

## EDITORIAL

The global reach of certain events provides Communication Sciences researchers the unparalleled opportunity to think about the ethical role in generating, disseminating and feedback messages, in both traditional Media and social networks. Euphoria and enthusiasm are elements that surround this type of events and it is communicator responsibility to offer rigorous content that provides data and useful information to the audience, beyond “colorful”, superficial and easily forgettable reports.

Being exhaustive and responsible does not necessarily mean being “boring” or turning away from the emotionality experienced in social context. Working with news components, communicator has the task of being consistent with their professional values, developing messages that contribute to the productive debate of issues, without exploiting prejudiced or stereotyped aspects, which only entangle and hinder dialogue.

Before falling into sensationalist and hysterical temptation, communicator must remain firm and serene, always having as objectives honesty, transparency and the spirit of sharing the most important aspects of the event with the public. Clear, do not cloud; expand, not pigeonhole; deliver, not mask information. In doubt, always contrast and corroborate the facts with reliable documentation and sources.

Additionally, communicator must be proactive and have a work schedule that encourages him to go (already in the fieldwork) beyond the details and thus not fall back into the comfortable trap of banality. There is no doubt that the details are important, but all the data must respond to a more solid and consistent message, which is perennial and valuable to the public, in order to foster feedback that benefits all groups.

Information speed circuit and effervescent expectations generated by world events can produce errors and confusions. Here comes into play communicator humility and modesty, as well as vocation to service, essentials to fruitfully deal with contributions of “prosumers” and “ressumers” in cyberspace. There is no doubt that this attitude is fundamental to avoid conflicts and quarrels that obscure positive aspects envisioned in Social Media for more than a decade.

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