



## Enfoque de los derechos colectivos: análisis diarios Los Andes y La Prensa en 2022

*Focus on collective rights: analysis of the Los Andes and La Prensa newspapers in 2022*

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**Palabras claves:**

Enfoque, derechos colectivos, diarios, informar, comunicación

**Keywords:**

Focus, collective rights, newspapers, inform, communication

**Resumen**

**Introducción:** La convergencia entre los medios escritos y los Derechos Colectivos es esencial en la dinámica informativa, especialmente en el ámbito de los medios impresos, donde la prensa ejerce un poder significativo al moldear opiniones, informar y catalizar acciones en la sociedad. **Objetivos:** El objetivo de la investigación es: a) Identificar los Derechos Colectivos con mayor incidencia en los medios. b) Analizar como aporta la prensa en la difusión de noticias sobre los Derechos Colectivos. **Metodología:** Estudio cualitativo, analiza la cobertura de derechos colectivos en los diarios La Prensa y Los Andes en el periodo 2022. Se revisaron 877 publicaciones en La Prensa y 484 en Los Andes. La muestra aleatoria incluyó 255 notas de La Prensa (enero, mayo, noviembre) y 144 de Los Andes (febrero, julio, septiembre). En total, se examinaron 399 notas periodísticas, con la cobertura de Derechos Colectivos. **Resultados:** Ambos diarios comparten un fuerte compromiso con la diversidad, la inclusión y la relevancia, evidenciado en sus iniciativas específicas para colectivos y la ausencia de restricciones en la cobertura de noticias. **Conclusiones:** La Prensa y Los Andes desempeñan un papel fundamental al informar y sensibilizar a la sociedad sobre la importancia de los Derechos Colectivos en la construcción de sociedades equitativas y justas. **Área de estudio general:** Comunicación. **Área de estudio Específico:** Derechos Colectivos

**Abstract**

**Introduction:** The convergence between written media and Collective Rights is essential in the information dynamic, especially in the field of printed media, where the press exercises significant power by shaping opinions, informing and catalyzing actions in society. **Objectives:** The objective of the research is: a) Identify the Collective Rights with the greatest impact in the media. b) Analyze how the press contributes to the dissemination of news about Collective Rights. **Methodology:** Qualitative study, analyzes the coverage of collective rights in the newspapers La Prensa and Los Andes in the period 2022. 877 publications in La Prensa and 484 in Los Andes were reviewed. The random sample included 255 articles from La Prensa

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(January, May, November) and 144 from Los Andes (February, July, September). In total, 399 journalistic articles were examined, covering Collective Rights. Results: Both newspapers share a strong commitment to diversity, inclusion and relevance, evidenced in their specific initiatives for groups and the absence of restrictions on news coverage. Conclusions: La Prensa and Los Andes play a fundamental role in informing and raising awareness in society about the importance of Collective Rights in the construction of equitable and just societies. General study area: Communication. Specific study area: Collective Rights

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## Introduction

Communication is the process of sending information, ideas, thoughts, feelings and data from one individual to another. This is a fundamental element in human interaction and plays an important role in everyday life, and in all fields of society and the world. According to Leon (2009) he points out “communication involves the interaction between two or more individuals to share knowledge and experiences” (p. 17).

Communication therefore becomes an essential element to ensure an accurate exchange of information in all social contexts that present communicative content for the various groups that make up a society.

While for Báez (2000), the word "communication" has its origins in the roots "collective" and "common", which come from the Latin "communis" or "communicare". This indicates that it is a process that involves interaction, connection, correlation and participation between individuals.

This approach gives rise to communication strategies, as discussed in Saavedra's study (2022). Therefore, communication becomes an essential element to ensure an accurate exchange of information in all social contexts that present communicative content for the various groups that make up a society.

For their part, the media play the role of disseminating information, perspectives and material related to contemporary events in society, whether printed, audiovisual and digital, thus establishing a value structure and a specific culture (Ávila, 2022).

That is to say, the media play a crucial role by acting as channels for interaction between senders and receivers. Throughout history, the media have undergone significant

evolution, modernizing their information tools and reaching a considerable audience. Their dominant role is due to the notable influence they exert on educational training, since their content can shape the adoption of ideas, patterns of behavior and traditions in the individual lives of people.

While Cruz (2015) indicates:

Print media, mostly daily, have the main purpose of informing society by highlighting the most relevant news and offering useful information and advice to their readers (p. 18).

However, print media are physical media used to disseminate information, reviews, advertisements, opinions and events of general interest. These media are characterized by their diversity in terms of ownership and content, ranging from traditional newspapers to weekly magazines. These publications are an ingrained part of society's daily life (Solís, 2016).

The professional activity of journalism is the collection of data and facts about everyday events, which are then selected, edited and published. This process is not limited to just reporting, but involves prior research, with the purpose of educating society and providing accurate and relevant information about events and issues that affect the community, the country or the world.

Therefore, journalism must fulfill certain responsibilities to ensure the provision of a high-quality service to society.

Journalism is responsible for two main tasks: providing accurate and timely information, while promoting essential values and practices that support the democratic system, such as transparency, accountability, participation, plurality and respect for human rights, among others, as highlighted in the study by Carrasco (2016).

Journalists follow ethical principles to ensure that the information presented is truthful, impartial and objective, thus contributing to keeping society informed and empowered.

Parratt (2008) states:

Journalism is defined as a process of sequential analysis of social reality, where a news item acquires greater relevance if it is expected to have a significant impact compared to others. The choice of news by a media outlet is evaluated based on its content, and the success or failure of this selection can be evaluated through its own information material. (p. 12)

Although faced with significant challenges with the rise of digital media, print media continues to play a crucial role as a trusted source of information for many people.

While Estrada (2020) states that:

Journalism is a professional practice that focuses on selecting significant data, collected from everyday situations involving individuals and society in general, to use them in research that will be published. The journalist, as the main actor in this activity, discovers the social reality of a certain area through his or her research work (p. 20).

Furthermore, journalism provides an opportunity to encourage reflection on various issues and the expression of opinions, which enables the public to defend its rights in society. Therefore, the treatment of information in the media always involves an essential technique of responsibility.

Collective Rights refer to rights that belong to a group of people rather than specific individuals. These rights are related to the protection and promotion of interests as well as needs shared by a community or a group of individuals with common characteristics.

Following Becerra's reflection (2022), he points out: “rights, in a broad context, represent faculties that root their foundation in solidarity and the capacity for self-management inherent to a specific group of individuals” (p. 100).

However, Nuila (2018) points out that “collective rights refer to those rights that belong to a group or community as a whole, rather than to specific individuals” (p. 3). These rights are usually related to social, cultural, economic or environmental aspects that affect a group of people as a whole.

That is, Collective Rights are important because they recognize that certain aspects of social, economic, cultural and political life cannot be addressed solely from an individual perspective, and require collective action and the protection of the rights of specific groups.

It is essential to understand how the media presents collective rights, as this can have an impact on society's perception and on promoting awareness of these rights. The press can play an important role in encouraging citizen participation, promoting social justice, protection of minorities, preservation of diversity, sustainable development, strengthening democracy, conflict prevention, labour, indigenous rights and identity building.

In short, researching Collective Rights is essential to building more just, inclusive and equitable societies, addressing the needs and concerns of entire groups rather than just individuals.

Given the above, this research has formulated two objectives regarding the publications made by the newspapers La Prensa and Los Andes in 2022: a) Identify the Collective

Rights that were most frequently disclosed. b) Analyze how the written media contribute to the dissemination of news with the approach to Collective Rights.

### Methodology

The study is based on the qualitative research method since both objectives are based on the need to obtain a deep and contextualized understanding of the media coverage on Collective Rights in the newspapers La Prensa and Los Andes.

In qualitative research, questions usually arise before, during, or after data collection and analysis. The inquiry process in these investigations is characterized by moving dynamically between facts and their interpretation, constituting a rather "circular" procedure in which the sequence does not follow a fixed pattern and may vary in each study. (Hernández, 2019, p. 43)

Qualitative methodology tends to focus on the interpretation and deep understanding of social phenomena. That is, the analysis of newspapers serves to understand how they address and present Collective Rights, and involves the exploration of meanings and contexts, which is characteristic of qualitative approaches.

The analysis focuses on evaluating the dedication, depth and focus of these newspapers regarding the coverage of Collective Rights and their commitment to a variety of topics within this crucial area for society.

The research was based on a bibliographic review of the newspapers La Prensa and Los Andes during the period January - December 2022, the first with a total of 344 and the second with 276 copies, in which 877 and 484 publications related to the topic of Collective Rights were identified respectively.

The sample was determined in a simple random manner between the months of greatest news production related to Collective Rights by each of the media outlets.

In the newspaper La Prensa, the following months were chosen for the content analysis matrix: January, with 98 news articles; May, with 84; and November, with 73, totaling 255.

In the Los Andes newspaper, the following content was selected: February, with 50 news articles; July, with 54; and September, with 40, totaling 144.

In the two media mentioned, a total of 399 news articles on the topic of Collective Rights were analyzed.

This research was divided into two segments based on the objectives set:

That is, in the first objective, the frequency of publications on Collective Rights is explored, providing a more complete view of the relevance and interpretation in the context of media coverage. The technique of bibliographic review and content matrices was used to establish the sample and identify the most frequently mentioned types of Collective Rights.

The second objective involves an exhaustive analysis of how the media addresses information on Collective Rights and its impact. To do so, the interview technique was used, with conversations with reporters from the newspapers La Prensa and Los Andes, using a guide specifically prepared for this purpose as a research tool.

### *Theoretical framework*

Communication plays a crucial role in the way collective rights are addressed in print media. Newspapers and magazines have the power to influence public opinion and shape social awareness regarding these rights.

Communication is identified as a field of study and scientific discipline in the field of social sciences. Castells (2014) states, “communication is the process of exchanging information for the purpose of sharing meanings” (p. 19).

The Federation of Associations of Journalists of Spain (FAPE, 2019) stated:

"We establish the ethical principles that a journalist must follow, especially highlighting the commitment and respect for the truth. A competent communicator must be loyal to the truth and communicate events truthfully, avoiding distorting information or generating speculation for personal or media reasons" (p. 10).

Pena (2009) presents the methodology of the mirror theory, which maintains that journalism acts as a reflection of reality. In simple terms, its main objective is to report the facts objectively, regardless of opinions.

Gómez & Simón (2016) point out that communication is not limited only to the transmission of information, but involves the expression of ideas, points of view, emotions and feelings by both the sender and the receiver.

However, the author also points to another theory known as Newsmaking, which argues that journalism does not simply reflect reality, but contributes to constructing it.

In this process, the event is reported, but the audience, production routines and editorial line of the media are taken into consideration. This does not imply manipulation of the news, but rather the journalist exercises his or her judgment in determining which news has priority to be disseminated and constructs the story according to previously selected criteria. (Pena, 2009, p. 140)

That is, through these concepts we can analyze how newspapers fulfill different functions in society, including the promotion or limitation of Collective Rights. In this sense, newspapers act as instruments that play specific roles in the social structure, contributing to maintaining balance and stability.

To understand the relationship between newspapers and Collective Rights, it is necessary to examine how these media transmit messages that can influence public perception and, therefore, promote or limit these messages. Newspapers, as part of the mass media, become agents that reflect and, in turn, shape public opinion on issues related to Collective Rights.

However, according to Larrazábal (2021), “the relevance of collective rights lies in their great significance, since the protection of these rights fosters solidarity and empathy, relying on the social and personal interactions that develop between individuals” (p.16).

Collective Rights thus play an essential role in building equitable and fair societies. The press plays a significant role in promoting and raising awareness about these rights. This article examines how the newspapers "La Prensa" and "Los Andes" in Riobamba addressed Collective Rights in 2022.

## Results

Communication, understood as the process of transmitting information, ideas, thoughts and data between individuals, plays an essential role in human interaction and encompasses various aspects of daily life and society. Various studies highlight the importance of communication, indicating that it is not limited only to the transmission of information, but also involves the expression of ideas, emotions and points of view by both the sender and the receiver.

In this context, the media, especially the printed media La Prensa and Los Andes, fulfill their role by disseminating information, perspectives and contemporary events, establishing data and a specific culture.

The research focuses on the approach to Collective Rights in the newspapers "La Prensa" and "Los Andes" of Riobamba during the year 2022, these being of groups rather than specific individuals, being fundamental to building equitable and fair societies. These rights recognize the need for collective actions to address social, economic, cultural and political aspects.

The representation of results begins through the content analysis tables, identifying the most frequent Collective Rights.



**Table 1**

*Types of Collective Rights published in the newspapers La Prensa and Los Andes period 2022*

Collective Law	The Press (Mentions)	The Andes (Mentions)	Analysis
Health	67	38	The most relevant law in publications, reflects its great importance in society. Crucial issues such as health care, health systems and public health policies are addressed.
Political participation	31	27	The importance of participatory democracy and collective decision-making. This reflects the interest in promoting the participation of individuals in political and social life.
Education	30	27	It highlights the interest in aspects such as quality education for all, inclusive access and equal opportunities.
Healthy environment	25	17	The importance of protecting the environment, combating pollution and promoting a healthy environment. This reflects the attention paid to the conservation of natural resources and environmental well-being.
Culture, identity and freedom of belief	22	-	Cultural diversity, the preservation of traditions and the identity of communities. In addition to freedom of worship, religious tolerance and the protection of religious diversity.
Security	19	21	Issues related to collective security, including crime prevention, citizen protection and security policies. This reflects the focus on ensuring a safe environment for the community.
Justice	11	1	Issues such as legal access, equality before the law and challenges in the system are addressed, highlighting the importance of an equitable judicial system.
Protection and well-being	10	-	Social protection, individual and community well-being, and assistance programs are highlighted in this right.

**Table 1**

*Types of Collective Rights published in the newspapers La Prensa and Los Andes period 2022 (continued)*

Collective Law	The Press (Mentions)	The Andes (Mentions)	Analysis
Public services	9	2	Access to essential services such as drinking water, energy and public transport are crucial aspects of this right.
Freedom of expression and information	9	-	Access to information, freedom of the press and transparency in the dissemination of information relevant to the public are reflected in this right.
Transport and mobility	8	7	Importance of access to public transport, infrastructure and the promotion of sustainable and safe mobility.
Equality	8	2	They address issues related to equal rights and opportunities, the fight against discrimination and the promotion of social inclusion.
A dignified life	4	1	It addresses issues related to access to adequate living conditions, the eradication of poverty and social protection.
Fair and adequate remuneration	2	1	It reflects the importance of adequate remuneration, equal pay and the protection of labour rights.

The relevance of Collective Rights, evidenced through the mentions in the news articles of the newspapers La Prensa and Los Andes, underlines the attention and significance given to different fundamental areas of society. This analysis highlights the diversity and complexity of the topics addressed, highlighting their importance in the media agenda of both newspapers.

The analysis of the frequency of publication in newspapers reveals that certain Collective Rights receive more attention than others. As shown in the following table:

**Table 2**

*Types of Collective Rights most published in the newspapers La Prensa and Los Andes period 2022*

Collective Law	The Press (Mentions)	The Andes (Mentions)	Analysis
Health	67	38	The high frequency of this right in "La Prensa" suggests a high relevance and sensitivity towards health-related issues in the province of Chimborazo. In "Los Andes", although slightly less, it indicates that health remains an important priority in the region.
Political participation	31	27	The prominent attention to this right in "La Prensa" suggests a focus on promoting citizen participation in political processes. The lower frequency in "Los Andes" still reflects an interest in fostering community participation in various aspects of life.
Education	30	27	The prominent presence of this right in "La Prensa" indicates a commitment to educational issues, such as access to education and educational quality. Although slightly less so in "Los Andes", it indicates a shared interest in addressing educational issues.

Based on the results of the first objective, it is highlighted that the media, particularly the printed media, have evolved over time and continue to be a significant source of information for society. The relevance of these media is evidenced by their ability to influence society's perception of crucial issues, including Collective Rights. The newspapers La Prensa and Los Andes have the responsibility to inform, educate and promote essential values in a democratic society.

The detailed analysis reveals specific patterns in each newspaper, with La Prensa focusing on its local influence and adaptability, and Los Andes highlighting its regional relevance and positive interaction with readers. Both newspapers share a strong commitment to diversity, inclusion and relevance, evidenced by their specific initiatives for collectives and the absence of restrictions on news coverage.

On the other hand, for the interviews, two reporters from local newspapers were carefully selected: Holger Coca from La Prensa and Alexander Pilco from Los Andes. This choice was based on the experience and leadership that both professionals have in the journalistic field of Riobamba.

Through the interview, the second objective was analyzed, which determined that the written media analyzed play a crucial role in the dissemination of news with the approach

of Collective Rights by merging various strategies that reflect their commitment to diversity and relevance for the local and regional audience.

La Prensa stands out for its local influence, adaptability and active connection with the community. In addition, it presents specific extracurricular initiatives for groups, which highlights its commitment to community participation and diversity. On the other hand, Los Andes stands out for its regional relevance, editorial approach focused on geographical breadth and the absence of restrictions, creating an inclusive space.

Through the interview, it was determined that both newspapers, although with different approaches, contribute to comprehensive, equitable and relevant news coverage for the community of Chimborazo and its surroundings.

It is important to note that both newspapers recognize the importance of social media and online interaction. La Prensa stands out for its metric monitoring and digital adaptability, while Los Andes emphasizes the positive response derived from dedication to specific topics. This joint strategy contributes to a comprehensive media presence, taking advantage of both the print media and digital platforms to effectively and committedly reach the audience.

Finally, the following results are shown through the following techniques that were proposed.

In the context of 2022, La Prensa and Los Andes, as print media, played an essential role in the dissemination of information and the construction of cultural values, highlighting the relevance of Collective Rights, especially in critical areas such as health, political participation and education. This approach highlights the importance of addressing issues that directly impact society and are intrinsically linked to Collective Rights.

In relation to the theory of mirrors and the theory of Newsmaking presented by Pena (2009), the methodology of journalism as a reflection of reality and its contribution to the construction of this takes on a crucial meaning in the coverage of Collective Rights. The media, by reporting objectively and considering the audience, production routines and editorial line, can influence public perception and, therefore, defense and promotion.

Emphasizing Pena's (2009) analysis of the journalist's ability to select and construct stories according to specific criteria, it has an impact on the coverage of Collective Rights in La Prensa and Los Andes during 2022, since the prioritization of certain topics reflects the exercise of journalistic criteria in the presentation of news that not only informs, but also contributes to the formation of collective reality.

That is to say, in this case the reporters of both newspapers present different perspectives: La Prensa highlights the importance of organization and clear vision, while Los Andes focuses on thematic breadth and inclusive communication.

These approaches result in news coverage that incorporates organization, diversity, and participation in the public sphere. “From a more comprehensive perspective, rights constitute attributions that find their basis in solidarity and the capacity for self-management intrinsic to a particular group of people” (Becerra, 2022, p. 100).

The analysis of publication frequency in the newspapers "La Prensa" and "Los Andes" reveals significant patterns in the attention given to various Collective Rights. This qualitative approach provides valuable insight into information priorities and may be indicative of the prevalent concerns in the community that both newspapers seek to address.

Print media, despite digital challenges, remain relevant in promoting and raising awareness about Collective Rights. Their ability to present information in a detailed and contextualized manner contributes to public understanding of crucial issues. Newspapers are tasked with upholding ethical principles to ensure the truthfulness and objectivity of the information presented.

In other words, these rights recognise that certain aspects of social life cannot be addressed solely from an individual perspective. Print media play a fundamental role in informing and raising awareness in society about the importance of these rights in building equitable and just societies.

## Conclusions

- This research highlights that Collective Rights are important because they recognize that certain aspects of social, economic, cultural and political life cannot be addressed solely from an individual perspective, and require collective action and the protection of the rights of specific groups.
- The frequency of publication in the newspapers "La Prensa" and "Los Andes" was analyzed and revealed significant patterns in the attention given to various Collective Rights. In "La Prensa", health is prominently mentioned with 67 mentions, followed by the right to political participation with 31 and education with 30. On the other hand, in "Los Andes", the right to health is also central with 38 mentions, followed by education with 27 and citizen participation with 27.
- Written media, represented by La Prensa and Los Andes, play a crucial role in disseminating news with a Collective Rights approach by merging various strategies that reflect their commitment to diversity and relevance for local and regional audiences. Both newspapers stand out for their commitment to diversity,

inclusion and relevance. La Prensa, through its active connection with the local community and adaptability, shows a significant influence at the local level. On the other hand, Los Andes stands out for its regional focus and positive interaction with readers, providing broader coverage.

### Conflict of interest

The authors declare that they have no conflict of interest.

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