



'Ombudsman' y lectores activos. La interacción en torno a la calidad periodística [

2016

text (article)

Analítica

Introduction: This article examines the role of the ombudsman in ensuring journalistic quality and dealing with complaints from active readers. **Methodology:** Based on a qualitative and quantitative methodology, about two hundred articles published in nine international newspapers of recognized trajectory have been analyzed. **Results and conclusions:** The study shows a variety of models of performance, both for the topics they focus on, as well as how they present or justify the answers to active readers. The ombudsman is shown more as playing a diplomatic role that moderate the debate or become a valid interlocutor with the readers rather than a guarantee to ensure the effective compliance with the journalistic quality criteria or to question the editorial decisions

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Editorial: 2016

Tipo Audiovisual: Calidad Ombudsman Prensa internacional Credibilidad Lectores activos Quality Ombudsman International Press Credibility Active Readers

Documento fuente: Revista Latina de Comunicación Social, ISSN 1138-5820, N°. 71, 11, 2016, pags. 1344-1364

Nota general: application/pdf

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Lengua: Spanish

Enlace a fuente de información: Revista Latina de Comunicación Social, ISSN 1138-5820, N°. 71, 11, 2016, pags. 1344-1364

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