

Introduction

Issue 52 of *Quaderns del CAC* includes three articles in its **monographic section**. Each of them takes public opinion as its central axis, examining it through the lens of our current landscape and contemporary conditions. The way public opinion is formed plays a key role in developing any theory of communication, and with this monograph, we hope to help open up new perspectives and approaches.

Today, public opinion is fuelled by a turbulent global context where multiple crises and interests converge. The rise of new political movements and social struggles has sparked intense information battles, where emotional resonance often supersedes rational discourse. New digital spaces, such as social media platforms, frequently serve as fertile ground for the formation and expansion of currents of (mis)information and interpretations of reality. There is an urgent need to debate the extent to which these spaces constitute part of the *public sphere*, specifically in light of the fact that they are influenced by particular economic and political interests, and by technologies such as artificial intelligence systems, whose operation and impact are not widely understood by the general public.

Research that addresses all the challenges posed by this context requires both studies based on empirical evidence, which enable us to understand the current situation and the constant changes taking place, and critical reviews of theories on the formation of public opinion, especially those formulated in an analogue and exclusively physical face-to-face world. This monograph brings together initiatives that respond to both of these approaches.

The first article, by **Marta Cambroner-Garbajosa** (UOC), delves into theoretical inquiry. In "With Habermas and beyond. The role of the digital and affective aspects in shaping public opinion", Cambroner reflects on Jürgen Habermas's concept of *the public sphere*. As a critical review of one of the most influential intellectuals of our time, a key figure in public opinion studies, this piece is invaluable both for seasoned researchers and for those looking for an introduction to this field.

The following two articles stem from empirical research, tackling two pivotal issues in modern public opinion: gender equality and climate change. **Marta Roqueta-Fernández** (UOC) has written an article entitled "Influence of hybrid feminist activism on gender parity in the opinion sections of Catalan media: the #OnSónLesDones case". The text compiles the results of an analysis of different sources (reports and content available on the blog *On són les dones*, interviews with activists from the group, and dissemination of the hashtag on Twitter). The work also delves into the influence of the #OnSónLesDones (OSLD) group in the media. **Javier Callejo** (UNED), in "Grey's denialism's use of media in Spain: blaming the messenger", introduces us to the idea of the "cascade of doubts". Callejo argues that the trend is no longer to deny climate change outright, but to reinterpret or cast doubt on its specifics. He warns that by "placing it as the backbone of public policies and budgets, it is highlighted its high cost in terms of social welfare and economic growth".

The **miscellaneous section** of this issue comprises three articles, all of which converge on gender issues. Firstly, **Anna Fonoll-Tassier** (URV) has written "Mapping a 'triple periphery': shifts and continuities in contemporary Spanish documentary filmmaking by women", a study exploring the factors behind the recent increase of female filmmakers in Spain's documentary sector. Fonoll addresses the rise of the feminist movement, the digitisation of the audiovisual sector and the consolidation of specialised training programmes as key drivers that promote the presence of women in documentary production and distribution.

Secondly, "Too gay": masculinities and homoeroticism in slash fiction about video game content creators", by **Ona Anglada-Pujol** (UPF), offers a critical analysis on the models of masculinity reflected in fan fiction texts about two fictional pairings of gaming content creators: Rubelangel (Rubius and Mangel) and Septiplier (Jacksepticeye and Markiplier).

Ezequiel Soriano Gómez (USC) closes issue 52 by reflecting on the professionalisation of internet meme makers in "From meme maker to content creator. An ethnographic approach with Marina Listillas". Through an ethnographic study of the person behind the Instagram account @listillas, Soriano examines the evolution of her work within large platforms and the tensions between community logic and commercial interests that drive it.

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