

Introduction

This year, we at *Quaderns del CAC* are bringing forward our annual publication date to February with a monographic issue dedicated to research on the intersections between **communication, health and well-being**. This is an issue that always bears attention, and not only when global health crises occur such as the one caused by the Covid-19 pandemic. In fact, health, and especially mental health, is an increasingly common subject of public media debates, related to topics such as nutrition, lifestyles, old age, technological addictions and so on. At the same time, the constant transformation of the communication ecosystem, largely as a result of the emergence of new digital social media and technological advances, makes research and reflection on the characteristics and potential effects of digital social relationships around health and well-being more necessary than ever.

The first two articles in the **monographic section** deal, in particular, with the mental health of adolescents. On the one hand, “Adolescence and mental health: from their representation in the media to the prevention of stigma in classrooms” presents the results of an analysis of academic literature on the representation of mental health during adolescence in discourses disseminated through audiovisual fiction, news items and content published on social media. The article highlights the importance of digital media literacy and teacher training in the face of the potential negative effects of these discourses, especially with regard to mental disorders and among women. Containing specialist contributions from different perspectives and areas of expertise, it is authored by: **Clara Virós-Martín** (Universitat Pompeu Fabra), **Mònika Jiménez-Morales** (Universitat Pompeu Fabra), **Mireia Montaña-Blasco** (Universitat Oberta de Catalunya), **Eva Bretones Peregrina** (Universitat Oberta de Catalunya), **Joanna Empain** (Universitat Autònoma de Barcelona), **María-José Establés** (Universidad de Castilla-La Mancha), **Ana Freire** (UPF Barcelona School of Management), **Lorena Gómez-Puertas** (Universitat Pompeu Fabra), **Olga Jordana Ovejero** (Universitat Autònoma de Barcelona), **Marta Lopera-Mármol** (Universidad Carlos III de Madrid), **Lara Martín-Vicario** (Universitat Internacional de Catalunya), **Leila Mohammadi** (Universitat Autònoma de Barcelona), **Segundo Moyano Mangas** (Universitat Oberta de Catalunya), **Ricard Parrilla Guix** (Salzburg University of Applied Sciences), **J. Roberto Sánchez-Reina** (Centro de Investigación Rizoma Redes), **Paloma Sanz-Marcos** (Universidad de Cádiz) and **Jordi Solé-Blanch** (Universitat Oberta de Catalunya).

On the other hand, **Raquel Moraleda-Esteban and Esther Martínez-Pastor**, from the Universidad Rey Juan Carlos, present “Self-harm, adolescents and mental health on social media and in the family environment: from the perspective of health professionals”. Based on interviews with experts in the fields of health and social work and education, the authors shine some light on the harmful effects of social media on the development of non-suicidal self-harm in adolescence. In addition, they provide information about the decisive role of the family in the socialisation process and the emotional well-being of adolescents.

In a monograph on communication and health published only a few years after the coronavirus pandemic, we cannot ignore the contributions related to media communication at that time. This is what the next two articles in this monograph cover. “The Coronavirus on Spanish free-to-air television during the lockdown”, by **Sandra Martínez Costa, Teresa Nozal Cantarero, Antonio Sanjuán Pérez and José Juan Videla Rodríguez** from the Universidade da Coruña, presents the results of a study on the content broadcast by four Spanish television channels (La 1, Antena 3 TV, Telecinco and La Sexta) during the lockdown period from 13 March to 11 May 2020. Alongside it, **María Monjas Eleta and Miguel Lobato Rodríguez** (Universidad de Valladolid) present the article “The health crisis in infotainment shows. Analysis of Pablo Motos’ monologues in *El Hormiguero 3.0: Quédate en casa*”. Their study collects the results of a content analysis of eleven speeches by the presenter of this television programme, assessing their rigour and their news and social relevance in not only health terms but also political terms.

Closing this monograph, the article by **Carolina Sáez-Linero**, from the Universitat Pompeu Fabra, focuses our attention on a question of the utmost relevance and topicality: the use of new digital technologies based on data processing to target advertisements about products harmful to health in a personalised way. The study discusses the effects of this type of advertising segmentation, which are particularly serious for people and social groups with more adverse conditions. Through a review of specialist literature, the article “Health inequalities and personalized advertising: A pathway to equity?” reveals that these new techniques can perpetuate stereotypes and unhealthy behaviours among the most vulnerable people and thus lead to a heightening of social inequalities. However, it also identifies potential benefits from these personalized advertising techniques, if they are used to target messages that can generate a positive intervention, focused on equity in terms of health and well-being.

Finally, in this issue 51 we have a contribution in the **miscellaneous section** written by **Àlex López Alcalde and Aida Martori Muntsant**, from the Universitat Autònoma de Barcelona, entitled “The CCMA's new dynamics of outsourcing productions in the face of digitalisation”. In a context of increasing digitalisation and “*platformisation*” of the media, the article analyses the outsourcing model for the production of video content by the Corporació Catalana de Mitjans Audiovisuals (CCMA) [Catalan Audiovisual Media Corporation], broadcast either on television or through the 3Cat digital platform. The time period encompasses the decade between 2013 and 2023, with special attention to content generated between March 2022 and December 2023. The results reveal, among other things, that investment in outsourced production has increased and that the content most often commissioned to external production companies, mostly from Catalonia, is entertainment and culture, as well as digital media content (a category included in 2023, with 100% outsourced production). Given this new situation, the authors argue that the Regulatory Standard of the procedure for selecting and outsourcing audiovisual content for the CCMA media needs to be updated.

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