

# EDITORIAL

The overall impact of COVID-19 has been undoubted. Since March, within the South American region, there have been profound changes in politics, economics and social life. Citizens had to adapt to the new regulations of confinement and social isolation, which have reconfigured the role of traditional Media, as well as social networks that have lately had a singular importance for their ability to transmit information and create strong opinion trends almost daily.

While activities are gradually being gradually re-established in many countries (especially at the labour level), most productive sectors continue with the use of remote communication and feedback platforms. Faced with this scenario (which can last until mid-2021), a series of reflections emerge around technological disruption, constant advances in ICT and online devices (increasingly portable, with greater storage capacity and energy; hyperconnected, simple and easy to use) and their prolonged effect on human interaction and coexistence.

Apart from taking on daily health and hygiene protocols, the so-called “new normality” also implies essential changes in the way we communicate, within quotidian, professional and academic spaces. The remote environment provides precisely this possibility to exploit the scopes of video calling programs, which have been amalgamated and transmuted in the different media spaces. Already, by now, the “fourth wall”, audiences and prosumers are more aware of overcoming the “fifth wall”, in order to overcome the limitations and restrictions of meeting.

In this way, webinars, virtual classrooms, podcasting services and applications, as well as other resources, have become essential complements to the informational work of traditional Media and Social Media. This type of synergy has only been generated in a special context that has promoted the acceleration of digitization processes. Despite being in front of a screen, we must not forget or leave aside the human and empathetic component that must characterize every communicative process.

**César Mejía Chiang, *PhD***

Director of Communication Sciences Research Institute  
Faculty of Communication Sciences, Tourism and Psychology - USMP