

Call for papers
Mediterranean Journal of Communication
V15N2
(July 2024)

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 and social influence: the role of media communication in the consolidation of social values***, coordinated by Dr. Carlos Fanjul Peyró (University Jaume I of Castellón, Spain), Dr. Cristina González Oñate (University Jaume I of Castellón, Spain) and Dr. Jenny Lam (Hong Kong Baptist University, China), to be published in July 2024 (V15N2). **Deadline for submissions: February 1st, 2024.** See details in [Spanish](#).

***Communication and social influence: the role of media
communication in the consolidation of social values***

It's undeniable that communication influences the attitude and behavior of people and determines many of the values and behaviors that govern different societies. Among many other investigations, studies such as "Model of the process of influence of social communication media on public opinion (Villegas and Aguilar, 2018), "Communication in postmodernity: influence on the subject, field and environment" (Olmedo, 2020) or "Visual communication on Instagram: study of the effects of micro-influencers on the behavior of their followers" (Sarmiento and Rodríguez, 2020) demonstrate how mediated messages (whether commercial, political, social...) received by the different receivers, permeate them and shape personalities, attitudes and behaviors that transcend and modify general social behavior.

For this reason, it's vital to continue researching and studying how communication carried out through the different media (television, cinema, internet...) and in its different formats (advertising, movies, series, news, networks...) influences and configures new visions and social perspectives.

This issue of the Mediterránea magazine would seek to collect articles that address how the different forms of media communication help to consolidate, modify, improve or distort social aspects such as: equality, the role of women and men, sexual diversity, stereotypes, family, friendship, solidarity, etc.