

Call for papers
Mediterranean Journal of Communication
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Deadline: February 1, 2024
Papers to be submitted by clicking [here](#)

The *Mediterranean Journal of Communication* seeks the submission of articles for the special issue: ***Communication, Social Innovation and Sustainability***, coordinated by Dr. María-del-Mar Grandío-Pérez (University of Murcia, Spain), Dr. Inmaculada-J. Martínez-Martínez (University of Murcia, Spain), Dr. Alicia de-Lara González (University Miguel Hernández, Spain) and Dr. Jason Whalley (Newcastle Business School, United Kingdom), to be published in July 2024 (V15N2). **Deadline for submissions: February 1st, 2024**. See details in [Spanish](#). Promoted by the INNOVACOM project (PID2020-114007RB-I00).

Communication, Social Innovation and Sustainability



The idea of innovation has been traditionally related to functional efficiency and economic profitability. In the last decade, however, the evidence of the climate crisis and the impact of social inequalities have forced an increasing consciousness about the fact that some innovations were not viable in medium or

long term under economic standards, precisely because they were not viable under ecological and social standards. Such consciousness has fostered an extensive revision of the unlimited and economy-driven idea of innovation, amplifying the reach of the term “sustainable”.

Social innovation and sustainability, thus, designates those forms of creation, development or implementation characterized by newness that, beyond efficiency and lucrativeness, involve a horizon sustainability in terms of environmental viability, social equilibrium, inclusiveness, and accessibility that brings forth an integral human conception of innovation (Boons & McMeekin, 2019). This approach changes the focus from the adoption of innovation (how to efficiently integrate innovations) to innovation ecosystems (social configurations of players and interactions that favor the emergence of sustainable innovation). In this point, relations among public administration, universities, creative industries, and private sector –the so called “quadruple helix” (Leydesdorff & Ahrweiler, 2014)– constitute a relevant driver in which the viability of innovation must be subjected not only to economic, but also to social and environmental criteria.

Social/sustainable innovation in communication stands here for a specific perspective in the context of digital transformation of cultural consumption, of creation and distribution of cultural content, both fiction and persuasive (Colapinto & Porlezza, 2012) or news driven and disinformation-oriented (Anger, 2019). In this very sense, there cannot be sustainable social innovation in communication without media literacy, since it is mandatory to face innovation related communicative problems such as disinformation and fake news, social polarization, algorithmic control and datafication. These “pathologies of communication” (Aguado, 2020) have become a real challenge to media literacy that involves the participation of communication and media players traditionally excluded from media literacy perspectives (Frau-Meigs, 2022; Sádaba y Salaverría, 2022).

The thematic scope around social/sustainable innovation in communication comprehends, thus, such diverse and complementary issues as:

- Historical perspective: genesis of sustainable innovations in communication. Historical and evolutionary conditions for social/sustainable innovation.
- The impact of platform economy in the media ecosystem: positive and negative aspects
- Configurations of players in the media ecosystem fostering social/sustainable innovation: new players, new interactions, new processes.
- Digital content and communication startups in Spain
- Public Service Media (PSM) and social/sustainable innovation
- New formats and new reception rituals as forms (or factors) of social/sustainable innovation
- Assessment of sustainability of social innovations in media and communication: viability of business models, technologies, and media consumption dynamics.
- Digital citizenship and social/sustainable innovation in communication. Digital literacy, algorithmic literacy, and data literacy.

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