



## Table of Contents

Presentation. A Journal at the Service of the International Community of *Social Mediations* Scholars  
BACA LAGOS, Vicente ..... i-v

Foreword of *La Mediación Social* in the Globalization Era  
MARTÍN SERRANO, Manuel..... 1-24

### I. THEORETICAL AND METHODOLOGICAL STUDIES

The Logic-Semiotic Horizon of the Contributions of the Mediation Theory to the Description of Television Language  
AGUIRRE FERNÁNDEZ DE LARA, Roberto.....27-44

The Roads That Lead to a New Theory of Strategy. Contribution to the Homage to Manuel Martín Serrano  
ALBERTO PÉREZ, Rafael.....45-73

Contributions to the Study of Communication Production of the Reference Through a Mediational Analysis of the Teletext News in Spain  
ALCOCEBA HERNANDO, José Antonio.....75-91

Recent Approaches of Cuban Research in Communication. Approximations to Manuel Martín Serrano's Work  
AMAYA TRUJILLO, Janny y VELAZCO DÍAZ, Ayrén ..... 93-112

Qualitative Social Research and Mediation Analysis. Notes for an Outline of This Dialogue  
ARIAS FERNÁNDEZ, María Antonia..... 113-127

Epistemological Basis and Current Validity of the Theory of Social Mediation  
CARDOSO CASTRO, Jorge ..... 129-153

---

TABLE OF CONTENTS

---

Academic Mediations and Digital Interfaces for Knowledge Circulation in the Communication Sciences FUENTES NAVARRO, Raúl .....	155-174
Communicology and Social Mediation. A Dialogue Between Two Paths GALINDO CÁCERES, Jesús.....	175-194
The Mediations Paradigm: Critique and Perspectives GÁMEZ TORRES, Nora .....	195-213
Epistemological Intersections: Martín Serrano's Theory of <i>Social Mediation</i> and Latin American Transforming and Critical Thought MALDONADO GÓMEZ DE LA TORRE, Alberto Efendy .....	215-233
Communication Paradigms: A Map With Latin American Memory MARTÍN-BARBERO, Jesús.....	235-260
Social Mediation and the Approaches of the Communication Theory MORAGAS SPÀ, Miquel de .....	261-269
A Model for the Analysis of Ritual Mediations and Their Relation With the Processes of Social Change MOULIAN TESMER, Rodrigo.....	271-292
Contributions of the Concept of Social Mediation to Communication Research in Venezuela: The Validity of Martín Serrano's Thought 30 Years Later PINEDA DE ALCÁZAR, Migdalia.....	293-303
Rational Agency and the Illusion of Freedom SAINZ, Javier S. ....	305-326
The Theory of Systems and of Mediations. Possible Approaches for Organizational Communication Studies in Cuba SALADRIGAS MEDINA, Hilda.....	327-353
Neurocommunication. Proposal for a Review of the Theoretical Foundations of Communication and its Industrial and Social Applications TIMOTEO ÁLVAREZ, Jesús.....	355-386
Theoretical Analysis of Instructional Design From a Systemic Perspective TORRES LIMA, Héctor Jesús, RAMÍREZ GONZÁLEZ, Carolina Ivette y ROJAS CALDELAS, Francisco .....	387-408