and confusion around this global problem.

It has fallen precisely on the public to undertake a wide selection work, carrying out an informative ecology, thus avoiding the excessive consumption of unfiltered news, an “infodemic effect” triggered after the health emergency. Together with the joint action of broadcast media, journalistic personalities in their social media accounts and other civic leaders, it has been possible to counter, to some extent, the misinformation tendency towards common good, which offers integrity, hope and, above all, useful news, which help coexistence and tolerance in periods of social isolation and restrictions of mobility.

César Mejía Chiang, *PhD.*

Director of Communication Sciences Research Institute
Faculty of Communication Sciences, Tourism and Psychology - USMP

