Communicative competence of the journalism club at the Espíritu Santo study center in the city of Guayaquil

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Abstract

The development of communication skills is crucial in the life of each individual, in the school environment, the objective of this study is to provide the theoretical foundations necessary to raise the standard of audiovisual content, in order to generate a more significant impact. in messages and information products. The sample consisted of the students who make up the club, a series of files and documents that helped establish the theoretical base. The study was based on a mixed research method with a non-experimental comparative descriptive descriptive approach, which incorporated techniques such as documentary review and bibliographic research. It provided results that support the project of the journalism club of the Espíritu Santo study center in the city of Guayaquil. In conclusion, the study highlights the importance of promoting communication skills through extracurricular activities.

Key words: Competence, Communicative, Journalism, Skills.

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Competencia comunicativa del club de periodismo del centro de estudios Espíritu Santo de la ciudad de Guayaquil

Resumen

El desarrollo de las habilidades comunicativas es crucial en la vida de todo individuo, en el ámbito escolar, el objetivo de este estudio es proporcionar las bases teóricas necesarias para elevar el nivel de los contenidos audiovisuales, con el fin de generar un impacto más significativo en los mensajes y productos informativos. La muestra estuvo constituida por los alumnos que integran el club, una serie de archivos y documentos que ayudaron a establecer las bases teóricas. El estudio se basó en un método de investigación mixto con enfoque descriptivo comparativo no experimental, incorporando técnicas como la revisión documental y la investigación bibliográfica. los resultados permiten sustentar el proyecto del club de periodismo del centro de estudios Espíritu Santo de la ciudad de Guayaquil. En conclusión, el estudio subraya la importancia de fomentar las habilidades comunicativas a través de actividades extracurriculares.

Palabra clave: Competencia, Comunicativa, Periodismo, Habilidades

INTRODUCTION

The skills, intellectual and motor abilities and all those that favor the correct functioning of the human being arise throughout life, there are competencies that will develop as each individual grows, undoubtedly, communication skills are one of the first to develop, since we are social beings and we are in constant communication.

In the school environment, communicative competencies have a greater impact, competencies such as linguistic, sociolinguistic, pragmatic and psycholinguistic, with their respective structures and functions, are exposed to students with the purpose of mastering, understanding and applying them to the world; extracurricular activities such as the journalism club, allow to enhance these competencies.

Extracurricular activities such as the journalism club are presented as ideal spaces to enhance these communicative competencies. Working in this type of environment not only allows students to apply their linguistic, sociolinguistic, pragmatic and psycholinguistic skills in a practical way, but also gives them the opportunity to develop them in a deeper and more meaningful way.

Pragmatic competencies enable students to understand the use of language in specific situations, as well as to interpret communicative intentions and the effects that words and actions can have in social interaction. Mastery of these competencies enables them to function in diverse communicative contexts, both formal and informal, and to make effective use of language for different communicative purposes.

Psycholinguistic competencies have a significant impact on language development, as they involve cognitive aspects that influence language acquisition, comprehension and production. Understanding how the brain processes linguistic information, as well as the factors that influence communication, allows students to

more consciously and thoughtfully approach the use of language in their daily lives.

The formulation of the problems surrounding the presentation of audiovisual content has become crucial in the educational field. A significant lack has been detected in the way these contents are presented, which has led to a disconnection between the message and the student community. The lack of an academic and participatory line of communication has exacerbated this situation, hindering student engagement and interest in audiovisual programs.

Given this scenario, it is imperative to develop a communication strategy that addresses these deficiencies. This strategy should focus on improving the quality of audiovisual content, seeking not only to transmit information, but also to generate a significant impact on the receiver. It is necessary to improve information products, not only in terms of content, but also in their presentation and format, so that they are more attractive and relevant to the student audience.

Ultimately, the implementation of an effective communication strategy will not only benefit the quality of the audiovisual content, but will also strengthen the connection between the messages and the student community. This will not only enhance the learning experience, but also encourage greater student participation and interaction, thus contributing to a more dynamic and enriching educational environment.

The objective of this study is to provide the theoretical foundations necessary to raise the standard of audiovisual content, in order to generate a more significant impact on messages and information products. This involves the creation of audiovisual content that addresses issues of social, cultural and academic relevance, using production equipment for radio and television. It also seeks to

encourage the adoption of critical and reflective attitudes among the members of the Espiritu Santo study center in the city of Guayaquil, promoting responsible and useful information management.

In the context of the Centro de Estudios Espiritu Santo in the city of Guayaquil, the need has been identified to provide the theoretical basis for improving the quality of audiovisual content. This objective is justified by the crucial importance of audiovisual media in the effective transmission of information and knowledge in today's society. The quality of these contents not only influences the comprehension and retention of information by students, but also the impact and relevance of the messages to be communicated.

The creation of audiovisual content of social, cultural and academic interest with the implementation of production equipment for radio and television responds to how to address this identified need. This strategy involves not only the acquisition of theoretical knowledge, but also its practical application through the production of audiovisual materials that are relevant and attractive to the student community. In this way, it seeks to enrich the teaching-learning process and strengthen the students' commitment to their academic training and their social environment.

The development of critical and reflective attitudes on the handling of useful and responsible information among the members of the educational center responds to the purpose of this objective. Beyond the mere transmission of knowledge, we seek to cultivate in students the ability to critically analyze the information they consume and produce, thus promoting an informed and conscious participation in society. This will contribute to the formation of responsible citizens committed to the social and cultural development of their environment.

The importance of knowing the contrast of students who are in constant development of communicative competencies with students who do not maintain that same frequency, will allow to enhance the educational strategies implemented to strengthen specific areas within the applied teaching.

According to Esquivel, W., & Azahuanche, M. (2021), communicative competence is currently (...) seen as a compendium of knowledge, abilities, skills or aptitudes that participate in the production of coexistence and interpersonal and intergroup relations, since human coexistence requires the mediation of effective communication. P. 435.

Further to what was mentioned by the author, the premise that human beings are social beings with communicative needs for their survival, supports the importance of the development of such competencies, enhancing this type of skills allows for an evolutionary change that has been evidenced over time. Moreover, in a diverse and multicultural world, communicative competence becomes even more relevant, as it enables successful interaction between people with different perspectives, values and cultural backgrounds. Effective communication promotes mutual understanding, respect for diversity and the building of bridges that unite individuals from different backgrounds.

 Rincón L., & Ramírez J. (2021) mention in their research work entitled "Design Principles to Generate Learning Activities Based on Interactive Digital Games to Foster Communicative Competence" that students will continue to present problems in humanities due to the application of uninteresting activities; they will not be able to communicate assertively and will continue to present poor results in national and international tests.

This fragment is raised as a consequence of the lack of initiative in the use of interactive digital resources that inhibit the development

of their skills based on learning, and is focused on the communicative competencies that, when not worked on, have repercussions on the students' academic results. Communicative competence is essential in contemporary society, as it not only influences the quality of our daily interactions, but also contributes to the construction of a more harmonious, inclusive and cooperative social environment.

There are certain communicative levels stipulated by Aquino, R. (2021); where its purpose is to highlight the importance of a journalism club to enhance communicative competence, the levels range from the understanding of dialogue, writing for oral language, to the level of coherence and cohesion; where it seeks to improve speaking and writing skills in order to be used in journalistic writing and in turn to be able to be communicated verbally to an audience.

The journalism club provides an environment conducive to the development and refinement of these communication skills. The first communicative level focuses on the ability to understand and process verbal exchange, which is fundamental for any communication professional. In writing for oral language it involves the ability to express ideas clearly and effectively, preparing participants to communicate both in writing and verbally; while, the more advanced level involves the ability to structure and organize discourse in a coherent and persuasive manner, essential skills for quality journalistic writing.

Among the "Repercussion of school journalism in the teaching process" cited by Mogollón, E. (2021). He mentions that these techniques helped the participants to improve their communicative abilities and skills. The students who did not belong to the school journalism group evidenced a lack of oral expression and

communication skills, as well as a lack of knowledge about journalistic topics.

Part of the author's theoretical support allows showing a contrast of skills between students with experience in the application of narrative methods, orality and even writing journalistic articles, as opposed to those students who have not had such experience.

The excerpt quoted by Gutiérrez, Y., et al. (2021) mentions that communicative competence is not only about structuring a grammatically correct communication, but also about knowing how to use it according to rules or social conditions, (...) it is explained as "knowing when to talk, when not to talk, and what to talk about, with whom, when, where, in what form" (p. 22), which makes communicative competence an integral and helpful competence in the school environment.

METHODOLOGY

The communicative competencies in the journalism club of the Espiritu Santo study center in the city of Guayaquil, was based on a mixed research approach that combined qualitative and quantitative methods, with a non-experimental comparative descriptive design. This approach made it possible to address the complexity of the phenomenon studied from different perspectives, providing a more complete and deeper understanding (Romero, M., et al. 2023). By adopting a comparative descriptive approach, the researchers were able to analyze the characteristics and communicative skills of the journalism club members in relation to other similar groups or contexts, without intervening directly in their dynamics (Tenorio, S., et al. 2022).

The non-experimental approach of the study allowed us to observe and analyze the communicative competence of journalism club

members in their natural environment, without manipulating variables or intervening in their development. This provided an authentic and contextualized perspective of the participants' communication skills, as well as factors that could influence their performance (Ganga, F., et al. 2022). By adopting this approach, the researchers were able to identify patterns, trends, and areas of improvement in the journalism club members' communicative competence, which contributed to a deeper understanding of the phenomenon studied.

The sample used in the study on communicative competence in the journalism club of the Espiritu Santo study center in the city of Guayaquil consisted of the students who make up the club, a series of files and documents that helped to establish a theoretical basis. This selection was made with the objective of covering a wide range of communicative experiences among the participants, in order to obtain a representative and heterogeneous sample that would reflect the diversity of communicative skills and styles present in the student population, allowing a recognition of these communicative competencies. This variety in the sample allowed for a more exhaustive exploration of the characteristics and tendencies in the communicative competence of the students participating in the journalism club of the Espiritu Santo study center in the city of Guayaquil.

Part of the instruments used for the present study were the documentary information sheets, which allowed an organization and understanding of the data collected; these in turn play a crucial role in the process of study and data analysis, these stand out as effective tools for the organization and understanding of the information collected (Faneite, S. 2023). In the context of the present study, the use of documentary information sheets provided a solid structure for collecting, classifying and analyzing the data obtained, thus facilitating the elaboration of substantiated

conclusions and the generation of significant knowledge in the research area.

The preparation of documentary information sheets involves not only the collection of data, but also their logical and coherent organization. By categorizing the information gathered in specific files, researchers can establish connections between different sources, identify patterns and trends, and develop a global and detailed vision of the topic under study. In addition, this methodology facilitates the identification of gaps or inconsistencies in the information, which in turn allows the delineation of areas for further research or necessary adjustments in the focus of the study.

The use of research techniques such as documentary review and bibliographic research played a fundamental role in data collection and contextualization of the study (Blanco, G., & Mesa, B. 2022). The documentary review made it possible to examine reports, theses, scientific papers and materials related to communicative competence and operation in the journalism club of the Espiritu Santo study center in the city of Guayaquil, both in higher and basic education providing a solid basis for understanding the context and background of the research topic. On the other hand, the bibliographic research allowed exploring the relevant academic literature on communication and journalism, as well as theories and models that were applied not only in the country but also internationally.

The combination of these approaches and techniques allowed us to obtain a comprehensive view of the participants' communicative competence, as well as to identify areas of strength and opportunities for improvement. The findings of the study contribute to knowledge in the field of communication and journalism, and may be useful for informing educational and professional practices and policies.

RESULTS

The return to "communication" by print journalism implies a significant duality that encompasses two extremes. On the one hand, there is the approach that, at times, is presented in an ingenious and creative manner, while at others it becomes instrumental, resorting to traditional forms of public communication. González, J., & García, K. (2023), indicate that this can also manifest itself in the imitation of television formats, as if it were admitted that the success of the latter lies solely in its audiovisual nature, ignoring the fact that it capitalized on pre-existing forms of public communication.

In terms of categorization, these two forms of approach to print journalism have been commonly labeled as entertainment journalism and "research, analysis and data" journalism, respectively. Both represent a move beyond the conventional or canonical news model. While entertainment journalism may offer a more accessible and enjoyable way of approaching information, investigative, analytical and data journalism seeks to offer a deeper and more rigorous analysis of issues, providing a more complete and thoughtful understanding of events.

The results provided by Díaz, D. (2022), highlight the importance of participating in communicative extracurricular activities for the development of fundamental skills in students. It is noted that those who participate in debates, book clubs or drama groups have the opportunity to cultivate effective communication skills, verbal expression and self-confidence. These competencies enable them to interact more effectively with their peers, teachers and environment in general. In addition, by participating in these activities, students are able to improve their ability to express ideas clearly and persuasively, which is beneficial both academically and in their future professional lives.

Conversely, students who do not participate in these extracurricular communication activities run the risk of missing out on the opportunity to develop these essential skills. Lack of practice in oral expression, active listening and argumentation could affect their ability to communicate effectively in academic, work and personal situations. This highlights the importance of encouraging participation in activities that promote the development of communication skills, not only for students' academic and professional success, but also for their personal growth and their ability to contribute meaningfully to society.

In the specific context of the Espiritu Santo study center in the city of Guayaquil, these findings underscore the relevance of implementing initiatives that foster the development of communication skills among its members. By creating audiovisual content that addresses issues of social, cultural and academic importance, and by using radio and television production equipment, students are offered a platform to practice and improve these skills in a practical and meaningful way. In addition, by promoting critical and reflective attitudes towards information management, they are empowered to be responsible and effective consumers and creators of content in the contemporary world.

In the findings of Tejudo, R., et al. (2023), the evolution of audiovisual content production has been remarkable as new technologies have gained prominence in the global arena. This change has been reflected in a significant transformation in the way this content is presented, driven largely by the emergence of transmedia storytelling and media convergence (Baroni, R., et al. 2023). In this context, the culture of content consumption has undergone an appreciable change, apparently shifting from a passive and unidirectional dynamic, where the producer dictated the content to the consumer, to a culture of participatory consumption.

This approach not only recognizes the importance of adapting to new technological and narrative trends, but also underscores the need to actively involve the audience in the content consumption process. For the journalism club of the Espiritu Santo study center in the city of Guayaquil, this evolution in the production of audiovisual content represents an opportunity to raise the standard of their productions and, consequently, generate a more significant impact on the messages and information products they offer.

The study conducted by González, J., & García, K. (2023), indicates that this instrumentalization can go to the extreme of imitating television formats, erroneously suggesting that the success of the latter lies exclusively in its audiovisual nature. This perception ignores the fact that television capitalizes on pre-existing forms of public communication and is not based solely on its visual format. This argument highlights the importance of recognizing and valuing the diversity of media and communicative approaches, as well as of avoiding the uncritical adoption of television models in print journalism. Instead of blindly imitating formats and strategies, it is essential that print journalism maintains its identity and explores new forms of communication that take advantage of its own nature and potential.

Authors such as Díaz, D. (2022), highlight the importance of participating in communicative extracurricular activities for the integral development of students. It is argued that participation in debates, book clubs or theater groups provides an invaluable opportunity to cultivate fundamental communication skills, verbal expression and self-confidence. These competencies not only enable them to interact more effectively with their peers, teachers and environment in general, but also have a significant impact on their academic performance and preparation for the world of work.

Research suggests that participating in these extracurricular activities not only improves students' ability to express their ideas clearly and persuasively, but also helps them develop active listening, critical thinking and problem-solving skills. These skills are essential in any academic or professional context, as they enable students to communicate effectively, collaborate in teams and adapt to diverse situations and environments.

In addition, it is argued that participation in communicative extracurricular activities can have long-term benefits for students by providing them with a solid foundation for developing leadership, empathy and time management skills. These skills are increasingly valued by employers in today's job market, which further highlights the importance of these activities in the comprehensive training of students.

Technological evolution has brought with it a change in the culture of content consumption, moving from a passive and unidirectional dynamic, where the producer dictated content to the consumer, to a culture of participatory consumption. This means that consumers now have a more active role in the creation and distribution of content, thanks to digital platforms and social networks that allow a more direct interaction between producers and audience.

This change in consumer culture has important implications for the production of audiovisual content, as producers must adapt to the new expectations and demands of a more participatory and demanding audience. This may involve the creation of more interactive content, the incorporation of transmedia storytelling elements that engage the audience on multiple platforms, and greater attention to the quality and relevance of content to maintain audience interest and engagement.

The results of Tejudo, R., et al. (2023) and Baroni, R., et al. (2023) underline the importance of understanding and taking advantage

of the evolution of the content consumption culture in the production of audiovisual content. This not only implies adapting to new technologies and narrative trends, but also understanding and meeting the needs and expectations of an increasingly participative and demanding audience.

Within the framework of the Journalism Club of the Centro de Estudios Espíritu Santo in the city of Guayaquil, the need arises to examine in detail the communicative competence of its members. What is the level of communicative skills possessed by the club members and how is this reflected in the quality of their journalistic productions? What internal and external factors could be influencing the development of these skills? In order to answer these questions, we propose studies that include the evaluation of participants' communication skills, as well as qualitative analyses that explore the perceptions and experiences of club members in relation to their communication training.

CONCLUSIONS

In conclusion, we can affirm that the evolutionary dynamics of print journalism reflects the constant need to adapt to technological and socio-cultural changes. This process of change, adopting strategies that mimic the television format, focused on the audiovisual, it is crucial to recognize that the success of the latter lies not only in its visual nature, but in its ability to capitalize on pre-existing forms of public communication. Thus, a challenge arises for journalism: to maintain a balance between creative innovation and respect for the fundamental bases of public communication, always seeking authenticity and relevance in the delivery of content.

On the other hand, the findings on the importance of communicative extracurricular activities reveal a crucial aspect in the integral formation of students. Beyond the specific

communication skills that are developed, these activities foster teamwork, critical thinking and self-confidence. In a world increasingly interconnected and mediated by digital communication, these competencies are essential for students' personal and professional success. Therefore, promoting and supporting participation in communicative extracurricular activities not only enriches the educational experience, but also prepares students to face the challenges of the contemporary world with confidence and skill.

The evolution of print journalism reveals a duality between innovative creativity and the instrumentalization of traditional forms of public communication. This dichotomy is manifested in the imitation of television formats, sometimes disregarding the value of prior communication. Categorized as entertainment or investigative journalism, both represent an advance over the conventional news model. In parallel, the importance of communicative extracurricular activities for the development of fundamental skills in students is emphasized, highlighting the need to encourage participation in these activities to promote significant personal and professional growth. Likewise, the evolution of audiovisual content, driven by emerging technologies, presents an opportunity for the journalism club of the Espiritu Santo study center in Guayaquil. By addressing relevant topics and promoting a reflective attitude towards information, the club can raise the standard of its productions and generate a more significant impact on its educational community and beyond.

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