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SUMARIO / SUMMARY / RESUMO

- Editorial 5

- La influencia de TikTok en la construcción de la identidad y socialización de los jóvenes..... 7
The influence of TikTok use on young people's identity formation and virtual socialisation
Laura Chiva Cedrún, Sabina Civila. Universidad Europea del Atlántico, España / Universidad de Huelva, España.

- Relación engagement y la deserción académica en los MOOCS: síntesis de una investigación expo facto..... 23
Relationship engagement and academic dropout in MOOCS: synthesis of an expo facto research
Odiel Estrada Molina. Universidad de Valladolid, España.

- Modelo de comunicación efectiva para la difusión de los programas y proyectos de inversión pública del Departamento de Loreto, Perú 38
Effective communication model for the dissemination of public investment programs and projects of the Department of Loreto, Peru
Francisco Antonio Gallo Infantes, Jon Arambarri Basañez, Nuria Lloret Romero, Claudet Cadillo López. Universidad Internacional Iberoamericana, México / Universidad Europea del Atlántico, España / Universidad Científica de Perú, Perú.

- Estudio comparativo de software libres y software gratuitos para la edición de video 55
Comparative study of free software and freeware for video editing
Manuel Scarani Delgado. Universidad Internacional Iberoamericana, Uruguay.

- ¿Sagrada? familia: La desacralización de la maternidad en la serie de Netflix 74
Sacred? family: The desacralization of motherhood in the Netflix series
Laura Pacheco-Jiménez. Universidad de Sevilla, España.

Editorial

The communicative environment, characterized by constant changes and technological advances, requires citizens to develop the necessary media competence to function effectively in the digital era. In this way, traditional media coexist with emerging media, such as social networks, streaming platforms or the increasingly widespread artificial intelligence. These advances have a significant influence in different areas of daily life, modifying habits, attitudes and ways of acting in society in social, professional, educational and cultural environments. It is in this context that this new issue of *MLS Communication Journal* is published, which, with a new Editorial Team, resumes the activity of the publication, with proposals related to communication from different perspectives and approaches.

In this sense, the first manuscript, developed by Laura Chiva Cedrún (Universidad Europea del Atlántico) and Sabina Civila (Universidad de Huelva), entitled "The influence of TikTok in the construction of identity and socialization of young people", addresses the effects of this platform with respect to the possible impact of social networks on interpersonal dynamics, self-perception and identity constructions of young people in virtual environments. The results show that more than 50% of the participants assimilate values and tend to change their perspective based on the content they consume on the platform, which implies the influence of this social network in defining themselves, comparing themselves with other users and seeking recognition.

The second article, "Relationship engagement and academic attrition in MOOCs: Síntesis de una investigación *expo facto*", proposed by Odiel Estrada Molina (University of Valladolid), proposes a study through a systematic literature review and a survey in which university professors from two countries (Cuba and Ecuador) participated. The findings show that variables related to autonomy and learning planning, among other issues, influence student attrition when taking this type of massive online courses. This study reflects on how these phenomena may affect learning and academic performance in virtual environments.

The current issue continues with research by Francisco Antonio Gallo Infantes (Universidad Internacional Iberoamericana), Jon Arambarri Basañez, Nuria Lloret Romero (Universidad Europea del Atlántico) and Claudet Cadillo López (Universidad Científica de Perú). In their publication, entitled "Modelo de comunicación efectiva para la difusión de los programas y proyectos de inversión pública del departamento de Loreto, Perú," they surveyed lieutenant governors of towns located on the borders with Colombia and Brazil. The results show significant limitations in the current model of dissemination of Research and Public Investment Programs in relation to all the communicative elements (dispersed and insufficiently trained senders, undefined receivers, wasted channels, decontextualized messages and lack of feedback), which implies the proposal by the authors of an Effective Communication Model for Dissemination.

In the following manuscript, "Comparative study of free and open source software for video editing" signed by Manuel Scarani Delgado (Universidad Internacional Iberoamericana), a comparative study is presented through an analysis of several programs: Shotcut, Kdenlive, Hitfilm Express and Da Vinci Resolve. The results show that there is parity in the features, functionalities and benefits offered by free and open source software. In this sense, they are established

as a feasible and effective alternative for the production of contents in the communicative field.

Finally, the last article that completes the issue, authored by Laura Pacheco-Jiménez (University of Seville), offers an interesting reflection on the representation of mothers in audiovisual productions. Specifically, under the title "Sacred? family: The desacralization of motherhood in the Netflix series", an analysis of the seven female characters in "Sagrada familia", a Spanish series starring Najwa Nimri, Alba Flores, Macarena Gómez, Carla Campra, Laura Laprida, Ella Kweku and Claudia Melo is presented. It premiered on said platform in October 2022 and concluded with the premiere of the second and final season in November 2023. The objective of the study is to determine the types of motherhood exercised by their characters, how they develop protection towards their children, as well as to identify which aspects influence their work and professional development. The findings show that this series establishes itself in the paradigm of progressive departure from the representation of female characters as perfect women and ideal mothers, offering a greater diversity of maternal profiles characterized by conflicts and contradictory actions that reflect the construction of complex characters.

Dra. Mónica Bonilla del Río
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