**Raimondo Anselmino, N. & Reviglio, M. C. (Eds.) (2013). *Territorios de Comunicación. Recorridos de investigación para abordar un campo heterogéneo.* Quito: Quipus, CIESPAL.**

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To simply say that designing a research project and writing a thesis are not just mere activities, but complex processes with multiple interconnected levels and problems that have to be engaged in a transversal way, might seem, at first sight, an obvious statement. This is something widely said, and few times truly gauged.

Methodology manuals often become actual *instruments of eternization*, in the words of Bourdieu, of the craft of research, remaining isolated in a level of abstraction and scientific purism that little contributes to spread real light about the practice sense of knowledge construction.

This book is an input in that sense. A group of Ph.Ds and Ph.D candidates in social communication, most of them from the National University of Rosario (Argentina), have organized -in order to systematize them in a collective publication- their own experiences about their theses. This book proves itself useful in several directions. Firstly, it will be helpful for those who are interested in similar graduate and post-graduate themes. Secondly, it will help those who want to have a general idea about the specificity of the social communication research field. Lastly, and in a more general point of view, it will serve anyone who wishes to obtain a complementary vision of methodology, which, as said previously, may offer an idealized image of the details of research process.

In spite of the fact that a work of this type involves a certain and inevitable *unrealization* attached to narrative discourse, the authors of this book offer a self-reflection, inherent to any craftsmanship –as writing a thesis certainly is- in some cases in present tense, of their own research practices, the problems they faced, and the ways they solved them. Each one discusses how to work around the tension between narrative and retrospective.

The eternized image of many research manuals turn the research process into a system of watertight stages, connected in a linear fashion, as a production circuit, to which adjectives as "recursive" are often incorporated, as if they were a strategy to avoid questioning. Although these elements bring the necessary grounds and categories to proceed in the research process in a self-analytical manner, it is not less true that there is "something missing", and that can only be recovered, with its own limitations, by the experience report. It is all about visualizing those elements, but brought into play in a concrete practice, and historicized in the personal chronology of the researcher.

As we advance in further reading, the idea that nothing in the research process is *a priori* stable and common to all grows strong. So does the notion that the elements of a thesis design emerge slowly and simultaneously from that confusing initial lagoon, where researchers advance taking very personal decisions.

So, doctoral theses arise as a true authorial process, under a design with crafted elements, where decisions are made in such way that, at times, they do not seem to be sufficiently grounded, or are simply wrong. In this sense, erudition, creativity, curiosity or conjuncture help the research process gain its originality, specificity and richness.

Furthermore, if we travel through the intellectual itinerary of each one of the authors of the book, it is possible to perceive a certain collective path, with similar problems and difficulties, and common doctoral seminars. They represent a group of colleagues that respect and help each other, who share mutual reading and collaborative practices, which are indispensable for the production of a qualified thesis.

In Chapter 1, Susana Frutos establishes a theoretical cut and characterization of the specific problems of the social communication research field. At the same time, her article offers a profile of the author as director of the Ph.D program in Social Communication of the National University of Rosario - the formation and belonging space of most authors in this book.

In Chapter 2, María Cecilia Reviglio discusses her experience with her thesis, titled *Youth, discoursive competences and University. Academic discoursive practices of students in the admittance threshold to University. The case of Social Communication degree in UNR*[1]. Reviglio focuses on two terminal points of the research process: the construction of a research problem, which in her case emerged from her own teaching practice, and the proper problems involved in the writing of a thesis, i.e. the so called white page complex, or the search for the best data structure or category strategies, or even the personal quest for developing a personal esthetical writing style.

In Chapter 3, Natalia Raimondo Anselmino builds her study object based on a series of questions originated in the passage from the printed press to online, focusing on the readers participation sections as news commentators. In the long process of construction of a knowledge object, Raimondo Anselmino faced the difficult task of reporting on a media platform that in its operation, its aesthetics, and its forms of participation periodically suffered great redesigning that permanently resignified these spaces. Her thesis is titled *The Link between newspaper and reader in online press. Analysis of intervention and participation reader spaces in Argentinian newspapers Clarín and La Nación*[2].

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[1] Translation offered by the author of this review. Original Title: *Jóvenes, competencias discursivas y universidad. Las prácticas discursivas académicas de los estudiantes en el umbral de ingreso a la Universidad. El caso de la carrera de Comunicación Social de la UNR.*

[2] Translation offered by the author of this review. Original Title: *El vínculo diario-lector en los periódicos online. Análisis de los espacios de intervención y participación del lector en los diarios argentinos Clarín y La Nación.*

In Chapter 4, Florencia Rovetto, author of *Social representation of work of female press workers: Comparative and qualitative analysis of current news reporting*[3], is the only person in this book to complete her Ph.D in the Autonomous University of Barcelona, where she studied the Spanish media. After finishing her thesis, she returned to Argentina, where she began a postdoctoral project, which consisted in a comparative study of both countries. Her report describes her work in a Spanish institution, which gave her the possibility to develop a complete and well-framed state of the art piece. Also, she discusses how her research results clearly show the need of a profound debate about gender-related issues in the field.

Lautaro Cossia's thesis, on the other hand, is a current work-in-progress, so that the author worries, first, about showing his initial interests that derived from his study on the humoristic graphic press (satire, in particular) and its figurative-written representation during the modernization process in Rosario city, during the period of 1871-1914. Then, he inquires about the reach and limits of humor and satire notions, historicizing them as concepts, and confronting them to the difficult task in course, consisting in putting these categories in a historical context of changes in the functioning modes of the press. His work examines changes of juridical order, with the apparition of new legal regulations; changes of technological order, with the incorporation of new printing techniques; and changes, of journalistic order in general, regarding the passage of a factious press to commercial and generalist press.

In Chapter 6, Mauricio Manchado describes how a postgraduate seminar course can evolve into a study titled *Jail, communication and subjectivity. The discourse of conduct in the subjective construction of imprisoned population who transits the releasing threshold of prison. The case of the Unidad Penitenciaria N°3 of Rosario city*[4]. The author describes the long periplus that a researcher must overcome to be admitted in what it is, probably, the most opaque and closed itself institution that we can imagine: prison. What began first as a research on the secret as a resistance practice but also as a substratum (of the unsaid things) from which the construction of imprisoned population emerges, became –thanks to the notion of *thresholdity* in a seminar, also present in the work of Reviglio, and after several turns-, a study on what the imprisoned population *must be*, if gathering the necessary conditions. This all gets translated in a series of conducts and, overall, a discourse about conducts.

On what concerns Claudia Kenbel, she describes, on Chapter 7, the *Cultural circuits and tensions of sense. The 'rurbanity' according to social memories in Río Cuarto city*[5] (work in progress). Departing from the persistence of certain practices and rural economic

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[3] Translation offered by the author of this review. Original Title: *La representación del trabajo de las mujeres en la prensa: Análisis comparativo y cualitativo de la información de actualidad.*

[4] Translation offered by the author of this review. Original Title: *Cárcel, comunicación y subjetividad. El discurso de la conducta en la construcción subjetiva de la población encerrada que transita el umbral de egreso de la prisión. El caso de la Unidad Penitenciaria N° 3 de la ciudad de Rosario*

[5] Translation offered by the author of this review. Original Title: *Circuitos culturales y tensiones de sentido. La rurbanidad según las memorias sociales en la ciudad de Río Cuarto.*

activities in urban contexts, the category of '*rurbanity*' makes its entrance, as an expression of the tension between production and circulation of senses associated to an urban-modern social order, and the material and concrete situation of its actors. In this report, the author focuses on the description of the methodological construction of her work as a response to a series of problems in the construction of the object under study. In particular, the subjective narration of conflicted personal milestones and social memory allowed her to express that tension previously mentioned.

In Chapter 8, Soledad Ayala inquiries about the forms of reading and how they are changing, departing from the coexistence between paper platforms and electronic. From the decision of embracing a socio-technical framework, we can already see traced down the main choices of categories and concepts, and also, the empirical cutting and the delimitation of the field from which data is obtained: the first and fifth years of a public university and three private ones (Methodist evangelist, Catholic and secular) of Law degrees, and of a technic-public university, and two private ones (Methodist evangelist and Catholic) of the System Engineering degree of Rosario. Some partial results are anticipated too, and they open the question to why young students belonging to a certain age group usually called as *digital natives* use the electronic platform as a reading instrument in such a low measure in comparison to print.

In Chapter 9, Sebastian Castro Rojas, with his thesis on *Use and appropriation modalities of TICs and new forms of relationship: the case of cyber-locals of Rosario city in present times*[6], have tried a real micro-sociological approach to the practices and uses related to sociability under an important condition: at the moment he started his research, the amount of cyber-locals in Rosario had suffered a geometrical explosion. They were object of an unprecedented great interest, and very soon, without any way of predicting it, their number decreased as spasmodically as they emerged.

Finally, Andrea Calamari tells how starting from restlesness triggered by a film, the phenomenon of work emerges as an interesting issue, and then, the discursive field on employability establishes itself as a strategic element of the new posfordist society. With that in mind, the author analyzed the business sections of newspapers and corporative websites of a group of human resources consultants on national level to try to elucidate the discursive matrices of the labor industry.

This book indicates that the world of scientific research misses more experience reports that narrate with rigor and intellectual honesty the avatars of its production and strategies put into play, because after all:

> What it is to write a thesis? We wonder. It is to have an idea and be able to argue it, to give it sense and sustenance, it is to take risks to a new possible way of comprehension, it is to listen to intuition and then give free rein to a scientific way to express it. It is to learn with others: to reveal the questions and to work consciously for that the answers could fill them (p.169).

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[6] Translation offered by the author of this review. Original Title: *Modalidades de uso y apropiación de Tecnologías de Información y Comunicación y nuevos modos de relación: el caso de los ciberlocales de la ciudad de Rosario en la actualidad.*