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Abstract: Editorial

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EDITORIAL

Society and its multiple faces seem to be going through, for some time now, a few decades, an increasingly changing, and sometimes unpredictable future, in a framework where technology marks and defines the beat of the times.

The challenges and opportunities that cyberspace poses to different areas of human development, the ups and downs and warnings in the most unstable democracies, as well as the appearance of leaders with messianic airs, backed by millions of followers (in the streets and social networks), make up a scenario to which it is necessary take the pulse continuously, to understand where we are, where we have come from come and what are the potential ways forward.

In this context, scientific research is that measurer of changes and social scenarios you need to understand as deeply as possible what happens here and in other parts of the world. The rigor, the relevance, the professionalism of investigators and their commitment to the search for truth, they are usually the guarantee of studies that are also high-magnification loupes focused into specific portions of reality, just as a microscope points towards living organisms to know and classify them.

It is this, scientific research, which remains firm to its essence in times of constant turns of the rudder, both in its rigor before the subject of study, as well as in the urgent need to integrate and summon new young researchers, coming from the university classrooms, to continue nourishing with fresh brushstrokes

to the endless canvas where humanity traces its knowledge. An example of this practice is the sixteenth edition of the *Correspondencias & Análisis* magazine, which presents and analyzes, in each of its articles, current problems around the knowledge of communication and its relevance in the spanish-speaking world. A series of questions are answered in these pages, with the promise of bringing new questions.