

Call for papers
Mediterranean Journal of Communication
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Deadline: February 1, 2025
Papers to be submitted by clicking [here](#)

The Mediterranean Journal of Communication seeks the submission of articles for the special issue: ***The impact of misinformation on political, institutional and corporate communication***, coordinated by Dr. José Rúas-Araújo, University of Vigo (Spain), Dr. Natalia Quintas-Froufe, University of Coruña (Spain), Dr. Marius Dragomir, Central European University (Vienna, Austria, and Dr. Sandra Cristina dos Santos Monteiro Marinho, University of Minho (Portugal), to be published in July 2025 (V16N2). **Deadline for submissions: February 1st, 2025.** See details in [Spanish](#).

***The impact of misinformation on political, institutional
and corporate communication***



Disinformation can cause great harm to the lives of individuals and organizations, their health, finances and democracy. In recent years, the debate on the public need to guard against the spread of hoaxes and fake news, which in situations of tension can seriously affect social stability, peaceful coexistence and the very foundations on which Western democracies are built, has intensified.

Countries, institutions, governments and parties are facing post-truth, the term developed by sociologist Ralph Keyes (2004) to allude to the process of creative manipulation of the truth, embellished and configured to the taste of audiences, and where facts count less than the sensations and emotions they produce, generating a new emotional state (Rúas and García, 2019) that alters the current media ecosystem and poses new challenges and threats to journalism, in the dispute to impose a dominant narrative.

Research on misinformation has experienced significant growth in Spain, with more and more studies, especially in the technological areas, but also in social sciences and communication (Rúas and Paniagua, 2023), as well as in Europe, although in a more unbalanced way, depending on each country and thematic area (de Place Bak et al, 2022), but the impact on society, politics and institutions, public and private, media and audiences has yet to be observed, hence the proposal of this monograph. The latter, creators of new media consumption habits in the current digital ecosystem (Quintas-Froufe and González-Neira, 2021), need tools and mechanisms with which to combat such misinformation, hence the proposal of this monograph.

Topics:

- Disinformation
- Fact-checking and verification (fact-checking)
- Fake news
- Big Data
- Artificial Intelligence
- Digital Communication
- Political Communication
- Communication of governments and administrations
- Business Communication
- Communication offices
- Communication Ethics

Research Questions:

- How does fake news damage political, institutional and corporate information?
- How does disinformation affect the image of political and corporate communication?
- Are there biases about political fact-checkers by media professionals and audiences?
- Are social networks reliable sources for audiences and journalists?
- What can Big Data, artificial intelligence and algorithms bring to political, institutional and corporate communication?
- How is disinformation perceived by audiences?
- What mechanisms do audiences possess to combat disinformation?

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