

AMIC Scientific Research, Mexico: Its beginnings, its present, and its contributions

Investigación Científica de AMIC, México: Sus inicios, su presente y sus aportaciones

Investigação Científica da AMIC, México: Seus inícios, seu presente e suas contribuições

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Abstract: The main topic of this chapter is the Mexican Association of Communication Researchers (AMIC). It covers its beginnings, evolution, and present state, along with the most important data and elements of its contributions. It presents the results of a study conducted on participation in the "37th AMIC National and International Conference," under the theme "Communication and Social Impact." The questionnaire was administered to 446 participants. Among the main findings is the encouragement AMIC provides to share, discuss, and offer feedback on the scientific research of both young and established researchers. Around 35% hold recognition from the National System of Researchers of Mexico.

Keywords:

Scientific research; communication; Mexico; AMIC; contributions

Resumen: El presente capítulo tiene como tema principal a la Asociación Mexicana de Investigadores de la Comunicación (AMIC). Sus inicios, evolución y presente, los datos y elementos más importantes de sus aportaciones. Presenta los resultados de un estudio que se hizo de la participación en el "XXXVII Encuentro Nacional e Internacional AMIC", con el tema de "Comunicación e Incidencia Social", el cuestionario se aplicó a 446 participantes.

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Entre los principales hallazgos se ubica el impulso que da AMIC para compartir, dialogar y retroalimentar la investigación científica de jóvenes, así como de investigadores consolidados. Alrededor del 35% cuentan con reconocimiento al Sistema Nacional de Investigadores de México.

Palabras clave:

Investigación científica; comunicación; México; AMIC; aportaciones

Resumo: O presente capítulo tem como tema principal a Associação Mexicana de Pesquisadores da Comunicação (AMIC). Aborda seus inícios, evolução e presente, bem como os dados e elementos mais importantes de suas contribuições. Apresenta os resultados de um estudo realizado sobre a participação no "XXXVII Encontro Nacional e Internacional da AMIC", com o tema "Comunicação e Incidência Social", onde o questionário foi aplicado a 446 participantes. Entre as principais descobertas, destaca-se o impulso que a AMIC proporciona para compartilhar, dialogar e dar retorno (feedback) sobre a pesquisa científica tanto de jovens quanto de pesquisadores consolidados. Cerca de 35% contam com reconhecimento do Sistema Nacional de Pesquisadores do México.

Palavras-chave:

Investigação científica; comunicação; México; AMIC; contribuições

1. Introduction, Beginnings, and Evolution of Amic

The consolidation of communication studies in Mexico cannot be understood without the role played by academic associations that have promoted research and the communication environment, the exchange of knowledge, and the formation of scientific communities. In addition to the undergraduate and graduate training of those dedicated to the practice of communication.

Among these organizations, the Mexican Association of Communication Researchers (AMIC) stands out, founded on April 24, 1979, at the Universidad Autónoma Metropolitana, Xochimilco Unit in Mexico City, with the intervention of 54 researchers.

The founding Executive Committee was integrated under the leadership of the President, Fátima Fernández Christlieb; Vice President, Javier Esteinou Madrid; Secretary, Alberto Montoya Martín del Campo; Secretary of Finance, Guillermo Michel; Academic Coordinator, Héctor Schmúcler; Documentation Coordinator, Rubén Jara; Press and

Dissemination Coordinator, Guillermo Tenorio; and Voting Members, Marielaire Acosta and Armando Cassigoli.

It emerged during a Mexican era of closed regimes and dictatorships in the Latin American region, where state control of the media was the norm; at the beginning, the purpose was to analyze the social impact of mass media and demand democratic spaces for dissent and free expression.

Furthermore, it allowed communication research in Mexico to cease being an isolated effort of certain academics and become an organized and collective scientific discipline.

Esteinou Madrid summarizes the context that motivated the birth of the Association (2024): the need to have a space for reflection and critical analysis, to build a different angle of thought against the predominant functionalism and structuralism. And a reflective university territory to encourage the rigorous study of the media.

In 1979, 54 founding researchers started, and by September 2025, there were 396 members. As mentioned by Fernando Oliveira Paulino, President of the Latin American Association of Communication Researchers (ALAIC):

Its role as a space for meeting, debate, and the construction of knowledge at a time when Latin American societies require, more than ever, a plural, autonomous communication committed to democracy. May the Mexican Association of Communication Researchers continue to be a beacon for the region, increasingly stimulating activities to promote scientific exchange, academic reciprocity, the Public Communication of Science, Access to Information, the Right to Communication, and the promotion of Citizenship and Democracy. (2025, p. 11)

Regarding AMIC's contributions, Dr. Raúl Trejo Delarbre shares that the journal was one of the first exercises in socializing knowledge.

The Association, in those years, published its own journal. *Connotaciones* published four issues. The first of them was presented on November 17, 1981, at Fonágora, in the south of what is today Mexico City. Considered a "journal-book," it was co-published with the publisher El Caballito and directed by journalist and professor Miguel Ángel Granados Chapa. Its editor-in-chief was Florence Toussaint. (Trejo Delarbre, 2025, p. 47)

In AMIC's evolution, there have been 8 male Presidents and 16 female Presidents; since its foundation, it has been an innovative organization from a gender perspective. Here is the list of the people who, with their leadership, have achieved the impact, existence, and permanence of AMIC, the most important scientific research organization in Mexico.

Executive Committee Period	President
President 1979-1981	Dr. Fátima Fernández Christlieb
President 1981-1983	Mtr. Beatriz Solís Leree
President 1983-1985	Dr. Alberto Rojas Zamorano
President 1985-1987	Dr. Raúl Trejo Delarbre
President 1987-1989	Dr. Enrique E. Sánchez Ruiz
President 1989-1991	Dr. Florence Toussaint Alcaraz
President 1991-1993	Dr. Ana María Menéndez Marcín.
President 1993-1995	Dr. Alma Rosa Alva de la Selva
President 1995-1997	Dr. Guillermo Michel-Sinner
President 1997-1999	Dr. Cecilia Rodríguez Dorantes
President 1991-2001	Dr. Irma Lombardo García
President 2001-2003	Dr. Norma Patricia Maldonado Reynoso
President 2003-2005	Dr. Vicente Castellanos Cerda
President 2005-2007	Dr. Aimée Vega Montiel
President 2007-2009	Dr. Rodrigo Gómez García
President 2009-2011	Dr. Maricela Portillo Sánchez
President 2011-2013	Dr. Luz María Garay Cruz
President 2013-2015	Dr. María Elena Meneses Rocha
President 2015-2017	Dr. Elvira Hernández Carballido
President 2017-2019	Dr. Salvador de León Vázquez
President 2019-2021	Dr. Jorge Alberto Hidalgo Toledo
President 2021-2023	Dr. Dorismilda Flores Márquez
President 2023-2025	Dr. Lizy Navarro Zamora
President 2025-2027	Dr. Frambel Lizárraga Salas

Table 1: Presidents of AMIC. (Source: Create by the author)

2. Current Status of Amic and Its Scientific Research

Its Statutes are composed of 43 Articles. One of the main elements is that scientific research is part of AMIC's essence, as established in Article Four, Point 1: "To promote all kinds of activities related to research and the dissemination of culture in the area of the so-called Communication Sciences, both nationally and internationally" (AMIC Statutes, 2025).

The most recent modification was at the Ordinary Assembly on October 10, 2024, with the approval of the legality of Ordinary and Extraordinary Assemblies in in-person, virtual, or hybrid modalities.

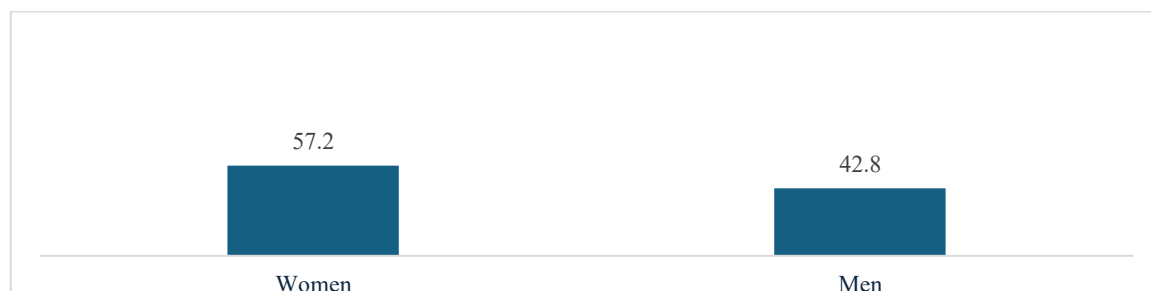
Within the legal framework of the Mexican state, AMIC achieved its registration as a Civil Association in 1993 (General Archive of Notaries, 1993), which has a validity of 99 years, meaning that if the members maintain compliance with its Statutes and the legal framework of Mexico, it will exist until the year 2092.

The Association is registered with the Mexican legal authorities; during the Executive Committee from October 2023 to October 2025, compliance was achieved with the Tax

Administration System (SAT) of the Secretariat of Finance and Public Credit (SHCP), as well as with the Mexican Financial System. Due to the country's current context, Mexico is experiencing new tax and banking regulations, and for an organization to fully comply with this signifies its seriousness. This was achieved in the period from October 2023 to September 2025.

However, during 2023 it experienced a moment of crisis, a turning point in the Association's history, as it was without a Presidency or Executive Committee for almost three months; nevertheless, this was resolved on September 29 of that year, the day on which the 2023-2025 Executive Committee was elected. After this, its activities, legality, presence, and impact in the community of researchers and in society were normalized.

In September 2025, AMIC had 396 registered members and, based on the names, the following graph of gender presence was established.



Graph 1: Gender of AMIC members. (Source: Own elaboration)

This exemplifies very significant development and work with a gender perspective; it is also very consistent if we add it to the greater number of female Presidents that have existed in AMIC, compared to male Presidents.

Over almost five decades, AMIC has contributed to the development of the communication field through national statements, signatures on international statements, congresses, journals, books, seminars, forums, encounters, proceedings of presentation summaries, work meetings, dialogues, workshops, webinars, newsletters, and the dissemination of specialized scientific production, among others. An example of this is seen in 2025, with participation in the Senate for the analysis of the Federal Telecommunications and Broadcasting Law.

2.1 AMIC's Scientific Organization

The scientific research products and the social impact achieved throughout the Association's 47 years of existence have been based on its organization. Initially, AMIC did

not have research groups; their consolidation has occurred in this 21st century, with 20 Research Groups and 3 Working Groups. The former are groups in which a field of communication is discussed deeply and in a consolidated manner. The Working Groups are built around emerging topics, and their collective work is in its initial stages; current ones are less than five years old. The coordinators have extensive and important trajectories in each of the fields that define them.

This section is fundamental, as Oliveira Paulino comments the following: "Communication is a multidimensional concept and can be understood both as an academic field and as a social practice, constituting one of the most dynamic axes of contemporary transformations, inside and outside Latin America" (2025, p. 7).

The Research Groups (GI) are the following: GI01 New Technologies, Internet, and Information Society; GI02 Political Communication; GI03 Political Economy of Communication; GI04 Reception Studies; GI05 Journalism Studies; GI06 Communication and Education; GI07 Discourse, Semiotics, and Language; GI08 Organizational Communication; GI09 History of Communication; GI10 Communication Research Theories and Methodology; GI11 Intercultural Communication; GI12 Gender and Communication; GI13 Civil Society, Participation, and Alternative Communication; GI14 Communication Policies; GI15 Intersubjective Communication; GI16 Youth and Communication Studies; GI17 Sports, Leisure, and Entertainment; GI18 Public Media; GI19 Science Communication; GI20 Communication and Health. And the Working Groups are: Critical Studies of Disinformation; Communication, Childhoods, and Adolescences; and Film Studies.

As part of the academic support in the Association, a Scientific Committee has been integrated; the researchers are: Dr. Florence Toussaint Alcaráz, Dr. Delia María Covi Druetta, Dr. Fátima Fernández Christlieb, Dr. Patricia Ortega Ramírez, Dr. Inés Cornejo Portugal, Dr. Raúl Fuentes Navarro, Dr. Enrique Sánchez Ruiz, Dr. José Carlos Lozano Rendón, and Dr. Guillermo Orozco Gómez.

With varying dimensions of impact, there are ties with both internal and external organizations. Among the international ones are the Latin American Association of Communication Faculties (Felafacs), the International Association for Media and Communication Research (IAMCR), and the International Center for Higher Studies in Communication for Latin America (Ciespal), among others.

At the national level, alliances are mainly with the National Council for the Teaching and Research of Communication (Coneicc), the Mexican Association for the Right to Information (Amedi), the Mexican Association of Audience Defenders (AMDA), the

Accreditation Council for Communication and Social Sciences (Conac), and the Mexican Society for the Dissemination of Science and Technology (Somedicyt).

2.2 Scientific Publications

Books have characterized AMIC throughout its 47 years; the most recent ones published in 2024 are the following:

- The book *Science Communication and Education* has as its central axes two areas of knowledge, pillars in the construction of a society that is in constant growth and whose scientific and technological advances continuously take new routes. Whether it is called science popularization, science communication, non-formal education in science, scientific literacy, public communication of science, social perception of science, democratization of science, social appropriation of scientific knowledge; universal access to knowledge, or awakening scientific vocations. Composed of 17 double-blind peer-reviewed chapters, with ISBN: 9789899220065, DOI: <https://doi.org/10.5281/zenodo.13908908>.

- *Artificial Intelligence and Communication*: this book situates the topic from epistemological areas to practical uses, including ethics, education, and the legal framework. Its ISBN is 9789899220041. It underwent rigorous double-blind academic peer review, is integrated with 17 chapters, DOI: <https://doi.org/10.5281/zenodo.13908841>.

- *Communication and Social Impact*: this book deals with the areas in which the communication field has a social impact on various sectors and actors, featuring rigorous double-blind peer review, integrated by 18 chapters and with ISBN 9789899220058, DOI: <https://doi.org/10.5281/zenodo.13908900>.

- *Journalism, Political Communication, and Communication Policy* gathers research addressing changes, challenges, and opportunities in the field of journalism and communication in Mexico. It covers topics linked to these three broad areas, from AI and journalism to media management. Evaluated by academic double-blind peers, with 22 chapters and ISBN: 978-989-9220-07-2, DOI: <https://doi.org/10.5281/zenodo.13908714>.

In 2025, the following rigorous texts discussing the association's scientific activity were published: one that establishes an X-ray of scientific research in Mexico, which is the

text *Summaries of Papers Presented at the "XXVI AMIC National and International Encounter: of Communication and Social Impact"*, with ISBN 9786076978160.

In 2025, an exceptional book was published: *Innovations and Foundation of Communication*, with the physical text ISBN: 9786076978184 and digital book ISBN: 9786076978191. The prologue was written by Fernando Oliveira Paulino, and the authors are: Raúl Fuentes Navarro, Raúl Trejo Delarbre, Enrique E. Sánchez Ruiz, Inés Cornejo Portugal, José Carlos Lozano Rendón, Javier Esteinou Madrid, Lizy Navarro Zamora, and Alma Rosa Alva de la Selva. The aforementioned are available for free download at www.amic.mx

2.3 Recent Iconic Project: "AMIC Time Capsules"

In September 2025, the "AMIC Time Capsules" were placed in a niche; these are reflections from great researchers that will allow the humanity living in 2045 to better understand its past and present, since the evolution of all communicative processes is synonymous with progress toward a more just civilization.

Within the facilities of the Faculty of Communication Sciences at the Autonomous University of San Luis Potosí, in the state of San Luis Potosí, Mexico, lie the thoughts of prominent researchers from Mexico and Latin America. The inscription on the protected steel plaque was in Spanish and in the Pame language from the middle zone of the state.

In that space are the reflections of: Dr. Carmen de la Peza Cazares, Dr. Fátima Fernández Christlieb, Dr. Guillermo Orozco Gómez, Dr. Inés Cornejo Portugal, Dr. Javier Esteinou Madrid, Dr. José Carlos Lozano Rendon, Dr. Lizy Navarro Zamora, Dr. Patricia Ortega Ramírez, Dr. Raúl Trejo Delarbre, and Dr. Sarah Corona Berkin. Here is the link to the video of the event held, intended for opening in 2045:

<https://www.youtube.com/live/YqjPHJKxfjk> (AMIC Difusión, 2025).

3. Amic Diagnosis Through Its National and International Encounters

The Association has successfully held 37 Congresses, which have enabled academic dialogue, as there is participation from undergraduate and graduate students, as well as national and international researchers. The three most recent ones: in 2024 "Artificial Intelligence and Communicative Processes. From innovative practices to ethical and legal dimensions," which focused on this phenomenon (AMIC-Encounter 35, 2024).

In 2025, with the theme "Communication and Social Impact" (AMIC-Encounter 36, 2025), aiming for scientific knowledge generation to have an impact on society, from

counteracting disinformation to designing strategies that include marginalized communities; and in 2026, titled: "Communication in fractured contexts. Narratives of violence, migratory routes, and digital territories".

The best way to know an organization is through its events and those who participate in its active life; therefore, through the organization of the "36th AMIC National and International Encounter," a case study on its participants was conducted.

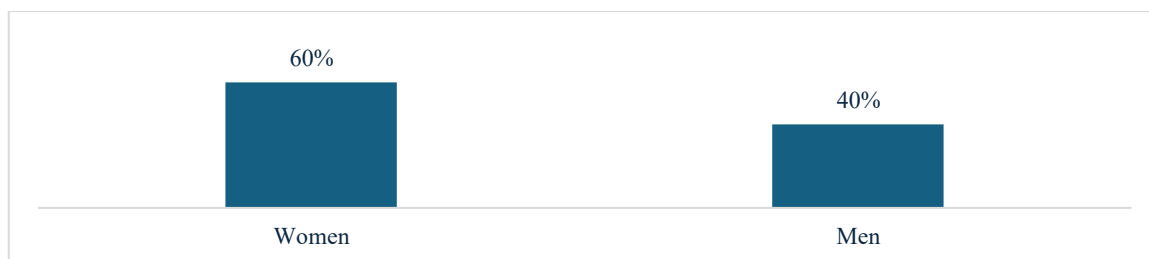
In both ethical and legal frameworks, the results presented here respect the personal data of the participants, as their institutions and names are not identified. As a Civil Association, only data that was made public through the event's website is disclosed.

3.1 Diagnosis Methodology

In 2025, and starting from the preparation for the "AMIC 2026 Encounter". During registration, a platform was established where 446 speakers provided relevant informational data for this study, aiming to know the most important variables of their profile.

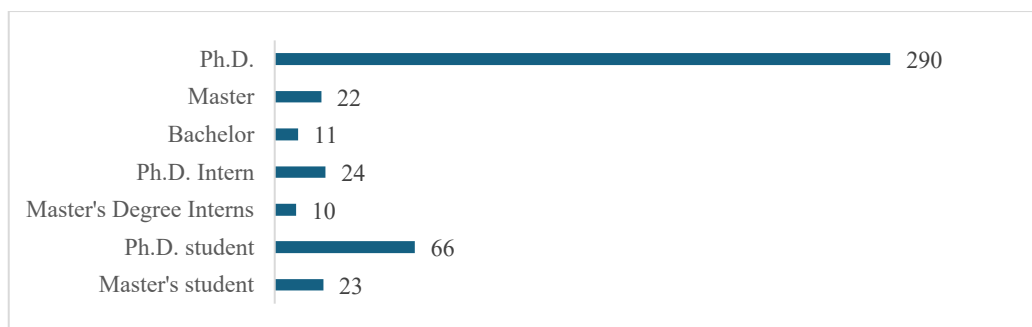
Due to the length constraints of an article for this journal, only the following results are presented, from the Encounter held in August 2025 in Hermosillo, Sonora, at the University of Sonora, Mexico: "Communication and Social Impact".

3.2 Diagnosis Results



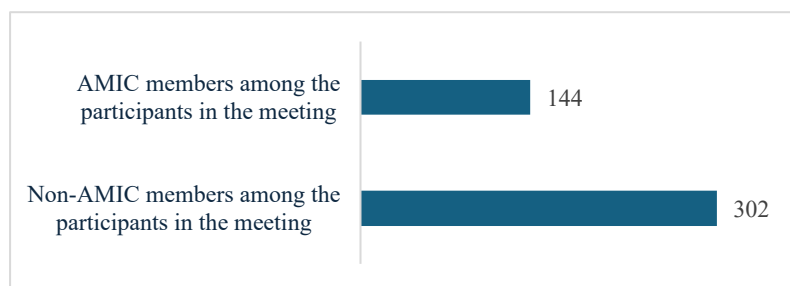
Graph 2: Gender of participants in the "XXVI AMIC National and International Encounter. Communication and Social Impact". (Source: Own elaboration)

The participants of the AMIC Encounters are, on average, younger than the Association's members. This graph exemplifies the work done with a gender perspective by the organization; female participation significantly exceeds that of men; in fact, this will soon be visible in the increase of female members in the Association.



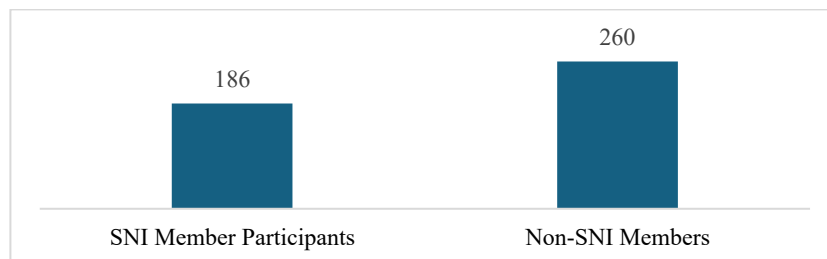
Graph 3: Academic level of participants in the "XXVI AMIC National and International Encounter. Communication and Social Impact". (Source: Own elaboration)

This graph reflects the support that "AMIC Encounters" provide to the development of researchers and is also a space where young master's, doctoral, and newly graduated undergraduate researchers are supported. Between students and candidates of master's and doctoral programs, as well as graduates, there is a total of 134 participants. The highest participation comes from PhDs, which also signifies the academic and rigorous level worked on at the Encounters.



Graph 4: AMIC membership of participants in the "XXVI AMIC National and International Encounter. Communication and Social Impact". (Source: Own elaboration)

Out of the total 446 participants, the largest number, 302, are not yet Association members, while 144 are. From this graph, it is inferred that AMIC is a great platform for driving and accompanying the development of communication researchers, from when they start their research career until they are consolidated. This allows for accompaniment by the Research Groups and Working Groups.

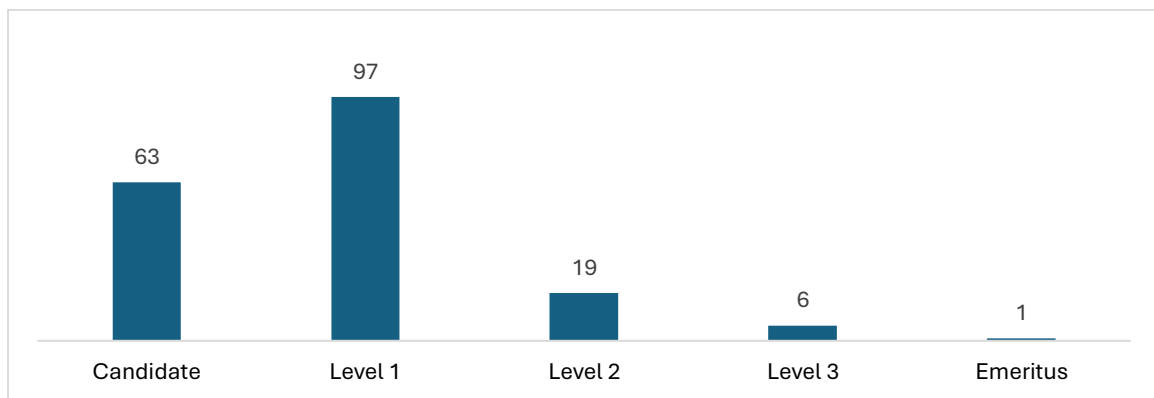


Graph 5: Participants in the "XXVI AMIC National and International Encounter. Communication and Social Impact" who have the recognition of the National System of Researchers (SNI) of the Secretariat of Science, Humanities, Technology, and Innovation. (Source: Own elaboration)

In Mexico, the development of scientific research has recognitions, the first and most important being the National System of Researchers (SNI), from the Secretariat of Science, Technology, and Humanities (Secihti, 2025). This recognition strengthens and consolidates the researcher, as well as the institutions to which they belong, through recognition and an economic stimulus that depends on the country's public finances (Secihti, 2025).

Being in the SNI means that the generation of knowledge, human resources training, and science communication of what is researched are relevant, based on scientific rigor and local, national, and international social impact. This recognition has the following categories: candidate; national researcher level 1, 2, or 3, and finally emeritus national researcher; the latter is the highest permanent recognition and the candidate is someone just starting.

This graph correlates, since of the 186 who belong to the SNI, 127 are also members of the Association, for whom the Congresses are a great space for science communication when sharing with their academic peers.



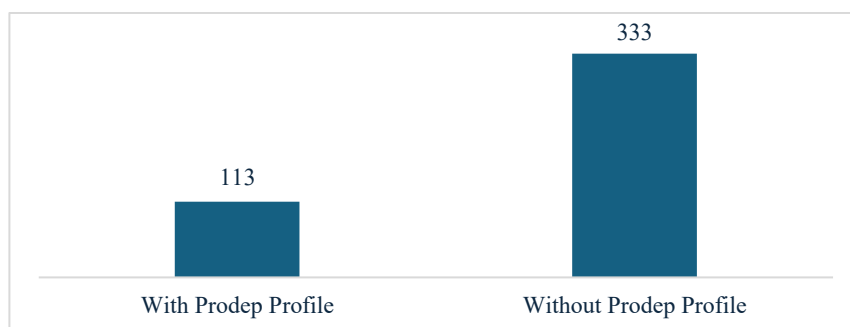
Graph 6: SNI Categories of participants in the "XXVI AMIC National and International Encounter" who have this recognition. (Source: Own elaboration)

These results are very significant and align with the general constants found in the National System of Researchers. The 97 represented are level 1, the vast majority; 19 are level 2; 6 are level 3; and 1 is emeritus. This means that the Association's events influence researchers to maintain their level and continue advancing.



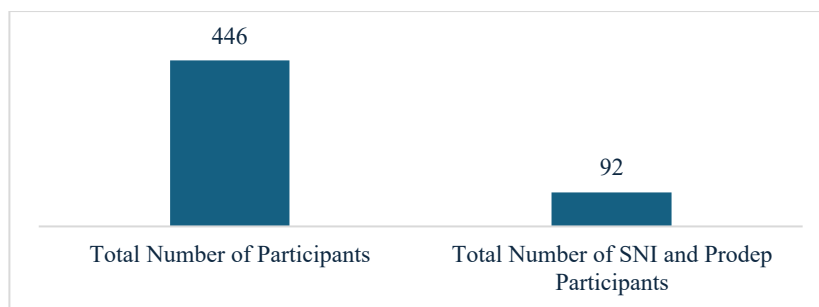
Graph 7: Countries of participants in the "XXVI AMIC National and International Encounter. Communication and Social Impact". (Source: Own elaboration)

The participating countries with their number of speakers are the following: Argentina 4, Brazil 2, Canada 1, Chile 2, Colombia 2, Cuba 1, Peru 2, Spain 12, United States of America 1. Mexico, as the country where AMIC was born, developed, and consolidated, had 419. These attendances were in both virtual and in-person modalities.



Graph 8: Participants of the "XXVI AMIC National and International Encounter. Communication and Social Impact" who have the Prodep profile from the Secretariat of Public Education, Mexico. (Source: Own elaboration)

Prodep is an official recognition from the Secretariat of Public Education (SEP) of Mexico, which distinguishes university professors who stand out in four fundamental areas: quality teaching, knowledge generation (research), student tutoring, and academic management; to have this recognition, one MUST be a full-time professor at public institutions (DGESUI, 2026).



Graph 9: Speakers at the "XXVI AMIC National and International Encounter. Communication and Social Impact" who have both SNI and Prodep recognitions. (Source: Own elaboration)

This group of 92 speakers has both recognitions, encompassing the four academic functions of teaching, research, tutoring, and management, and conducting scientific research recognized by the Mexican state. It is also important to reiterate the caveat that in the case of the Prodep Profile, it is only granted to public higher education institutions.

4. Conclusions

The consolidation of communication studies in Mexico cannot be understood without the role played by the Mexican Association of Communication Researchers (AMIC), an entity that has resolutely promoted research, the exchange of knowledge, and the formation of scientific communities.

Formally and legally constituted as a Civil Association under the tax and financial regulations and institutions of the country, AMIC stands as the most relevant scientific organization in its field at the national level and as an indisputable benchmark for Latin America. Its work has been a fundamental milestone in the institutionalization of the subject, as it allowed communication research to cease being an isolated effort of certain academics to become a true scientific discipline, structured in an organized and collective manner.

Over almost five decades, this institution has transitioned from being a trench of critical thought against dominant theoretical currents, to positioning itself as a key space for the analysis of digitalization and current social problems. Today, the Association is not only the pillar of research in Mexico and the most important platform for the development of researchers, but it has also known how to continuously adapt its agenda to respond to the dynamics of the changing ecosystem of contemporary communicative practices.

In this sense, it represents the ideal context for the generation of knowledge, articulating 20 major specialized fields through its Research Groups; these range from classic topics such as audiences, to emerging areas such as social networks, artificial intelligence, algorithms, and science communication.

Ultimately, AMIC functions as a grand framework that integrally unites the generation of knowledge, academic training, and the impact on the diverse areas of communication in the public policies of Mexico.

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