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COMMUNICATIVE PERSPECTIVES IN SCIENTIFIC JOURNALS REGARDING CLIMATE AND ENVIRONMENTAL CHANGE

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ABSTRACT

This article conducts a content analysis, examining journalistic narrative and discourse as a benchmark in Scopus-indexed scientific journals published in Mexico, Colombia, and Spain, with an emphasis on the dissemination and social appropriation of knowledge related to environmental policies and climate change adaptation. The objective of the study is to identify the editorial practices that characterize the production of specialized content on this topic. The research was conducted using a descriptive qualitative approach, using as a unit of analysis a sample of 60 open access journals published in digital format between 2018 and 2024. The results show that the highest number of publications was concentrated in 2021, with 15 journals dedicated to environmental issues, followed by an upswing in 2023, while 2024 reflects a significant decline with only one title registered. The analysis concludes that scientific journals play a fundamental role in the dissemination of environmental knowledge, prioritizing the global challenges outlined by the UN in its 2021 Climate Change report and consolidating the importance of digital platforms as mediators in scientific communication processes.

KEYWORDS: Science Journalism, Content Analysis, Science Communication, Climate Change, Scientific Journals.

1. INTRODUCTION

Currently, the media and specialized magazines directly and indirectly define the current media agendas, their content and news structures, they are based on changes reflected through ideologies and policies that govern the world, as Fernández says, "identifying the points of conflict can serve negotiators, decision-makers, to the scientists who disseminate climatological research and to those social actors who have a share in the treatment of the subject" (Fernández, 2015, p.50), who on other occasions governed or paid special interest to the agendas of governments and countries, which are in privileged positions in the global order, this has at the same time been made visible with greater proportion and impact, thanks to academic networks and digital platforms that disseminate research results, where they have explored transcendental forms of expression at the ideological, political, social, environmental and economic levels, "Numerous investigations analyse how journalists present climate issues to the general public. We can identify a wide variety of publications" (Loose, & Fernández, 2020.152). It is here that it is important to understand how the information published by the media and specialized magazines regarding the environmental situation and global climate change, referring to their care and conservation, deal with the issues with relevant dynamics from the same institutions called upon to train and educate audiences, which would have, in one way or another, to impact society, serving as a guide for their action (Paoli, 1997). Therefore, as far as the object of study is concerned, in terms of the subject matter treated nationally and internationally as a research base, this study, in one of its objectives, focuses on analyzing scientific publications such as Scopus from Spain, Mexico and Colombia, linked to universities in the public and private sector, it is important to consider, how the balance of the different contents of information in his journalistic narrative, in this regard, "Education in journalism has not yet had a proper opportunity to demonstrate what it is capable of" (Pulitzer, 1904, p.22), and its relevance in issues of socio-environmental, economic, political, and cultural interest, where the issue of the environment is evidenced from considerations with distinctive features, potentialities and limitations of environmental journalism in the face of economic aspects, thus, "The arrival of the economic crisis in 2008 not only impacted the media coverage of climate change, it also impacted the media's own business structures" (Teso & Lozano 2022.p 68). It is then

proposed, from the methodological point of view, at first that it accounts for the temporal development of the global evolution of environmental journalism and climate problems, in relation to the action of the dissemination of the results.

Likewise, locating the difference and relationship between scientific journalism, environmental journalism, environmental information, based on "Environmental education, considering its practical and conceptual multiplicity, can be understood as any educational action aimed at raising awareness of environmental issues" (Barbosa et al 2025, p.13), the latter constitutes a contribution significant, to the extent that it highlights the differences with what has been previously stated, most of the approaches are focused on the thematic, and not on the formulation of possible solutions derived from the information disseminated by the mass media, consequently, these approaches are limited in their theoretical capacity for the construction of a media agenda. The background proposes to critically analyze this process as an autonomous construction of social reality, therefore, "environmental communication, which had a more direct relationship with the educational need than in itself, that is, it was either a complement or a support instrument" (Badillo, M. 2012, p.85). This can be understood as part of the partial autopoietic systems of society. In this sense, it is pertinent to consider the application of a content analysis instrument with a mixed approach, based on articles published in Scopus journals, this procedure acquires relevance to the extent that it establishes a direct relationship between university institutions, communication and the environment. "However, network technology and network organization are only means that reflect the trends inscribed in the social structure" (Castells, 2009p.51), the link is established from the visual identity, together with strategic campaigns that seek the participation of the community, it is here where these strategies regarding use and information, will allow to assess the type of information that is communicated and community interaction, Thus, possible categories of analysis of the use of information and its usefulness for the construction of content were located.

In the analysis of information for the design and implementation of a campaign in favor of training in environmental culture by the university community. By Alejandro Barranquero Carretero and Beatriz Marín García, in the Prisma Social Magazine. Spain, (2014), has had environmental journalism and communication research as a reference, in a theoretical order, functioning as a relational and general framework of problems dealt with in

university publications, for this reason, "Despite the changes made and the efforts made, the national production in Communication is still reduced in citation databases such as Web of Science and Scopus, main sources used in scientific evaluation" (Chaviano, Mesa & González p.7), and through an exploratory study in the academic production of Spanish journals in the field of communication and environmental journalism, it has been sought to delimit, traits, potentialities and limitations with respect to the environmental issue, using biometric analysis techniques in articles of journals cataloged in the H-index of Google Scholar Metrics.

Considering the above, it is here where special interest will be placed with respect to the techniques used, which allowed thinking and creating instruments to extract the related results for content analysis, however, "Continuing with this last idea, it should be noted that the same fate runs the training in scientific ethics of journalists, since the revision of the programs of the Journalism subjects taught in Spanish universities" (Fernández & Hernández, 2020, p.31), likewise, administrative documents will have to be referenced by the UN, legal instruments and the Kyoto protocols.

2. CONCEPTUAL REVIEW

The environment is a global problem, and if it is not treated seriously, it puts at risk the existence and that of all living beings on the planet, in this regard, particularly the UN has put interest in scientific mediation from basic and applied research to propose alternatives to mitigate the problem for the benefit of societies. it is here that it was investigated, in order to analyze and establish the impact that academia has, "the progress in the development of tools forced the creation and provision of much more powerful platforms and technology, which finally resulted in a massification of its use" (Aguilera, 2018, p. 23) on this issue and the way in which it is appropriated by communities from the use of information transmitted for the care of the environment and climate change. Regarding this, the scientist Katharine Hayhoe, a climate specialist. Therefore, this type of study is a call to change perspectives and interests as researchers in communication, "This behavior seems typical of a field such as the one we analyze, recent and with a not very extensive scientific career" (González & Serrano, 2024, p.4), it is important to understand this problem from university institutions and understand the relationships that occur between the use of information regarding climate change and environment, the university media through their

scientific journals, generate an educational mediation, creating a logical sense in the construction of the narratives of knowledge, "Communication, discussion of ideas, discoveries and findings between those who professed the same discipline or activity, first took place directly through the exchange of letters or through notes, writings, notebooks, pamphlets or trade groups of scientists" (Torres, 2018 p.23), with respect to the above, on the issue of environment and climate change, the commitment of the public agenda in Colombia and the world is energized, understanding the importance that must be given by university institutions and their relationship with their media and specialized journals, as well as the links with the curriculum that are proposed from social responsibility in educommunication, which is projected in the nature of the results to value informative content, where "Through this type of journalism and the research articles that, in turn, replicate it, an attempt is made to generate a planetary consciousness" (Puerta & Restrepo 2024 p.6), and the informative relevance with respect to journalistic knowledge in specialized magazines, having a particular view of each environmental problem, making contributions from the consideration and analysis of different narratives of educational content that allow to assess different problems generated by information, but above all, the treatment of the policies proposed by governments and international institutions, In order to process and create strategies in such content for different formats and digital platforms, specialized scientific journals are called upon to explore new formats, possibly anchored, today, to transmedia narratives, to reach a school-type audience and the general population, impacting the community and its permanent interaction. perhaps "Focusing on popular images about climate change obtained from major Chinese search engines, this study used a combination of computer vision and human coding to analyze the degree of individualization, location, visual context, and their relationships in the images" (Su, J., Li, Y., Zhang, Z., Lin, Y., & Shi, W. 2025, p.1). Therefore, the creation of informative content in scientific journals can be appropriated from the fourth revolution and the creative and cultural industries, and energized by the Ministry of Science, Technology and Innovation and the Ministry of Environment and Sustainable Development in Colombia, as social actors, issuers and generators of knowledge and specialized content. likewise, it is intended to provide accurate information regarding the use of environmental information from the different open access digital platforms for scientific

audiences, therefore, "Bibliometric analyses made it possible to review, literally, large volumes of data and identify key elements of scientific and technological development on the trends of this climatic phenomenon and the Central American region" (Rojas 2024, p.5). Therefore, it is intended to obtain benefits from learning, and knowledge of environmental care, as a sensitive part of the socialization and appropriation of contents, in addition, the evolution of societies within a globalized world that impacts the local context of the city and cultures from the management and use of information and its contents must be taken into account." The digital medium is disembodiment" (Chul Han, 2017, p.92), thinking about the information processes carried out by scientific journals at the national and international level, with respect to the dissemination of messages of an environmental and climate nature, energizes global policies from international organizations such as the United Nations and other institutional bodies; the Commission on Sustainable Development merits an investigative approach with regard to the management of information, scientific journalism, and the media. From a global context, the great changes in communication and information have occurred since the 4.0 revolution, (Schwab, 2016), the communicative relations raised in society are made from individuals and their personal and collective interests, mediated by the different platforms, in this case, the power of the mass media and if not the digital world, with respect to the interests of the "Global Village" (McLuhan and Powers, 1989). Technology from the fourth revolution immersed us in it, invited us to make use of it, in such a way that it is recognized that the obtaining of knowledge and the management of digital resources is fundamental for the future of societies, so, "participating in collaborative economies, digital or personalized networks with a non-profit appearance, solidarity, of careful information." (Canclini. 2019, p.56), therefore, the notion of territory, peasant, indigenous, Afro-descendant communities, and their relationship with habitat, from Barbero's approach, around Mass Communication, discourse and power (Barbero, 1978), subsist to interests that today are different, or at least more recognizable and justifiable from these communities, in the face of big businessmen and their economic and political interests.

In relation to information, communication and journalism, from traditional and digital media, journalism as a task, does not belong only to training schools in social communication, but other dissemination strategies emerge for the

appropriation of scientific results, today, their empowerment is generated by individuals driven by social networks and digital platforms from their mobile devices, as well as, "the cooperation between multiple media industries and the migratory behavior of audiences" (Jenkins, 2006, p. 14), and in this way the world can interpret them in the face of the silence of media power. Therefore, in reference to the breakdown of the journalistic narrative used by scientific journals and their feasible impact, it seeks to describe how a perception is generated in each content publication that marks the notion of social reality in transcendental issues such as the environment and climate change with producers in creation such as Influencers (prosumers) and how it is appropriated by the perceiving audiences, receivers, consumers.

It is then that, "Literacy creates much simpler types of people than those that develop in the complex fabric of any oral tribal society. Because fragmented man creates the homogenized Western world, while oral societies are composed of differentiated peoples" (McLuhan, 1996, p.34), the message and the capacity that these tend to mark a path, and guide the action of phenomenology investigated in the notion of climate change and environmental environments, create a timeline as a reference to the world situation, and that in this regard Barbero and Berkin refer: "the convergence of globalization and the technological revolution of communication and information has begun to configure a new ecosystem of languages and writings". (Barbero & Corona, 2017), it is understood that the audience is undoubtedly influenced by the use of journalistic language for a paradigm shift, trying to establish awareness and inform citizens in an educational way with an environmental commitment and the dissemination of successful experiences, "The concept of environmental journalism can be elaborated from its characteristics: without being scientific journalism, it uses theoretical elements from various scientific disciplines to explain natural phenomena; involves philosophical, ethical and cultural aspects in their understanding of the problem" (Aparicio, R. 2020, p.4). Here, the interposed relationships between man - society - nature, are expressed in the policies of the conditions of society, for the UN, education is a right of every human being, since in a way, it provides us with the critical skills and knowledge necessary to become empowered citizens, capable of adapting to change and contributing to society. being of vital importance the educational methods and communication strategies that are going to be implemented, in this

proposal, from the university media, "these structural conditions of the operation restrict the possibilities of realization of the mass media" (Luhmann, 2007, p.4), therefore, informing people of the problem, its causes, consequences and possible solutions, will create sufficient theoretical bases for the definition of new behaviors and attitudes in the different communities and their members, this will be the way to enhance the social appropriation of knowledge. "Now we find another informative element that is beginning to generate movements for change in communication, journalism and citizenship" (Espiritusanto & Rodríguez 2018, p.20), it will be important, however, to link the relationship between use and usability, when we talk about use, we are referring, in its broadest sense, to the specific and practical action to which something is intended (Royal Spanish Academy, n.d.), therefore, use is intimately linked to our society from custom and habit, as well as its handling, which can be easy or complex, this can be analyzed over time at the time

that different devices and objects come and go, as well as, some theoretical principles, usability is directly linked to utility and is interpreted as: "Capacity is also analyzed in terms of effectiveness and efficiency, and user satisfaction, which in turn includes the constructs of sympathy" (Ntoa, 2024, p.3), this definition is quite important, since it will be necessary to establish levels of difficulty related to scientific journalistic information and content.

3. PROBLEM STATEMENT

This article investigates the problems dealt with by academia and training programs in social communication and journalism, referring to the construction of information and communication in the environment and climate change, where through an exploratory study the academic production of scientific journals in Colombia, Mexico and Spain in the field of communication and environmental journalism is analyzed. as we can locate it in the following graph:

Temáticas principales en revistas universitarias de México, España y Colombia

Un análisis comparativo revela que España prioriza la cobertura mediática y el cambio climático, México se enfoca en la relación entre sociedad y desarrollo, y Colombia concentra esfuerzos en la política ambiental, con poca producción en educación ambiental y periodismo especializado.

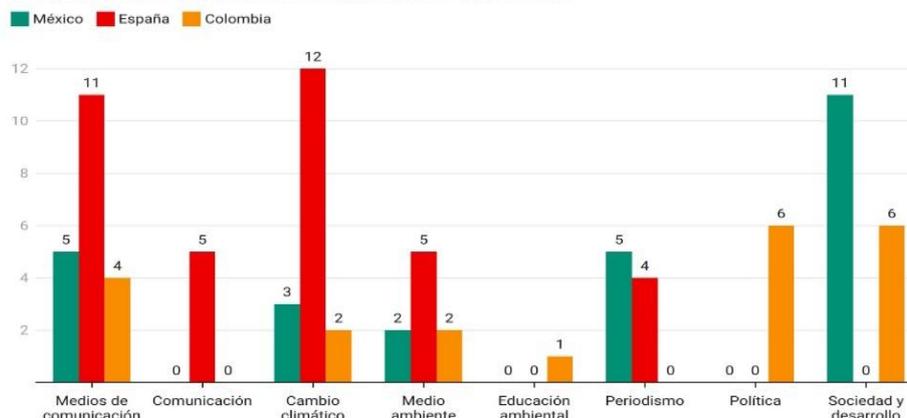


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This, seeking to delimit traits, potentialities and limitations regarding the topic, using biometric analysis techniques in journal articles cataloged in the H-index of Google Scholar Metrics such as Scopus, "Given that climate change and climate literacy have become topics of interest, a bibliometric analysis of the publications on climate literacy available in the SCOPUS database was developed" (Suhaimi & Mahmud, 2022, p.12), analysis techniques were addressed that allowed interpreting the results obtained from concepts, contexts and narratives, evidencing socio-environmental and ideological problems, which are linked to the high-impact media

production published on their digital platforms, "Environmental problems influence all areas of human life, for which reason today it is a matter of seeing with other "lenses" (Guerrero & Noreña, 2010, p.3), the above, mediated by the educommunicative from information technologies, especially in journals attached to higher order educational institutions, it is a new scenario built with images and sound narratives that need to be decoded, but that in addition, it requires the participation of a prosumer and consumer, from the media that are increasingly moving away from paper and pencil. Gozávez (2014), emphasizes that the management of digital resources

is fundamental for the future of societies, and their knowledge supposes a transcendence that impacts urban and rural societies, finally reaching what was otherwise unattainable, a virtual interaction in the national territory, thus, "The Digital Environment is a contribution that is inscribed in a very prolific line of research that, placing digital platforms at the center of the analyses, seeks to understand the multiple ways in which they partly shape our life in society" (Rivero, 2023, p.3), linking remote peasant communities, some of which do not have access to optimal digital devices, such as cell phones, computers and in other cases, do not have the necessary access to networks or have topographical difficulties, that is, the lack of infrastructure affects global knowledge, which, thanks to technology, circulates and evolves day by day along with society, but today, in this case, it is unlimited

(Cotacachi & Grigera, 2020). To begin to understand this problem, an approach from the interests and objectives that are enshrined in the United Nations (UN), regarding the environment and climate change, as well as the perspective given by the Colombian government, referring to the commitment of wills that governments must have worldwide, guiding different policies and strategies for their communities, such as: "local discursive, cultural and demographic that interfere in public communication" (Arzuaga & Rodríguez, 2024, p.119), for the topic raised in this article, groups of individuals, social actors and university institutions are linked in their analysis, where it was necessary to identify how their media promote and manage information regarding the Environmental order and topics addressed:

Temáticas en las Revistas Universitarias Españolas

Entre 2020 y 2023, la producción en 18 revistas españolas tuvo como temáticas principales 'Cambio climático' y 'Medios de comunicación'. En el último lugar aparece 'Periodismo'.

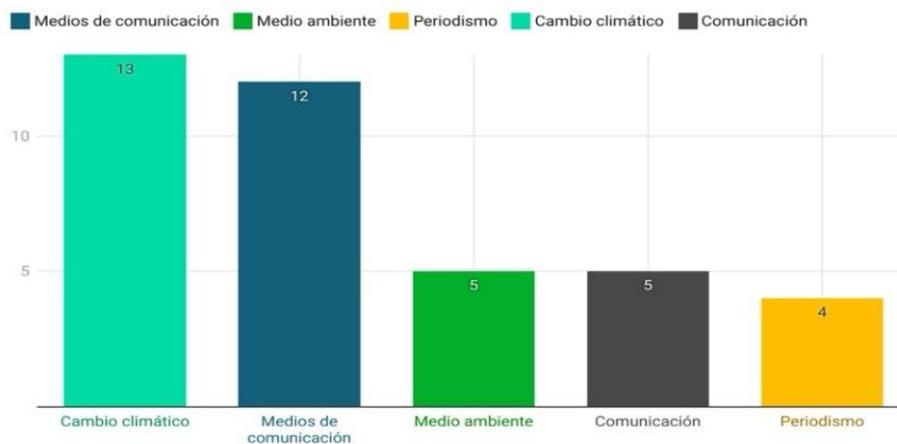


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This, with the aim of being able to impact the communities from their thought and action, considering the use of dynamics and interests linked to media narratives and publications in specialized journals, so that "environmental information becomes more relevant" (Moreno & Angulo, 2015, p.36), different specialized journals were taken into consideration for this study, which are open access, that will generate strategies for learning, integration and transformation with the information related to their articles, so that, "Access to environmental information is not only a citizen right but also an essential component of an effective environmental policy" (Quinónez, 2012, p.187), likewise, when inquiring about the information structures that impact their context, it was vital to answer guiding questions such as: What scientific journals in Scopus

address the issue of the environment and climate change?, What periodicity was recurrent for the management of such information on climate change and environmental problems?, What are the most relevant publications of the Scopus type in universities that work on the environmental phenomenon?, It is essential to consider obtaining these data, as they allow us to direct interest towards the approach of the narrative of contents in Scopus indexed journals, where "The number of journals and their production is dependent on the policies of each country, as well as on the importance of science in the region. An area that has been booming in recent years is environmental science." (Velásquez & Tocuyo, 2021, p.3), and as they are linked to environmental journalism and their interaction with university media, the analysis allows us to project the future of

journalism and the management of information independent of that of traditional media, as well as their interaction with specialized audiences regarding sensitive issues of interest in the agendas of the public sector, therefore, "the media content and the audience, recognizes that the media are not simple transmitters of information", (Ríos et al 2025, p.83), on the other hand, the academic will provide an overview regarding communication, scientific journals, education and the social appropriation of knowledge.

4. METHODOLOGY

Approach: Qualitative

A qualitative analysis approach is determined for this study, which aimed to analyze the way in which scientific journals such as Scopus generate in their contents the use and social appropriation from their narratives, in favor of the protection of the environment and adaptation to climate change in Colombia, Spain and Mexico. for this, it was essential to identify, in the first instance, the publications that disseminate environmental issues and adaptation to climate change, taking into account editorial, informative, investigative and scientific aspects, from their digital platforms, and to describe the process of

information use and appropriation with respect to global challenges according to the UN in its report: "Climate Change 2021: physical bases", this made it possible to establish media and information conditions regarding the use and appropriation of information on the basis of the environment and environmental change, which facilitate the adoption of cultural and social practices and behavioral changes, through the application of different instruments, tools and techniques that generated relationships with the abstracted findings for the elaboration of the analysis of concepts, results and conclusions, with which Monje (2011), states that the above: "Gives priority to understanding and meaning, in a procedure that takes into account the intentions, motivations, expectations, reasons, beliefs of individuals". (p.12), it is there where the situational is circumscribed in relation to the environment and information, as a created element that responds to its own nature, elements that involve Scopus-type journals were considered, from a holistic perspective, therefore, the proposed analysis will have forms of written interaction of an informative type and use, as a fundamental input in this research study. On the other hand, the unit of analysis is the contents of 60 Scopus indexed journals, located in Colombia, Mexico and Spain, as we can see below:

Temáticas en las Revistas Universitarias de Colombia

Entre 2018 y 2022, la producción en 21 revistas colombianas tuvo como temática principal 'Política y Medio Ambiente'. En el segundo puesto aparece 'Sociedad y Medio Ambiente' y en tercer lugar está 'Medios de comunicación'.

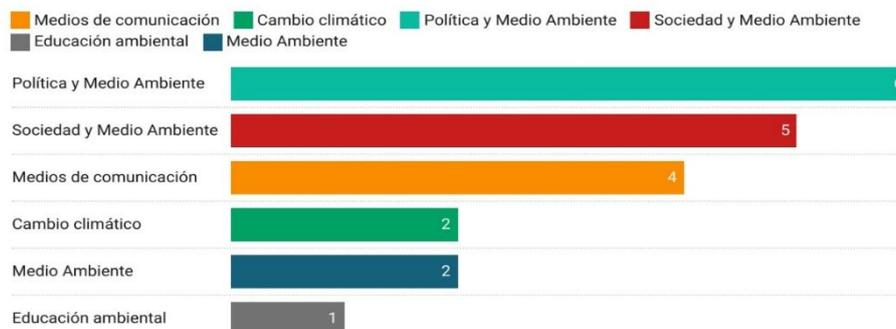


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And its articles related to the environment and climate change, having selection criteria in databases, proper to the study to be carried out, the findings were obtained through the application of an instrument designed to feed the content analysis matrix. In this process, the observation sheet became a fundamental element of the research, since it allowed the recording of relevant information patterns. to the information patterns included, this indicated how to determine and characterize the

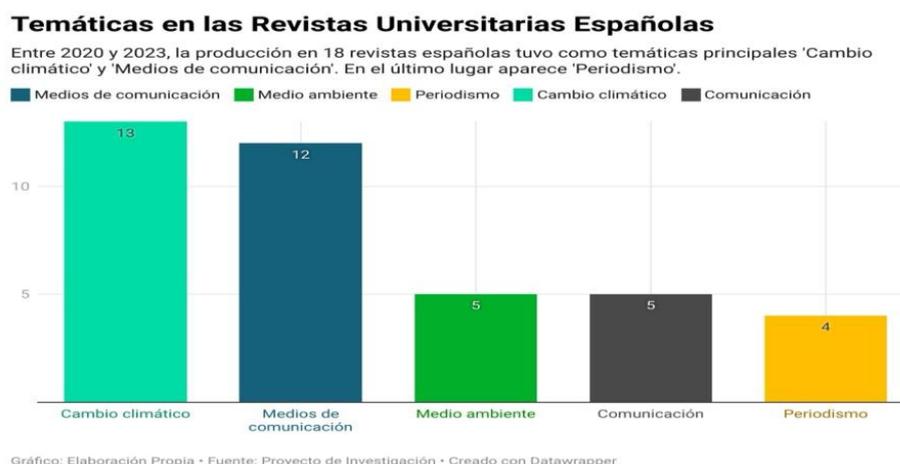
elements of study, facilitating the subsequent interpretation of the data obtained. These patterns, in turn, facilitate the identification and characterization of the study elements, which in turn enables a more precise interpretation of the data obtained, (Hernández & Mendoza 2018), Given that the initiatives regarding the studies of the use of information in specialized journals on the environment and climate change are framed in content analysis, particular studies that from the

field of communication show interest in the narrative construction of information processing, it was considered essential to work with them, "In general, the literature on climate change communication highlights the persistence of difficulties in conveying the urgency and importance of the problem. Despite decades of effort, experts have often focused on presenting scientific data rather than inspiring practical answers" (Mateos & Montero 2025, p.283), these aspects end up being relevant to delve into the human and environmental fields, without neglecting the technological and systematic component that affects the management and creation of information in Scopus journals. In this context, it is pertinent to explore the possible relationships established between the factors proposed by this study, considering as: "the media report on climate change and its effects" (Rodrigo & Valenzuela, 2022, p.603). For this reason, the research, through its descriptive and interactive categories, seeks to reflect the richness of the expressions, propositions and tensions derived from the publications analyzed. Consequently, a non-probabilistic sampling will be applied, suitable for this type of qualitative studies, since it allows the selection of cases according to criteria of relevance and relevance for the object of analysis, as referred to by Salamanca and Martín-Crespo (2007), through this procedure, progress is made towards the construction of a theory associated with the possibility of carrying out the analysis to the extent that the data and information from the analysis are collected. of the specialized publications that highlight scientific communication, which is why it is considered "In the studies and controversies on the teaching of science and the problems of science education and the importance of public knowledge of science" (Calvo, 1999, p.26), on this line of research it is possible to develop inquiries around elements

that constitute and influence the historical-cultural identity from an environmental and social perspective, this process contributes to reconfiguring the human in its various aspects through the use of the information managed by the editors of the journals under study, who actively participate in the creation of informative content, considering that "journalism has been orphaned by investigative exercises" (Zuluaga & Villalba, 2022 p.9), On the part of the university media, it tends to generate changes in the environmental order impacting their audiences, and the aforementioned characteristics in the face of the interpretative and descriptive that identify the results of this study, allowing to argue why this research is inscribed in this line.

5. RESULTS AND DISCUSSION

The results of this study allowed us to observe how the different university media generate a great contribution to all social communication and journalism programs in the country, since articles and products focused on the generation and dissemination of knowledge on the subject of the environment and journalism from communication are presented, as well as participation in national and international academic events. For this reason, "Research in the social sciences would need to be nourished by a new theoretical synthesis that would not resort to the dichotomies philosophy of consciousness vs. philosophy of consciousness." Theory of communicative action or reproduction vs. action, but would look again at the history of humanity" (Entel, 1996, p.130), the research contributes to the possible impact on the educational community by contributing to the understanding of environmental problems, in close relation to the management and dissemination of specialized information in each country.



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From the analysis carried out, key elements were identified in the construction of the contents that allow strengthening this contribution, "The production characteristics of narrative journalism, the investment of time in research, the high cost and the demand for a large publication space" (Sampio &

Naranjo, 2018, p.4), thus generating different spaces for dissemination and appropriation of the results of the project proposed related to the theme to exchange results and joint initiatives in the field of communication and scientific journalism in the face of the environment.

Temáticas en las Revistas Universitarias de México

Entre 2018 y 2023, la producción en 20 revistas mexicanas tuvo como temática principal 'Sociedad y desarrollo'. En el segundo lugar aparece 'Periodismo y agenda setting', y más abajo en orden descendente están 'Crisis ambiental y emergencia climática' y 'Medio Ambiente'.

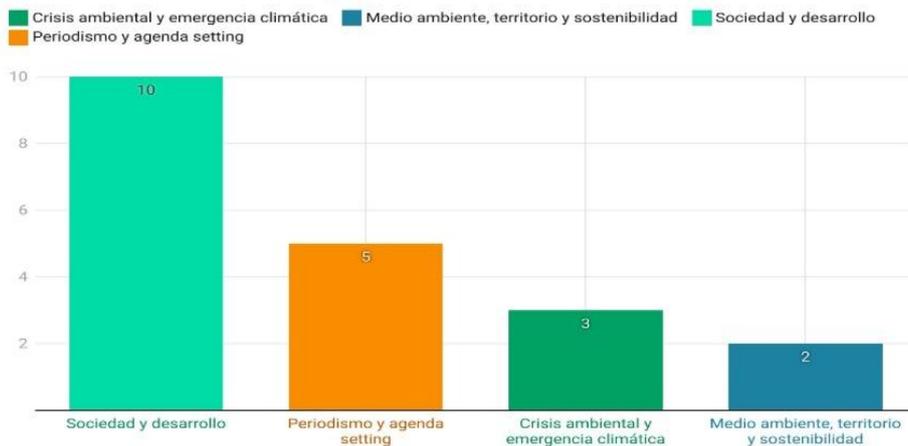


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The social impact of this research projects the analysis of the discourse of contents for scientific journals and Scopus type, based on the results and the transfer of knowledge, where "The transfer of knowledge; first, knowledge per se has a focus on the resolution of circumstances from intuition and, second, it is the prior knowledge of a specific topic by

the receiver in the face of a stimulus, which makes him act from a perspective" (Avenia & Triana 2023, p.3), generating bases for subsequent studies linked to this population and to the management of information and dissemination of a scientific type to be related to the education of the public, to observe trends,

Tendencias de publicación de revistas académicas 2018-2024

Entre 2018 y 2024, se publicaron 60 revistas relacionadas con cambio climático, medio ambiente y medios, en México, España y Colombia. El pico de mayor producción se dio en 2021 con 15 publicaciones, seguido de un repunte en 2023. La tendencia evidencia altibajos en los años intermedios y una fuerte caída en 2024, cuando sólo se registró una revista.

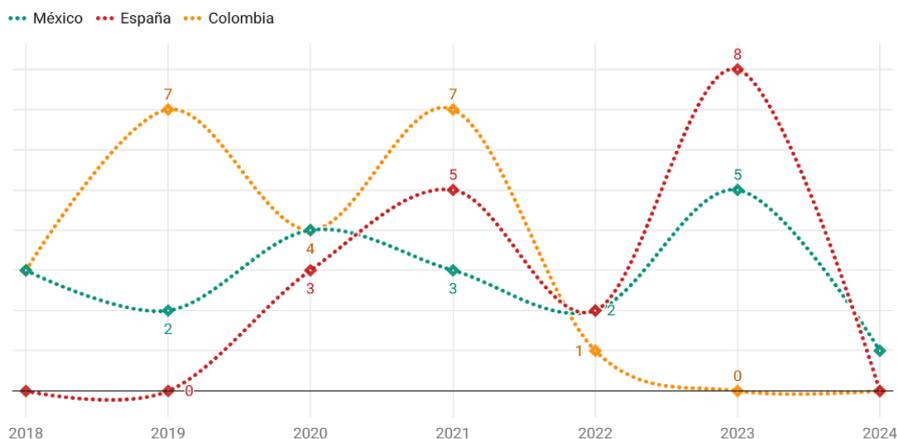


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As well as opinion-generating trends, as we can see in the previous graph, among others, on the issue of the environment and climate change, according to global policies.

6. CONCLUSION

The integration of this analysis warns of the limitations and transit to develop research in the scientific order through Scopus-type publications. This article can be a guide for researchers in the field of science journalism that calls for global problems, this strengthens and allows us to locate the trend in the social studies of communication, education and content. "In the most generalist media, the figure of the well-documented opinion of someone who comments on current affairs should emerge,

especially the programs and projects, from the premises of ecological thinking" (Cano & Rincón, 2015, p.4) incorporated by scientific publishers. In this way, there is evidence of a great feasibility and application to discuss in the objects of study and thematic lines derived from public policy, and a prominent relationship between cultural and citizen capital that is marked here and with this, the glimpse in the face of global trends to incorporate content analysis studies and the new narratives provided by journals of the type specialized in publishing research results, The field regarding the production resulting from research can be of interest in scientific journals, there is evidence of a distance from new ways to explore narratives in content in scientific journalism.

STATEMENTS

Bioethical Criteria

This article supports universal principles such as decency, truthfulness and honesty, fundamental characteristics as professionals in the human and social sciences, and meets criteria specific to the disciplinary field.

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Availability of data and materials: The article is accessible and open to consultation in all its data and cited sources.

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