

The Challenge for Communication Researchers

A new paradigm is set for the scientific community of the *Anagramas Rumbos y Sentidos de la Comunicación* journal. The new trends of the *agendasetting* make the lines of academic work converge with the intentions of the regions. This means that the new challenge that researchers are facing has a high social content that involves technologies as a guiding thread of their dialogues.

The first things that has to be said is that alongside the worldwide tendency of emphasizing the culture trough the creative industries and giving them the value they deserve, as well as underlining the importance that they have in the citizen's life, the *Anagramas* journal is working on discussions for achieving the goal of turning this scientific scenario in a screen for displaying the research results on culture and creativity.

It is evident that the reflection around the cultural industries are a priority for governments, and a result of that if that several organizations have come to interesting conclusions, for example, the World Economic Forum shared in different academic stages that the 60% of the contemporary jobs will have a new re-classifications and structure and that based on that the new designs for job positions will adopt three requirements: solutions of complex problems, critical thinking and creativity. The Inter-American Development Bank (IADB) had the opportunity to reflect around the "orange economy" ad its reflections have generated reports that asserts the value of culture and creativity as a transversal link in the development of the regions. Another conclusion raised by the IADB is that innovations born at the cultural and creative industries might improve the productivity of sectors as the retail commerce, education, transportation or tourism; and UNESCO encouraged the Convention on Promotion and Protection of the Cultural Expressions Diversity in the general Conference of the United Nations for Education, Science and Culture Organization on its 33rd meeting,

celebrated in Paris from the 3rd to the 21st of October, 2005. The convention aimed for the agglutination of researchers in different areas that allows the design and implementation of policies and measures supporting the creation, production, distribution and access to creative industries oriented goods. The convention has a clear purpose: supporting governments and the civilian society in the search of politic solutions for the emergent challenges.

Another aspect worth highlighting in this reflection is that the digital communication and the creative processes have opened the research possibilities towards new study objects; the topic of researching the traditional media is a controversial idea. These objects are, without a doubt, an amalgam of experiences that might hardly be limited into one sense and even harder in a sole discipline. With this one, there are two scenarios in which the new perspectives of the communications researchers must adjust and engage for opening a new debate, because everyone knows the multitude of critics to this field of knowledge.

The question and the challenge are proposed in the researcher's agenda; in other words, the scaffolding of the research on communication must aim towards answering in which ways the good use of the creative industries can build spaces for exchanging experiences and cooperating with country's regions, alternatives for working on the region under cooperative and complementary dynamics ; a good use of the cultural industries can create a suitable framework for accelerating the knowledge and the application of Human Rights. The relation between communication and democracy is essential as a research topic given that the citizens not only require information for their decision taking but also for establishing dialogue mechanism, participation and social action based in the creative industry as a starting engines for the structuring of democratic processes.

With this reflection we introduce the 36th issue of the journal and with it a new that might improve the circulation processes of our academic works, from the 37th issue on, the journal *Anagramas Rumbos y Sentidos de la Comunicación* will begin a process of continuous publishing, we expect that this decision results in a greater circulation of the manuscripts.

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