

EDITORIAL

The pandemic caused by COVID-19, added to the proliferation of fake news on the Internet, reinforces the importance of the scientific study of communications for an adequate system of production, dissemination and consumption of information for the understanding of social agents.

In this scenario designed by challenges to overcome, lessons to learn and opportunities that should be seized by the gears that make up the communication process, this edition of *Correspondencias & Análisis* provides a series of research that respond to the problems of these times.

The journalistic evolution and its implications in the conception of reality are addressed through a delicate diagnosis of post-truth in the news coverage during the last municipal elections in Lima, Peru. In a more digital environment, an analysis is presented on the approaches and aesthetic rethinking of media writing; and, in addition to this, also an investigation on the strategies and use of clickbait in the news structure, an increasingly frequent practice in journalism that calls into question the content and ethical guidelines of online media.

The receiver of communicative actions is the focus of two articles. One deals with the corporate image of retail stores that decide to have collaborators from the LGBT communities. The other research, on the other hand, focuses on the perception of young university students towards television programs that base their narratives on religious beliefs and conflicts between people.

Finally, an epistemological approach to social research, with a view to the production of scientific theories, is a point of interest for communication scholars, researchers, teachers and, of course, readers of this journal, which is celebrating its thirteenth edition.

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