

# Research in the Field of Communication in Mexico: Topics, Findings, and Opportunity Areas, the First Step to Develop Research Plans

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## EXECUTIVE SUMMARY

*Research and communication in a country with the characteristics of Mexico must be merged in a strategic planning that includes a retrospective analysis that demonstrates their joint progress, but simultaneously attends to the search of progress. Therefore, this chapter summarizes the results of communication manuscripts in Mexico from 2010 to 2020 by following the PRISMA guidelines, obtaining a final sample of 69 articles that were coded by the content analysis method. Results were categorized into areas like journalistic communication; educational and scientific communication; political and governmental communication; organizational and corporate communication; communication in social groups, minorities, and activists; and mass media communication. Then, the aim of this chapter is to present the main research areas around communication in Mexico. Likewise, the main objectives, frameworks, and findings are discussed, as well as the establishment of future research opportunities in the field of communication in Mexico.*

## INTRODUCTION

Communication in Mexico plays a strategic role in the different spheres of life. Through research in multiple disciplines, it has contributed to the development of Mexico through different approaches, such as establishing new paradigms, defining problems and proposing solutions. Thanks to research in the field of communication, journalism violence has been studied, as pointed out by Díaz-Cerveró & Ibáñez (2020); González de Bustamante & Relly (2016); González de Bustamante & Relly (2014).

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Moreover, due to the research in the field of communication, new perspectives have emerged, like the Public Communication of Science (PCS), which ceased to be an act of volunteering and became a full-time profession in Mexico (Sánchez-Mora et al., 2015). As a consequence of the scientific pragmatism of Mexican communication, the interest of academicians in studying the coverage of Mexico in the United States media has increased exponentially (Rendon & Johnson; 2015).

In addition to this, the distinct processes of integration between Mexico and the world have enriched the spectrum of researched topics in the different study areas of communication, as can be seen in the articles by Dick (2010); Dick & Arnold (2018); Galperin (2017); Jimenez (2017); Pihlaja (2020). This has allowed to understand not only how relevant the position of Mexico is in the international context, but also the superlative role of communication and the research that emerges from it. Thereby, the aim of this chapter is to present the main research areas around communication in Mexico. Likewise, the main objectives, frameworks and findings are discussed, as well as the establishment of future research opportunities in the field of communication in Mexico.

## **BACKGROUND**

There is an extensive background in the literature review related to research in the field of communication in Mexico. Therefore, the literature linked to this topic of study is summarized. In the first place, the evolutionary status of communication research in Mexico considers valuable articles such as that of Karam (2004), who analyzed this topic extensively and who also suggested the excessive existence of free essayism. For this author, it is necessary to generate hard data to discover new paradigms and research trends in the field of communication.

On the other hand, communication schools are fundamental actors that should not only promote knowledge, but also communication research as a discipline that allows scientific progress. For this reason, the article by Romo (1984) is one that examines the role of communication schools in Mexico in their pedagogical work and gives notions about their incursion and performance in research.

Similarly, Esteinou (2009) examines the role of Mexican universities in research of communication, suggesting like Karam (2004) the abundance in the production of essays. In addition, Esteinou (2009) points out the problems in the study of communication by prioritizing themes that represent economic benefit and their commodification, and hence the author establishes a return to a human and social approach in the field of communication in Mexico. However, communication is a field of study that must integrate the experience and resources of different disciplines in such a way that it generates scientific knowledge and in return, meets social demands (Paláu, 2008).

There are other interesting articles such as the one by Rendon & Johnson (2015), that summarizes the research carried out from 1984 to 2014 on the coverage of Mexico in the United States media, or the article by Gómez (2016) that examines a global view from 1994 to 2014 of the media industry in North America. Therefore, both support the understanding of advances in research in the field of communication in Mexico.

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