

Presentation

Navigating Cultural Landscapes through ALAIC's Summer School Communication Research

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In the diverse tapestry of academic inquiry, a symphony of nine voices resonates from ALAIC's 2023 Summer School held in Medellín, Colombia, each offering a unique perspective on the intricate relationships between culture, communication, and society. This edition of the Journal of Latin American Communication Research (JLACR) embarks on a journey through the realms of identity, discourse, embodiment, resistance, security, technology, and power, guided by the insights of nine distinct scholars. Their collective work spans various corners of the globe, from the lush landscapes of Amazonian folk festivals to the vibrant streets of Salvadoran youth, exploring the multifaceted intersections of culture and communication.

1. Ana Paula Miranda: Cultural Identities in Amazonian Festivals

Ana Paula Miranda beckons us into the heart of Amazonian countries, specifically focusing on the Festival del Bambuco en San Juan y San Pedro in Colombia. With a keen eye, she investigates the commercial advantages reaped by organizations that intricately weave their identity into the tapestry of local culture. Drawing on the theories of Barbero, Canclini, and Lindstrom, Miranda delves into the assimilation of cultural symbols, offering a case study enriched with product analysis and interviews. Her exploration, rooted in Folk Communication theory, employs emotional intelligence to decipher consumer behaviors, unveiling the profound connections between cultural heritage and consumption.

2. Diana de Medeiros Brandão: Navigating Public Communication

Diana de Medeiros Brandão steers our attention toward the discourse from government communication offices. Her work accentuates the pivotal role of Public Communication in upholding equal rights and fostering democratic principles. Brandão advocates a symbiotic relationship between political and governmental communication to champion public interests. This research, situated within the framework of French Discourse Analysis, unfolds a nuanced examination of communication dynamics within the government of Rio Grande do Norte,

shedding light on the delicate balance between democratic contributions and political-governmental narratives.

3. Diana Bernal: Bodies as Metaphors in Educational Spaces

Diana Bernal invites us to contemplate the body as a privileged stage for constructing possible worlds, with the school serving as a symbolic territory. The study poses a fundamental question: how do students represent their bodies and the relationships stemming from them? Bernal's exploration unfolds across continents, employing a questionnaire to unravel young people's conceptions and interactions with their bodies. Rooted in the multidimensionality of the body, this research not only traverses physical forms but delves into the cognitive processes intertwined with self-organization, self-affirmation, and complexity. Bernal encourages students to reflect on bodily experiences, recognizing the transformative potential of such reflections on communication skills.

4. Gabriela Zaragoza Díaz: Instagram as a Platform for Resistance

Gabriela Zaragoza Díaz shifts our focus to the digital realm, specifically Instagram, as a platform for resistance against racialization. Through the lens of Vanessa, a young Afro-Mexican woman, Díaz unfolds a narrative of self-representation. The study employs virtual ethnography and in-depth interviews, emphasizing the connotative and dialogic levels in Vanessa's photographs. This work sheds light on the power of self-representation in challenging racial stereotypes and underscores the significance of digital spaces in shaping narratives and fostering resistance against societal biases.

5. Karla Ramos Amaya: Navigating Digital Security in Salvadoran Youth

Karla Ramos Amaya immerses us in digital security, unraveling the practices and tools employed by Salvadoran youth. Rooted in the Media and Information Literacy Program "Alfabeto Media Lab," this research adopts a quantitative-qualitative approach. Ramos Amaya's findings underscore the importance of fostering digital security competencies within Media and Information Literacy, emphasizing the intersectionality of technology and social consciousness in shaping responsible, active citizenship.

6. Laura Cabral: Exploring the Robotic Landscape in Journalism

Laura Cabral navigates the evolving landscape of journalism, introducing us to robots like Fátima and Elas no Congresso in Brazilian media organizations. Through a case study approach, Cabral delves into the profiles and content generated by these robots, offering

reflections on the historical integration of robots into journalistic processes. This preliminary study shows how technology, like robots, intersects with journalistic practices, raising intriguing questions about visibility and journalistic agency.

7. Mayra Durán: Empowering Voices through Radio Production

Mayra Durán takes us on a longitudinal journey, exploring the transformative power of radio production among children and adolescents in Bucaramanga, Colombia. Through a comparative study spanning two periods, Durán unravels the nuances of power dynamics and adultcentrism within narratives crafted by young participants. By analyzing scripts, participant observation, and workshop transcripts, this research illuminates how children and adolescents find their voices, resisting and internalizing adultcentrism through radio.

8. Raquel Assunção: Intersecting Visibility Regimes and Algorithmic Surveillance

Raquel Assunção ventures into the complex interplay between visibility regimes and algorithmic surveillance in contemporary times. Her research, grounded in a collaborative visual atlas and semi-structured interviews, engages with collective leaders questioning aspects of the capitalist surveillance culture. Assunção uncovers thematic nodes such as historical struggles, countercolonial cosmovisions, and oppositional thinking by presenting images related to body visibility and algorithmic surveillance, weaving together a narrative that challenges traditional notions of visibility and surveillance.

9. Raúl Anthony Olmedo: Unraveling Digital Activism in the Mexican LGBT+ Movement

Raúl Anthony Olmedo unravels the intricate relationship between Information and Communication Technologies (ICT) and the Mexican LGBT+ movement. Departing from instrumental perspectives, Olmedo develops a communicational concept of digital activism. Through a study of the movement's diverse uses and meanings of ICT, he concludes that digital activism transcends the political arena, impacting the symbolic dispute in everyday life. Olmedo's work invites us to explore how individuals recalibrate their positions in hybrid public spaces, embodying new forms of struggle through the internet.

This edition of the Journal of Latin American Communication Research (JLACR) serves as a window into distinct worlds, where communication becomes a lens through which cultural landscapes are navigated, understood, and transformed. Together, these young scholars invite readers to journey across continents, ideologies, and technologies, providing a rich tapestry of

insights that collectively shape the evolving discourse of communication research in Latin America.

We appreciate your interest and text submissions. We trust you welcome and value their scholarly contributions.