

# Foreword

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By Paulo Fautino

This issue of *JOCIS* features five academic articles. They cover a variety of issues ranging from the cultural impact of the media and how it may help society gain new perspectives, to the relevance of digital media in daily life and its role in changing the entire media landscape.

At first, we would like to stress that despite the current situation concerning the pandemic, the fifth issue of JOCIS is, however, not dedicated to the impact of COVID-19 in cultural and creative activities. Instead, this issue offers an overview displaying how the media content still covers the concerns, transformations and challenges before and after this pandemic within the creative and cultural industry, as well as in other institutions. Therefore, an essay "COVID-19 as an Accelerator of Innovation, Management, Marketing and Communication in the Creative and Cultural Industry", by Paulo Faustino, aims to analyze the effects of COVID-19 on the creative and cultural industries, its adaptation and consequent progress or failure both of which are allied to innovation and necessary transformations in the media industry.

The following articles are presented in this issue of JOCIS. The first one is "Gay consumers as a niche market: Changing representations of male homosexuality in German advertisements from 2000 to the present", by Elke Schuch and Sascha

Sistenich. This article explores the gay segment as a rising social and economic sector of society, and therefore, it is a new target audience for big brand marketing. The second paper of this issue is called "Authentic creativity: How two segments of Nigeria's cultural and creative economy are promoting and redefining Nigeria", by Kelechi C. Samuel. This paper discusses the positive exposure of Nigeria's culture to the world namely in the segment of music and film, which not only introduced globalization into the country, but also improved its economy. Then, the third paper of the issue is "Differentiation through newspapers paywalls: Toward a 'Gresham's law' of information? Case studies of some Swiss and French daily newspapers", written by Patrick- Yves Badillo and Dominique Bourgeois. In this paper, the authors reveal how paywalls adopted by newspapers have been contributing to show differences in the quality of information by exploring the necessary choice between free and paid articles. The fourth paper is "The Algorithmic Production of the Visual: Portrait Mode, Instagram, and the Automation of Mobile Photography", by Dzmitry Boichanka. The author explains the collision between the visual and software cultures and the danger this mixture represents in what concerns the effects of software on automation. And, last but not least, the fifth paper is called "Data as a competitive advantage: Opportunities for publishers under the influence of the 'Internet of Things'", and is

written by Valerie Thiele. Here the author analyzes and explores the application of data in the advertising industry.

The issue 5 of *JOCIS* also presents three book reviews. One of them is about *Communication, Media and Creative Industries in the Digital Era*, by Paulo Faustino, Iván Puentes and Francisco Belda. This book examines the issues raised by the business models, entrepreneurship, and creation of value of the media as a communication and marketing tool, and those raised by media and journalistic practice. The other book review is about *Research Traditions in Dialogue – Communication Studies in Latin America and Europe*, and is written by Fernando Oliveira Paulino, Gabriel Kaplún, Miguel Vicente Mariño and Leonardo Custodio. This book is the outcome of the IAMCR (International Association for Media and Communication Research) conference. This review focuses on functionalism, critical theory, cultural studies, alternative communication, post-colonialism, and feminism. Finally, we have the book review of *Making Sense of Data in the Media*, by Andrew Bell, Todd Hartman, Aneta Piekut, Alasdair Rae and Mark Taylor. The objective of this book is to help journalists to provide information accurately, and help readers to interpret it correctly.

JOCIS 5 also features an interview with Jonathan R. Hoffmann, Chief Operating Officer of the international media organization *Project Syndicate*, on “new

business models and the influence of the digital world”.

We also present our readers the report about the first international conference of IMMAA (International Media Management Academic Association) on media management, innovation, and industry initiatives, which took place at Northwestern University in Qatar in 2019. The keynote speaker of the conference was the CEO of Northwestern University in Qatar, Everette E. Dennis, and the conference chairman was Paulo Faustino. Participants included Eli Noam of Columbia University, as well as Professor Joe F. Khalil. The panels that included Everette E. Dennis, Ilhem Allagui, Gregory Lowe and Gregory Bergida analysed the media ecosystem in Qatar. The conference also examined the transformative role of IMMAA.

As we put together this issue of *JOCIS*, we believe we were able to show that there is a new community in the world driven by COVID/19. This community is undergoing a transformation and holding hands with the digital age. At the same time, this issue shows how parallel analogue media (TV, radio) can gain strength in areas that lie beyond the limits of this community, precisely as a complement to digital media. The digital world is so vast that this issue's articles will allow us to understand that through it, and with data as the new currency, it is not only possible to travel the world, but also to make it our own.

