
Introduction

This 34th issue [Vol. XIII (1)] of *Quaderns del CAC* inaugurates a new era for the journal and includes the changes announced in the last issue. The content is now divided into the following sections: “Invited author”, “Monographic theme”, “Observatory”, “Book review” and “Agenda”. The “Observatory” section will only include articles that have been subjected to a double blind review.

In its first “Invited author” section, *Quaderns del CAC* has been honoured with a contribution by the Polish professor, sociologist and journalist **Karol Jakubowicz**, one of the most celebrated European experts in the prospective analysis of changes in the media. With his article “Television A.C.? Change and Continuity in Television” he presents the state of affairs for television in 2010, the evolutionary trends based on the new social demands, existing policies and different regulatory models.

The “Monographic theme” for this issue, entitled “Towards a new ecology of audiovisuals”, continues the focus provided by Jakubowicz and deals in depth with the impact of the digital switchover throughout the image and audiovisual ecosystem. **Carlos A. Scolari** links an analysis of the empirical perspective of changes in the communication ecosystem to the theoretical tradition of Media Ecology, an interdisciplinary, trans-media movement that has gradually become a highly appropriate scientific field for analysing the socio-cultural evolution of the communication society (“Media ecology. Map of a theoretical niche”). From an anthropological perspective, **Elisenda Ardévol**, **Antoni Roig**, **Edgar Gómez-Cruz** and **Gemma San Cornelio** examine how the digitalisation of audiovisuals, the Internet, broadband and mobiles have altered the “culture circuit” resulting from the previous mass culture, and investigate how the roles of consumers, the media and cultural creators are being redefined (“Creative practices and participation in new media”). **Joan M. Corbella** starts with the structural elements that, since the 1990s, have been involved in the current digital ecosystem, raising doubts regarding both the very concept of a communication medium as well as the dominance of the audiovisual sector, and he produces a detailed map of the new actors in the value chain and of the new emerging services (“The new ecology of audiovisuals: new actors, old problems and new problems”). **Ramón Zallo** bases his prospective analysis on the impact of the economic crisis starting in 2007 and argues that communication and culture are at the epicentre of change and of the techno-cultural crisis, understood as a crisis of overproduction and also of business models (“Economic crises, digitalisation and techno-cultural change: elements for prospection”). **Juan Pablo Artero**, **Mónica Herrero** and **Alfonso Sánchez-Tabernero** analyse the effects of digitalisation and convergence on the Spanish market in terms of television supply, business models, new intermediaries and the new central role played by the public, and end up suggesting possible scenarios for the Spanish audiovisual sector for the next decade (“The economic impact of digitalisation and convergence in Spain’s audiovisual sector”).

An article by **Josep M. Martí**, **Maria Gutiérrez**, **Xavier Ribes**, **Belén Monclús** and **Luisa Martínez** opens the “Observatory” section, analysing the crisis in conventional radio among young people in Catalonia aged 14-25, diagnosing the causes of this and noting, in conclusion, that the emergence of the Internet has exacerbated the lack of an “emotional link” of young people to radio (“The crisis in youth radio consumption in Catalonia”). **Jaume Soriano** looks at the media consumption patterns of foreigners living in Catalonia compared with native residents, using data from the Baròmetre de la Comunicació i la Cultura for 2008 (“Comparative analysis of audiences and cultural consumption of foreigners in Catalonia”). **Núria Almiron**, **Maria Capurro** and **Pablo Santcovsky** present the findings of a comparative study of the main states in Europe regarding the controversial electoral block mechanism used by the public Catalan and Spanish media during election campaigns, concluding that such a system has no precedent in the European Union (“Electoral blocks in the public media in Spain: an exception in Europe”). Based on an analysis of the content from a sample of programmes from radio stations with the highest audiences and coverage in Mexico, **Aimée Vega** highlights and criticises the social representation of violence against women and points to the role played by the large media in reproducing stereotypes in gender-based violence (“The social representation of gender-based violence on Mexican radio”). And **Sudhamshu Dahal** and **I. Arul Aram** offer a map of community radio in South Asia, emphasising the pioneering example of Nepal and the specific policies of India, to highlight the benefits of this “dialogue-based” medium for communities that are under-developed or with problems of marginalisation (“Community Radio in South Asia: Technology for Community Benefits”).

Josep Gifreu
Director