

adComunica presentation and founding editorial

Journal of Strategies, Tendencies and Innovation in Communication

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adComunica is an international scientific journal created to study and analyse the current communication environment, in a broad sense, mainly from the strategic management perspective. The journal *adComunica* was founded with the explicit mission of contributing to a greater understanding of today's communication sector, and providing ideas and proposals for action to apply in the situations of conflict and crisis that significantly affect communication enterprises in any one of their information, advertising and audiovisual contexts. The twice yearly issues (published in May and November) of *adComunica: Journal of Strategies, Tendencies and Innovation in Communication* are available in both print and digital format; the latter can be consulted online at www.adcomunicarevista.es. The journal follows all currently demanded protocols for excellence: manuscripts, whether solicited by the journal or submitted by authors, are all subject to blind peer review, thanks to the collaboration of external evaluators; and publication rules and a strict manuscript submission protocol are followed, details of which can be found on the journal's website. The *adComunica* journal has a complex organisational structure consisting of an Advisory Board, an Editorial Board, a Professional Editorial Board and a Board of Management to guarantee the publication's scientific quality. Finally, the international outlook of *adComunica* should be noted; the journal's main language is Spanish, but articles and other contributions in English and Valencian/Catalan are also considered for publication.

Subject for study of *adComunica*

Firstly, the question of why particular emphasis is given to the concept of strategy should be explained. Strategy is now regarded as a new theoretical and methodological perspective that is vital to the scientific community, and as a key factor in business to be taken seriously by all communication managers and professionals. Today's companies operate under a common perspective, aimed at identifying and sustaining competitive advantages over their direct and indirect rivals (Massoni, 2007). The complexity of today's world requires businesses to operate using higher levels of strategy, since not only science, technology and the structures and systems of communication have changed in the 21st century, but society as a whole has undergone transformation (Thompson, 2006). Thus, adopting a strategic perspective, or an approach focusing on the communication strategies companies follow, greatly expands the nature of our subject of study, which is not confined solely to the business activity of entities and organisations working specifically in the field of communication — such as advertising agencies, communication consultants, media agencies, newspaper publishers, radio and television stations, record producers, photography and video game companies, etc. — , but affects all types of business activity, public or private, in every sector of production, given that in itself, communication is a strategic activity that forms part of its very nature (López Lita, 2000, 2003).

Additionally, we are aware that the profound economic crisis now assailing the international financial system offers an exceptionally opportune scenario for a journal of these characteristics. Indeed, over the last 10 years particularly, far-reaching changes have taken place in business management models, transforming communication into a paramount element of strategy. Due to the development of telecommunications and the unprecedented expansion of the culture industries in contemporary society, communication has become one of the key players, if not *the* key player, in the so-called “new economy” (Castells, 1997). The profound shifts of recent years have forced companies to constantly adapt to an environment in which new publics have emerged with new demands, calling for systems and modes of strategic management designed to meet these new requirements.

In this context, organisations make greater use of strategy, in terms of decision packages, in order to deal with the complex situations they have to face. The study of communication strategies in the most wide-ranging contexts allows us delimit, determine and facilitate the creation of a methodological framework to channel the power of communication through the coordination of teams and the concentration of efforts that will function according to the work philosophy of each business model (Garrido, 2004). Therefore, the aim of studying communication strategies is to lend coherence to the workings of organisations (Santesmases, 2001).

Thus, *communication strategy* is defined as the method or the set of methods the communication professional and his or her team follows to select, structure and disseminate such communication to best achieve the objectives assigned to them, taking into account every possible reaction from competitors, public and the changing environment (Rafael Alberto Pérez y Massoni, 2008). Strategic planning communication should enable us to establish ways of making rational choices from the alternatives available with specific short, medium and especially long term courses of action that allow tactical and operational decisions to be coherently aligned to achieve final objectives. The changing marketplace requires that strategic planning be oriented towards the market in the most efficient way, if what is intended is to adapt and respond to its needs.

In short, in any business context, the most critical factor when determining communication strategies is for all participants in the business project to have access to shared guidelines for the communication they have to undertake. The strategy frames collective behaviour, thereby maximising opportunities, preventing or minimising errors, reducing the risk of dissipation and possible contradictions in communication (Sánchez Tabernero, 2000). Hence, strategy is a reference point for an organisation's communicators (Ohmae, 2004). It starts by diagnosing the company's situation, its strategic positioning and the objectives to be transmitted. To this end, the strategy's phases and the communication budget are established within a timeframe and with the most suitable tactics to meet set targets (Pérez Carballo, 2003).

In effect, as we show in this general proposal, research into innovation processes in the communication sectors can address — in a broad sense — the study of many different fields. Firstly, and in a general sense, it can examine the phenomena that have led to critical changes in the market and their immediate consequences: digitisation, globalisation, concentration or deregulation of sectors and their implications for cultural industries. It can also examine communication technologies grounded in the logic of both supply and demand (Wolton, 2000), ranging from IPTV to the new social networks. And it should not ignore areas of communication that are adopting the new strategies springing from the new technology revolution, namely the field of institutional and political communication, the incorporation of corporate social responsibility strategies, and the growing importance of negotiation or creation of contents for television, Internet or mobile telephony and their digital distribution in the form of films, series or sports rights, etc.

Instigators of the publishing project

It comes as no surprise that the scientific journal *adComunica*'s concern for and interest in strategic communication is directly related to the nature of the institutions behind this publishing project.

On one hand, the Department of Audiovisual Communication and Advertising II, led by Dr. Ubaldo Cuesta Cambra, Professor at the Universidad Complutense, and the Department of Communication Sciences, under the direction of Dr. Javier Marzal Felici, Professor at the Universitat Jaume I, are aware of the need for a space in which to publish research attending to the evolution of communication in all its fields and sectors of production.

On the other hand, the third partner behind the creation of this journal is adComunica, the Association for the Development of Communication. This association was founded in Castelló in 2007 as a non-profit organisation, championed by university lecturers, communication directors in private companies and mass media managers committed to the promotion and development of all aspects of communication. It was created on the initiative of Dr. Rafael López Lita, Professor of Audiovisual Communication and Advertising at the Universitat Jaume I, President of adComunica, and managed by Mr. José Luis Serrano Fabregat¹.

The impulse behind the creation of the journal *adComunica* therefore comes from two sides: from the academic sphere and from the business and professional world itself, in which the myriad forms of communication are put into practice. We believe that if any aspect truly characterises this publishing venture, it is precisely the convergence of academic reflection and the professional perspective, an aspect that is generally absent in the current academic-scientific environment. In our view, a forum or space for reflection of this type complies with an essential principle in the construction of a modern university, in which the transfer of knowledge to the business community is a prime objective, and where the study of the professional's real world must at the same time act as a stimulus for university research.

The mission of *adComunica, Journal of Strategies, Tendencies and Innovation in Communication*, is to focus on examining strategies through the lens of scientific research and among the professional sectors in the field of communication (Journalism, Audiovisual Communication and Advertising) to uncover new tendencies and new methodologies adapted to suit changing circumstances. Improving practice in the professional sector of advertising agencies, advertisers, communication departments, press offices, audiovisual producers, televisions, cinema, radio, the press, Internet, etc., by means of scientific rigour, calls for a publication that offers a space for the concept of communication strategy in its widest sense and that is capable of drawing together research from the academic community and application by professionals in the communication sector.

¹ We would especially like to mention all the work done by Mr Juan Carlos Enrique Forcada, Secretary of the adComunica Association during its initial phase until February 2011, when he took over as Director of Onda Cero in Mallorca.

Journal content structure and main areas of study

adComunica: Journal of Strategies, Tendencies and Innovation in Communication is a six monthly publication (two issues per year), structured in three clearly differentiated sections, composed by research papers not published elsewhere or by other means.

The *Report* section is devoted to research papers, the subject of which will be proposed by the journal's management team, and will cover issues related to the study of the strategies, tendencies and innovation in the communication sectors. Subject areas will be announced on the journal's website, allowing sufficient time for preparation.

The *Other Research* section will cover academic research broadly related to the field of communication sciences.

The articles published in these two sections will be between approximately 4000 and 6000 words. Each section will contain an average of five articles, although this may vary slightly depending on the number of proposals received and their scientific quality.

The third section, entitled *Forum: Research and Profession*, is designed to provide a platform for professionals from the communication sectors to participate from a reflective, critical and/or challenging perspective. This section will also include reviews of new publications, information on forthcoming scientific and professional events or reflections on academic and professional events that have taken place in previous months. Articles for this section will be shorter (around 1000 words), and will take up no more than 20% of each issue of *adComunica*.

In this first issue, the *Report* section is given over to the study of new models for television in the contemporary environment, coordinated by Andreu Casero Ripollés, Tenured Lecturer at the Universitat Jaume I of Castellón; in the second issue, to be published in November 2011, the *Report* section will be devoted to the analysis of hybridisation and remediation in contemporary audiovisual discourses, to mark the IV International Conference on Film Analysis which will be held in the Auditorium of the Universitat Jaume I of Castellón, on 4, 5 and 6 May 2011, under the direction of Rosa Franquet i Calvet, Professor at the Universitat Autònoma of Barcelona and Javier Marzal Felici, Professor at the Universitat Jaume I of Castellón.

This presentation and founding editorial would not be complete without expressing our deepest and most sincere acknowledgement of the financial support given by various institutions, without which the launch of this scientific journal, a process inevitably fraught with complications, would not have been possible. Some of these institutions have already been mentioned above: the Association for the Development of Communication of Castellón (*adComunica*), the Department of Communication Sciences at the Universitat Jaume I of Castellón and the Department of Audiovisual Communication and Advertising II of the

Universidad Complutense of Madrid; other institutions include the Generalitat Valenciana (government of the Valencian autonomous community) through the Directorate General of Institutional Promotion, and the Ministry of Science and Innovation, as part of the National R&D&I Plan 2008-11². We firmly believe that the creation of this journal will help to stimulate scientific contributions in the field of communication sciences, an area in which openings for publication are still scarce in Spain. It is our wish that, in line with the journal's international outlook, scholars, professionals and researchers from all over the world will soon come on board in this project. But above all, we hope that this new publishing venture will bring about an increasing closer link between academia and the business reality in the communication sectors, thereby enabling us to achieve one of the missions the university is committed to undertake: to transfer knowledge to the society that sustains us and thus lend meaning to this important institution.

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