



## EDITORIAL Number 28 Communication Papers Editora Communication Papers

We are pleased to present Volume 14, Issue 28 of Communication Papers, an international, peer-reviewed scientific journal focusing on media, communication, gender, and media literacy. Last year, we published thematic dossiers on digital platforms (June issue) and on artificial intelligence and communication (December issue). This current issue was shaped through an open call for submissions.

In response to this call, we publish five original research articles written in English and Spanish, each contributing to ongoing discussions in the fields of media and communication. Following a rigorous double-blind peer review process, our new issue has five research articles and one book review.

The works featured in this issue reflect the multidisciplinary nature of media and communication studies, addressing topics that range from media production and digital audience behavior to gender representations and the critical dimensions of media literacy. We believe this collection will make a valuable contribution to scholarly discourse in the field, offering both theoretical insights and empirical findings.

The first article in this issue is titled *“The Impact of Travel Posts on Instagram on Users’ Travel Orientations: A Qualitative Study from Turkey,”* authored by Esra Çizmeci Ümit and Eymen Berber. In this study, the researchers conducted semi-structured in-depth interviews with 21 participants from diverse socioeconomic and demographic backgrounds. Their findings indicate that active Instagram users often follow travel influencers or tour companies, yet they interpret the shared content with the awareness that influencers generate income through such posts. The study concludes that while Instagram travel content is useful in providing detailed information about potential destinations, it can also lead to feelings of dissatisfaction or unhappiness among users—particularly those who are unable to visit these places due to financial or time constraints, or whose real-life experiences fall short of the expectations shaped by online content.

The second study, titled *“Jane Austen in the Digital Age: Transmediality and Cultural Expansion”* by Irene Romero González, explores the enduring relevance and cultural growth of Jane Austen's works in contemporary society through the lens of transmediality. By examining adaptations of Austen's novels across various formats—including film, television, video games, and social media—the study illustrates how these reinterpretations engage new generations with the universal themes and values embedded in her work. It emphasizes the role of digital technologies and social media in fostering fan communities and enabling the continuous reimagining of Austen's legacy. Ultimately, the study demonstrates that Austen's works not only maintain their presence in the literary realm but also evolve to resonate with modern audiences, transforming into a cross-generational cultural phenomenon.

The third study, titled *“Examining the Effect of Digital Advertisements on Brand Awareness with the CBBE Model,”* is authored by Aybike Serttaş and Sevda Kocaman. This research investigates how digital advertising models used in the e-commerce sector are perceived and remembered by consumers, and how they influence brand awareness, using in-depth interview techniques. The data collected from face-to-face interviews with 15 consumers residing in Istanbul were analyzed within the framework of Keller's CBBE (Customer-Based Brand Equity) model—particularly focusing on the concepts of brand distinctiveness and brand image. The study concludes that digital advertising strategies contribute not only to short-term brand awareness but also positively influence consumer behavior, strengthen brand loyalty, and serve as essential components of long-term branding strategies.

The fourth article, titled *“Mastering the Craft of Reviews, Critiques, and Literary Chronicles: An Instance from Romanian Cultural Journalism”* by Carmen Neamțu, functions as both a theoretical and practical guide for journalists seeking to engage with more sophisticated forms of cultural journalism. The study examines the structure and defining features of reviews, critiques, and literary chronicles, offering practical insights for professionals aiming to navigate these complex genres. By addressing both theoretical frameworks and real-world applications, the article supports journalists in interpreting intricate cultural texts while also reflecting broader trends within the field. The findings offer valuable perspectives on Romanian cultural journalism and may serve as a point of comparison for other media landscapes encountering similar challenges.

The fifth study, titled *“The Importance of Equality Plans and Practices in Higher Education Institutions: Analysis of Equality Plans of Spanish Universities”* by Esra Bayhan-topçu, examines the role of equality practices within universities. The research focuses on the Gender Equality Plans (GEPs) of Spain's top three universities in this field, aiming to outline a comprehensive framework for promoting a culture of equality in higher education. The study aspires to serve as a practical guide for institutions seeking to implement or improve their own equality plans.

This issue's book review section features an evaluative article by Leticia Tobalina-Pulido. The review explores Javier Gil Quintana's book *“Education and Communication in a Postdigital Society: Documentary Research and Analysis of Perspectives,”* which examines the intersection of education and communication in a postdigital context from both theoretical and methodological perspectives. The book is positioned as a valuable resource for researchers aiming to better understand the complexities of today's postdigital communication environment.

We hope this issue will serve as a meaningful resource for scholars and practitioners working in the fields of media and communication. We also look forward to welcoming our valued readers and contributors in our upcoming December issue, which will feature a curated selection of research presented at the *5th MASS International Media and Society Symposium*—organized by the *Faculty of Communication at İstinye University* in collaboration with the *Faculty of Tourism at the University of Girona*—and will, of course, be published following the peer review process.

Finally, we are pleased to share that Communication Papers is currently undergoing evaluation for inclusion in the *Web of Science (WoS)* database, an important milestone in the journal's continued academic recognition and growth.

Best wishes,  
**MARIA DEL CARMEN ECHAZARRETA SOLER**