

# A Discourse Analysis of AI Narratives in Spanish Speakers' Social Media Platforms

María L Urbina Montana<sup>1</sup> and Camila Buzzo<sup>2</sup>

<sup>1</sup>University of Derby, Derby, UK

<sup>2</sup>Pontificia Universidad Católica de Valparaíso, Valparaíso, Chile

[M.UrbinaMontana@Derby.ac.uk](mailto:M.UrbinaMontana@Derby.ac.uk)

[camila.buzzo@pucv.cl](mailto:camila.buzzo@pucv.cl)

**Abstract:** This study examines how international news outlets frame artificial intelligence (AI) discussions on social media in Spanish-speaking Latin America, highlighting social media's role in shaping perceptions and attitudes. Fuchs (2024:35) conceptualises social media as techno-social systems in which information and communication technologies enable and constrain human activities that create knowledge produced, distributed, and consumed in a dynamic and reflexive process that connects technological structures and human agency. The paper centres on how discourses in social media are communicated to audiences when content about AI is distributed on those platforms, looking at the narratives embedded in those posts. This exploratory research uses critical discourse analysis to analyse how selected regional outlets address AI outside the Global North. It focuses on how news stories are published on the X.com (formerly known as Twitter) accounts of CNN Español, BBC Mundo, Infobae, and Telesur, two outlets coming from the Global North and two outlets originating in the Global South. Despite the growing popularity of platforms like TikTok and Instagram, X.com still fulfils the role of the digital public sphere, where it remains a popular social media application in Latin America with 57.5 million users (Statista, 2024). Using Norman Fairclough's three-dimensional model of critical discourse analysis, textual analysis, discourse practice, and social practice, the initial results of over 300 tweets found that AI is often framed using metaphors of competition and transformation, portraying it as a geopolitical contest and an unstoppable societal force. AI is also personified with human-like qualities, which can obscure the human and corporate influences behind its development. In addition, the study highlights distinctive patterns in how AI content is produced and consumed across social media platforms, where it uses expert opinions to legitimise its content. Finally, it reflects on how the editorial approaches of the selected outlets demonstrate how institutional ideologies and power structures influence the framing of AI. These findings contribute to the knowledge about journalism discourses and AI from the perspective of the Global South.

**Keywords:** Artificial Intelligence, Social Media, News, Discourses, Critical Discourse Analysis, Media Framing, Geopolitics, X.com/Twitter

---

## 1. Introduction

Artificial Intelligence (AI) has emerged as one of our time's most significant technological transformations, comparable in its impact to historical advancements such as electricity or the Internet (Sheikh et al., 2023). Its development is attributed to the evolution of algorithms, the increase in processing capacity, and the access to ever-larger volumes of data (Franganillo, 2023). This phenomenon has captured the attention of global media, which have shown a growing interest in its implications across various social domains (Nguyen & Hekman, 2022).

Given this growing technological and social relevance, media coverage of AI plays a fundamental role in the public's understanding of this technology. As Nguyen (2023) points out, the media significantly contribute to advancing public knowledge of scientific developments by communicating the complex nature of AI, creating anticipation around emerging technologies, stimulating public interest, showcasing practical applications, and explaining its scientific foundations. In this regard, the media have a substantial impact on how topics are presented to the public (Chuan, 2019), and thus, public opinion and acceptance of AI are likely to be influenced by what the media say about it.

To better understand this media phenomenon, recent research on AI media coverage has addressed various contexts and regions. Researchers have explored the representation of AI in specific contexts, such as its application in the healthcare sector (Bunz & Braghieri, 2021), the dual perspectives of AI and its influence on public perception (Choi, 2024), its implementation in newsrooms (Moran & Shaikh, 2022), and the ethical concerns associated with its use (Ouchchy et al., 2020). Delving into specific aspects of these media analyses, recent studies have identified significant patterns. Ittefaq et al. (2025) looked at nine predominant frames in international media coverage of AI, including impacts on business, economy, and employment; transformations in education and research; national security and global alliances; disruptions in media and creative sectors; regulations, ethics, and data privacy. Their study revealed that approximately one-third of the content presented a positive frame, while 25% showed a negative focus. These findings align with those observed by Díaz Monsalvo and López Vidales (2025), who found that positive content (32.83%) outweighed specifically harmful content (25.31%) in Spanish television media coverage of AI. Longitudinal analyses complement this distribution

between positive and negative approaches. Nguyen and Hekman (2022) have documented how media discourse on AI has become progressively more critical over the past decade, specifically examining coverage in *The New York Times*, *The Guardian*, *Wired*, and *Gizmodo*. This trend reflects a maturation in the informational treatment of the technology, where social implications and potential risks receive greater attention than in previous years.

According to Brennen et al. (2018), digital platforms that allow concise communication formats, such as microblogging, have proven particularly useful for disseminating scientific information. The paper analysed how these spaces facilitate the distribution of specialised content while allowing links to more detailed information and real-time updates on technological developments. The listed research in this paper has established foundations for understanding how traditional media approach AI and how digital platforms transform the dissemination of this knowledge. However, there is a significant gap in analysing international Spanish-speaking media and their representation of AI on microblogging platforms. Considering the global relevance of AI and the cultural particularities that may influence its media representation, our study aims to expand this knowledge by analysing how four leading international media outlets—*CNN Español*, *BBC Mundo*, *Infobae*, and *Telesur*—cover news related to Artificial Intelligence through their official accounts on X.com (formerly known as Twitter). The analysis includes posts made between September 2024 and January 2025, during which significant developments and debates around AI occurred globally, thus contributing to our findings on the trends identified by previous studies while exploring the particularities of the Spanish-speaking context.

## 2. Conceptual Framework

The contemporary news media ecosystem has diversified the channels through which information is disseminated (Shearer & Mitchell, 2021). While traditional studies of media coverage have primarily focused on traditional media, digital platforms and social media have gained special relevance in constructing public discourse on emerging technologies (Brossard, 2013; Pentina & Tarafdar, 2014). In this regard, social media platforms have become fundamental channels for disseminating information about AI, with microblogging platforms like X.com, serving as crucial spaces for international news media to share content and frame narratives about emerging technologies. The research by Stroud et al. (2020) reveals interesting participation patterns on these platforms, where approximately 14% of American adults actively comment on news, while 35% limit themselves to reading comments without directly participating. This dynamic generates different levels of involvement in constructing public discourse on complex technologies such as AI. Brossard (2013) has documented how these platforms facilitate access to scientific information and provide a social context through comments, "likes," and shared content. His findings suggest that the civility of interactions in these digital spaces can significantly influence public perceptions of emerging technologies, even affecting how users evaluate the objectivity of the information presented.

The social media logic, based on programming, popularity, connectivity, and datafication (Van Dijck & Poell, 2013), has led to the hybridisation between the logic of traditional media and that of their social network channels (Tsuruel et al., 2021). This fusion implies interdependence between them (Chadwick et al., 2015; Hjarvard, 2018) and the integration of cultural and institutional practices that were previously kept separate (Delmastro & Splendore, 2021). In this hybridisation, social media recommendation algorithms have become gatekeepers (Shoemaker, 2020), offering citizens news based on audience metrics (Klinger & Svensson, 2018) and their monetisation (Villi & Picard, 2019; Törnberg & Uitermark, 2022). In that regard, established news media platforms are best placed to disseminate their content through social media due to their high visibility. Fuchs (2024, p. 35) conceptualises social media as techno-social systems in which information and communication technologies enable and constrain human activities. These activities create knowledge that is produced, distributed, and consumed with the aid of technologies in a dynamic and reflexive process, connecting technological structures with human agency. The author also stresses that these technologies enable three modes of sociality: cognition, communication, and cooperation. Social media platforms facilitate the convergence of these modes as individuals create multimedia content that impacts cognition while allowing comments and other forms of interaction at the communication level. This process facilitates the sharing, manipulation, and remixing of content multiple times by various authors, thereby promoting cooperation (Fuchs, 2024, pp. 46-47)

The context of the social media influences how languages and ideas are disseminated on social platforms, which, according to Mellado and Hermida (2021, p. 2), are guided by individual motivations that can impact what constitutes the public interest in information. In this way, news media outlets repurpose their content to adapt it to the platform's requirements to increase impact, reach, and visibility. Regardless of the platform, news media discourse mediates between high-level social structures and everyday social events, reproducing the meanings in the news reported, written and distributed on social media platforms, reflecting and reinforcing particular

narratives. As Richardson argues, "news is never a value-free reflection of 'facts'" (2007, p. 13). This observation becomes particularly relevant when examining how news media present their news stories through platforms prioritising brevity and engagement. Still, as he points out, 'journalism plays a crucial role in reproducing (or challenging) social norms' (2007, p. 77)', making it essential to look at the content they publish on social media platforms as these increasingly permeate society, shaping public understanding despite the ecosystem used as "Power in discourse has to do with powerful participants controlling and constraining the contributions of non-powerful participants" (Fairclough, 1989, p. 46). By analysing how the social media platforms of the selected news outlets present AI to a Spanish-speaking audience, it can be better understood how particular AI discourses become normalised or contested.

### 3. Methodology

This study used a qualitative discourse analysis approach to explore how Spanish-language media with a Latin American reach frame AI in their posts on X.com. This platform was chosen because of its centrality in the digital circulation of contemporary discourses, especially on technological topics. Various studies have indicated that X.com, due to its public, fast-paced, and reactive nature, has established itself as a privileged space for agenda-setting, the expression of ideological positions, and the shaping of social representations (Kaiser, 2017). Additionally, the brief format and algorithmic logic of amplifying certain content reinforce the tendency towards using highly coded messages with strong rhetorical or emotional content, making it a fertile space for linguistic and discursive analysis (Boyd, Golder & Lotan, 2010). X.com is actively used by media outlets, journalists (Armijos et al., 2022), political actors, and technology sector companies to disseminate news, establish positions, and contest meanings around emerging phenomena such as AI, reinforcing its relevance as a subject of study within digital communication studies.

Regarding sample selection, a geopolitical criterion was established for the choice of media, integrating both news media based in the Global North with Latin American reach (CNN Español and BBC Mundo) and those directly based in Latin America (Infobae and Telesur). This selection aims to contrast differences in discursive frameworks according to each medium's origin and geopolitical positioning. While BBC Mundo has 5 million followers, CNN en Español has 22.5 million. By contrast, Telesur has two million while Infobae has 1.3 million, which shows the limitation of the outlets produced in Latin America. The analysed sample spans five months, from 1 September 2024 to 31 January 2025, a stage characterised by significant developments and debates around AI at a global level, such as the emergence of DeepSeek. For data collection, a scraping technique was implemented using a Python code executed in a Docker environment, which allowed for the systematic and exhaustive extraction of posts. The selection criterion was based on the explicit presence of the term "artificial intelligence" in Spanish language tweets issued by the official accounts of the four media outlets during the established period. The results comprise a total of 300 posts, distributed as follows: 8 tweets from BBC Mundo, 32 from CNN en Español, 25 from Telesur, and 235 from Infobae, highlighting a notable disparity in the frequency with which each medium addresses the topic, an aspect considered in the analysis because of the sources selection and voices represented in the content, issues discussed by the categories used in this study.

Moreover, the analysis is framed within Critical Discourse Analysis (CDA), particularly the approach developed by Norman Fairclough (1989, 1995, 2003), who conceives discourse as a form of social practice embedded in power relations and ideological processes. From this perspective, discourses on AI are not merely informative or descriptive but actively construct social representations, collective identities, and relations of domination. Fairclough proposes a three-dimensional model for discourse analysis, guiding this research at three interrelated levels: (1) text analysis, focusing on linguistic aspects such as lexicon, metaphors, modality, and syntactic structures; (2) analysis of discursive practices, considering how discourse is produced, distributed, and consumed in specific media contexts like X.com; and (3) analysis of sociocultural practices, referring to the ideological, institutional, and technological contexts that condition discursive production. As a result, the data was manually coded in Spanish using the Google spreadsheet package, where the posts were classified in the categories listed in the table below.

**Table 1- Categories of Analysis**

|  |   |
|--|---|
| Lexicon and vocabulary                   | <ul style="list-style-type: none"> <li>▪ <b>Dominant semantic fields</b></li> <li>▪ Using hashtags and tags</li> <li>▪ Jargon or specialized language</li> <li>▪ Metaphors and figures of speech</li> </ul> |
| Grammar and Syntax                       | <ul style="list-style-type: none"> <li>▪ Sentence structures</li> <li>▪ Modality (must, may, could)</li> <li>▪ Transitivity (active/passive)</li> <li>▪ Pronouns used (we/they)</li> </ul>                  |
| Multimodal elements                      | <ul style="list-style-type: none"> <li>▪ Use of emojis and their function</li> <li>▪ Attached images</li> <li>▪ Shared links</li> <li>▪ Memes or visual content</li> </ul>                                  |
| Text production: production context      | <ul style="list-style-type: none"> <li>▪ Reply to other tweets</li> <li>▪ Part of a thread or conversation</li> <li>▪ Related events</li> <li>▪ References to other texts</li> </ul>                        |
| Intertextuality                          | <ul style="list-style-type: none"> <li>▪ Quotes or retweets</li> <li>▪ Mentions to other users</li> <li>▪ Established dialogues</li> <li>▪ Number of retweets</li> </ul>                                    |
| Distribution and consumption             | <ul style="list-style-type: none"> <li>▪ Likes and responses</li> <li>▪ Profile of those who interact</li> <li>▪ Virality of content</li> <li>▪ Author's position – sources</li> </ul>                      |
| Power relations                          | <ul style="list-style-type: none"> <li>▪ Hierarchies involved</li> <li>▪ Authority and legitimacy</li> <li>▪ Voices represented/silenced</li> <li>▪ Promoted values</li> </ul>                              |
| Ideological aspects: dominant discourses | <ul style="list-style-type: none"> <li>▪ Presuppositions</li> <li>▪ Naturalisations</li> <li>▪ Reinforced/challenged hegemonies</li> </ul>  |

The research aims to analyse how the media frame AI in their brief and highly coded posts on X.com, identifying discursive patterns contributing to its representation as a threat, solution, progress, or uncertainty. As recent studies have shown, in digital social networks, discourse polarisation occurs more often due to discursive frameworks rather than the topics addressed (Demszky et al., 2019), which underscores the relevance of attending to the rhetorical, semantic, and structural resources used by the media to represent AI. Additionally, the interactive dimension of digital discourse is incorporated: X.com allows for observing what the media publish and how these contents are appropriated, debated, or resisted by audiences through retweets, replies, and mentions. This discursive circulation and re-signification dynamic aligns with Fairclough's (2003) dialogic discourse conception, emphasising its open, conflictive, and constantly negotiated nature.

Finally, X.com is considered a privileged observatory for identifying key actors, hegemonic discourses, and symbolic disputes around AI. Previous studies have demonstrated that platforms like this allow mapping in which voices gain greater visibility and legitimacy in the public debate on technology (Chaves-Montero et al., 2020; Johnson et al., 2017). Through this methodological approach, the aim is to contribute to a critical understanding of the role of the media in the symbolic configuration of artificial intelligence, considering both its textual forms and its conditions of production, circulation, and interpretation.

#### **4. Initial Results**

Our initial findings of over 300 tweets about the AI mainly focus on the text, discourse, and social practices. At the textual level, we found that journalists often use competition metaphors like "race," "challenge," and "battle," as well as transformation hyperboles such as "revolution" and "disruption." This language frames AI development as a geopolitical contest and an unstoppable force changing society. These choices are far from neutral; they reflect the power dynamics in technological development. Notably, AI is often personified with terms like "thinks," "learns," and "rebels," giving it human-like qualities. This can obscure the human and corporate influences behind AI, making it seem like AI has its own agency. As Richardson (2007, p. 49) notes, "lexical choices convey connotations and denotations that facilitate the construction of discourse topics."

Personification creates a discourse where AI possesses autonomous capabilities, potentially obscuring the human actors and corporate interests behind its development.

**Table 2- Textual Analysis**

| Dominant semantic fields        |  |
|---------------------------------|--|
| BBC Mundo                       | "...denounced <b>the dangers</b> of artificial intelligence for humanity..."                       |
| CNN Español                     | "Elon Musk <b>lashes out</b> at artificial intelligence project..."                                |
| Telesur                         | "#DeepSeek <b>burst onto</b> the global tech scene..."   |
| Infobae                         | "... <b>concerns</b> about the emergence of a <b>Chinese artificial intelligence</b> company..."   |
| Jargon or specialized language  |  |
| BBC Mundo                       | "...This is how the new <b>Chinese chatbot</b> that is revolutionising the market is presented..." |
| CNN Español                     | "DeepSeek, the new <b>Chinese chatbot</b> ..."   |
| Telesur                         | "...uses an <b>artificial intelligence-modified messenger ribonucleic acid (mRNA) molecule</b> ."  |
| Infobae                         | "Celebrities' challenge to <b>deepfakes</b> ..."   |
| Metaphors and figures of speech |  |
| BBC Mundo                       | "...breakthrough that marked <b>a before and after</b> in the history of technology"               |
| CNN Español                     | "...that <b>shocked</b> the tech world"  |
| Telesur                         | "...technological breakthrough that <b>surprises mankind</b> "                                     |
| Infobae                         | "DeepSeek: the <b>'Trojan horse'</b> of Chinese artificial intelligence..."                        |

From the discursive practice perspective, the findings reveal distinctive patterns in how AI content is produced and consumed across these platforms. The prevalent use of predictive constructions and ranking formats reflects what Fairclough would identify as "marketised discourse practices" adapted for social media consumption. Considering Fuchs' three models of sociability discussed previously, these activities are shaped by platform architectures that privilege certain content forms over others. The findings demonstrate how different outlets adapt their discursive practices to X.com 's constraints. For instance, Infobae's hybridisation of genres—from alarmist headlines to practical advice—exemplifies what Fuchs (2010) describes as the "prosumer" model of social media communication, where content must simultaneously inform and engage in generating interaction. Consequently, AI has been utilised as a news source to enhance audience engagement with various topics, leading to a significant number of posts included in this study's methodology compared to the other three news outlets. The heavy reliance on celebrity opinions (e.g Elon Musk, Geoffrey Hinton) as legitimising voices further illustrates "relations of access structure journalism" (Richardson, 2007, p. 87), with certain privileged voices dominating the discursive space, which reflects the sources selection that traditional journalism used in their news reporting (Manning, 2000).

**Table 3- Discourse Practice**

| Text Production: production context → Related events       |  |
|--|--|
| BBC Mundo  | "The woman who lost US\$850,000 cheated by an artificial intelligence-created Brad Pitt" (context: AI-enabled fraud cases, dating scams)   |
| CNN Español  | "Juan Iván Cueva says that if he becomes president of Ecuador, he will seek to use artificial intelligence." (context: Ecuador electoral campaign)   |
| Telesur  | "The #China Foreign Ministry spokesperson [...] mentioned that the Asian giant strongly opposes #US restrictions on AI exports." (context: China-US tech war)  |
| Infobae  | "Donald Trump announces USD 500 billion investment in Artificial Intelligence with Softbank, OpenAI and Oracle" (context: Trump administration's tech policy announcements, Stargate Project launch) |
| Distribution and Consumption → Author's position – sources |  |
| BBC Mundo  | "Geoffrey Hinton, the Nobel Laureate in Physics" (academic/scientific source)  |
| CNN Español  | "says UN adviser" (international institutional source)   |
| Telesur  | "#LIVE: President of #Venezuela, #NicolásMaduro" (direct political source, live transmission)  |
| Infobae  | "according to artificial intelligence" (AI as consulted source)  |

At the broader level of social practice, the findings reveal how AI discourse reflects and constructs power relations in Latin America. The differentiated editorial approaches—from Telesur's anti-imperialist framing to CNN en Español's business-oriented coverage—demonstrate what Fairclough calls "orders of discourse" that reflect institutional ideologies and power structures. Telesur's uncritical presentation of Maduro's technological initiatives exemplifies "the naturalisation of power relations through discursive practices" (Richardson, 2007, p. 13). The emphasis on geopolitical competition, particularly regarding China's emergence in AI development, reflects broader social anxieties and power struggles and the securitisation of the topic.

**Table 4 - Power Relations and Ideological Aspects of the Dominant Discourses**

|             |   |
|-------------|---|
| BBC Mundo   | "5 ways criminal groups in Latin America use Artificial Intelligence to commit crimes..." (security and surveillance)                               |
| CNN Español | "Federal authorities uncovered US\$1 billion worth of fraud in one year thanks to artificial intelligence" (state surveillance and financial crime) |
| Telesur     | "...Nicolás Maduro: Imperialism uses Artificial Intelligence to attack countries" (imperial power and national sovereignty)                         |
| Infobae     | "US imposed restrictions on trade in artificial intelligence chips with China" (US- China economic power and global competition)                    |

Social media platforms do not merely transmit these narratives but actively shape them through algorithmic prioritisation that privileges specific emotional responses, explaining the prevalence of fear-based narratives around job displacement and existential risks (Fuch, 2024). Therefore, X.com functions as a "techno-social system" where discourses about AI are not merely disseminated but actively shaped through platform affordances and constraints. The selected news outlets construct AI through frames that reflect their ideological positions while adapting to social media logic that privileges emotional engagement over nuanced analysis. This variety of discursive constructions of AI across these outlets shapes public understanding of technological change and its implications for Latin American societies, demonstrating how technology discourse becomes a site of ideological contestation.

## 5. Conclusions

This research has examined how four major Spanish-language news outlets frame artificial intelligence on their X.com accounts, revealing several significant patterns in how AI narratives are constructed and disseminated to Latin American audiences. The analysis reveals the prevalence of distinct discursive strategies across media outlets, with notable differences between Global North-based organisations (BBC Mundo and CNN en Español) and their Latin American counterparts (Infobae and Telesur). These differences manifest in content frequency, with Infobae's remarkable 235 posts dominating the sample and framing approaches. While CNN en Español prioritises business-oriented content by emphasising technological innovation, Telesur presents AI through geopolitical resistance frames that challenge Western technological hegemony. These divergent approaches illuminate what Fairclough (1989) identifies as "orders of discourse" that reflect institutional ideologies and power structures within the media landscape.

The predominance of specific linguistic patterns—competition metaphors, transformation hyperboles, and technological personification—demonstrates how language choices function as ideological instruments in constructing AI narratives. These rhetorical choices systematically emphasise specific meanings while obscuring others, particularly the human actors and corporate interests behind AI development. The heavy reliance on business, political, and scientific voices as legitimising authorities further reinforces existing power structures in technological discourse. The findings of this paper align with previous research regarding the evolution of AI coverage toward more critical perspectives. They also support the identification of geopolitical, employment, and ethical frames as dominant in global AI coverage. However, this study reveals distinctive patterns in Spanish-language contexts, particularly regarding adapting AI discourses to Latin American socio-political realities and concerns. As AI technologies continue to advance and integrate into various aspects of society, understanding how media outlets frame these developments for Spanish-speaking audiences remains crucial for fostering informed public discussion about the challenges and opportunities presented by artificial intelligence in Latin American contexts.

### Acknowledgements section:

This paper received internal seed funding from the University of Derby.

### Ethical declaration

The University of Derby gave ethical clearance to develop this research. The authors used the GDPR in the UK and Chile to retrieve and secure the data. No private data was included in this paper, as all the information was publicly available.

The author(s) declared no potential conflicts of interest concerning this article's research, authorship, and/or publication.

## AI declaration

AI tools contained in Grammarly were used to check the grammar and spelling of this paper. Google Translate was used to translate some sections written in Spanish by the coauthor of this paper.

## References

- Armijos Triviño, N. A. and Zambrano Freire, V. M. (2022). "Impact of Twitter on the public opinion building process: Covid 19 pandemic between March and December 2020 in Ecuador", *Visual Review. International Visual Culture Review / Revista Internacional de Cultura Visual*, 9(3), pp. 1–8. <https://doi.org/10.37467/revvisual.v9.3518>
- Boyd, D., Golder, S., & Lotan, G. (2010). Tweet, tweet, retweet: Conversational aspects of retweeting on Twitter. 2010 43rd Hawaii International Conference on System Sciences, 1–10. <https://doi.org/10.1109/HICSS.2010.412>
- Brennen, J. S., Howard, P. N., & Nielsen, R. K. (2018). *An Industry-Led Debate: How UK Media Cover Artificial Intelligence*. Reuters Institute for the Study of Journalism, University of Oxford.
- Brossard, D. (2013). New media landscapes and the science information consumer. *Proceedings of the National Academy of Sciences*, 110(Supplement 3), 14096–14101.
- Bunz, M., & Braghieri, M. (2021). The AI doctor will see you now: assessing the framing of AI in news coverage. *AI & Society*, 37(1), 9–22. <https://doi.org/10.1007/s00146-021-01145-9>
- Chadwick, A., Dennis, J., & Smith, A. P. (2015). Politics in the age of hybrid media: Power, systems, and media logics. In *The Routledge Companion to Social Media and Politics* (pp. 7–22). Routledge.
- Chaves-Montero, A., Relinque-Medina, F., & Fernández-Borrero, M. Á. (2020). Twitter, servicios sociales y participación social. *Estudios sobre el Mensaje Periodístico*, 26(4), 1371-1386. <https://doi.org/10.5209/esmp.67585>
- Choi, S. (2024). Temporal framing in balanced news coverage of artificial intelligence and public attitudes. *Mass Communication & Society*, 27(2), 384–405.
- Chuan, C. H., Tsai, W. H. S., & Cho, S. Y. (2019). Framing Artificial Intelligence in American Newspapers. *Proceedings of the 2019 AAAI Workshop on Network of AI Volume 2350*.
- Delmastro, M., & Splendore, S. (2021). Google, Facebook and what else? Measuring the hybridity of Italian journalists by their use of sources. *European Journal of Communication*, 36(1), 4-20. <https://doi.org/10.1177/0267323120940912>
- Demszky, D., Garg, N., Voigt, R., Zou, J., Gentzkow, M., Shapiro, J., & Jurafsky, D. (2019). Analysing Polarisation in Social Media: Method and Application to Tweets on 21 Mass Shootings. arXiv preprint arXiv:1904.01596.
- Díaz Monsalvo, M. Á., & López Vidales, N. (2025). La IA como contenido informativo en las cadenas de televisión españolas. Análisis de su presencia e impacto en La 1, Antena 3 y Tele 5. *Revista Latina de Comunicación Social*, 83, 01-27. <https://www.doi.org/10.4185/RLCS-2025-2348>
- Fairclough, N. (1989). *Language and Power*. Longman.
- Fairclough, N. (1995). *Critical Discourse Analysis: The Critical Study of Language*. London: Longman.
- Fairclough, N. (2003). *Analysing Discourse: Textual Analysis for Social Research*. London: Routledge.
- Franganillo, J. (2023). La inteligencia artificial generativa y su impacto en la creación de contenidos mediáticos. *Methaodos. Revista de ciencias sociales*, 11(2).
- Fuchs, C., (2024). *Social media: A critical introduction*. 4th Edition. Sage.
- Fuchs, C. (2010). Labour in Informational Capitalism and on the Internet. *The Information Society* 26 (3): 179–196. DOI: <https://doi.org/10.1080/01972241003712215>
- Ittefaq, M., Zain, A., Arif, R., Ala-Uddin, M., Ahmad, T., & Iqbal, A. (2025). Global news media coverage of artificial intelligence (AI): A comparative analysis of frames, sentiments, and trends across 12 countries. *Telematics and Informatics*, 96, 102223. <https://doi.org/10.1016/j.tele.2024.102223>
- Hjarvard, Stig (2018). Public service in the age of social network media. In: *Public Service Media in the Networked Society: RIPE@2017* / [ed] Lowe, Gregory Ferrell, Hilde Van den Bulck, & Karen Donders, Gothenburg: Nordicom, University of Gothenburg, 2018, p. 59-74.
- Johnson, K., Jin, D., & Goldwasser, D. (2017). Modelling of Political Discourse Framing on Twitter. *Proceedings of the International AAAI Conference on Web and Social Media*, 11(1), 556-559. <https://doi.org/10.1609/icwsm.v11i1.14958>
- Kaiser, J. (2017). Public spheres of scepticism: Climate sceptics' online comments in the German networked public sphere. *International Journal of Communication*, 11, 1661–1682.
- Klinger, U., & Svensson, J. (2018). The end of media logic? On algorithms and agency. *New Media & Society*, 20(12), 4653-4670. <https://doi.org/10.1177/1461444818779750>
- Linden, C. G. (2017). Decades of Automation in the Newsroom: Why are there still so many jobs in journalism?. *Digital journalism*, 5(2), 123-140.
- Manning, P. (2000). *News and news sources: A critical introduction*.
- Mellado, C., & Hermida, A. (2021). The promoter, celebrity, and joker roles in journalists' social media performance. *Social Media+ Society*, 7(1), 1-11.
- Moran, R. E., & Shaikh, S. J. (2022). Robots in the news and newsrooms: unpacking meta-journalistic discourse on the use of artificial intelligence in journalism. *Digital Journalism*, 10(10), 1756–1774. <https://doi.org/10.1080/21670811.2022.2085129>
- Nguyen, D. (2023). How news media frame data risks in their coverage of big data and AI. *Internet Policy Review*, 12(2), 1–30. <https://doi.org/10.14763/2023.2.1708>
- Nguyen, D., & Hekman, E. (2022). The news framing of artificial intelligence: a critical exploration of how media discourses make sense of automation. *AI & Society*, 37, 437-451. <https://doi.org/10.1007/s00146-022-01511-1>

- Ouchchy, L., Coin, A., & Dubljević, V. (2020). AI in the headlines: the portrayal of the ethical issues of artificial intelligence in the media. *AI & Society*, 35(4), 927–936. <https://doi.org/10.1007/s00146-020-00965-5>
- Pentina, I., & Tarafdar, M. (2014). From "information" to "knowing": Exploring the role of social media in contemporary news consumption. *Computers in Human Behavior*, 35, 211-223.
- Richardson, J. E. (2007). *Analysing newspapers: An approach from critical discourse analysis*. Bloomsbury Publishing.
- Shearer, E., & Mitchell, A. (2021). *News Use Across Social Media Platforms in 2020*. Pew Research Center.
- Sheikh, H., Prins, C., & Schrijvers, E. (2023). AI as a system technology. In *Mission AI. The new system technology* (pp. 85-134). Springer Cham. [https://doi.org/10.1007/978-3-031-21448-6\\_4](https://doi.org/10.1007/978-3-031-21448-6_4)
- Shoemaker, P. J. (2020). Gatekeeping and journalism. In *Oxford Research Encyclopedia of Communication*. <https://doi.org/10.1093/acrefore/9780190228613.013.819>
- Statista and Statista Market Insights (2024) 'Number of users of selected social media platforms in Latin America from 2019 to 2029, by platform (in millions) [Graph]', Statista. Available at: <https://www-statista-com.derby.idm.oclc.org/statistics/1305948/social-networks-users-reach-latin-america/> (Accessed: 19 April 2025)
- Törnberg, P., & Uitermark, J. (2022). Tweeting ourselves to death: the cultural logic of digital capitalism. *Media, Culture & Society*, 44(3), 574-590. <https://doi.org/10.1177/01634437211053766>
- Tsuriel, K., Dvir Gvirsman, S., Ziv, L., Afriat-Aviv, H., & Ivan, L. (2021). Servant of two masters: How social media editors balance between mass media logic and social media logic. *Journalism*, 22(8), 1983-2000. <https://doi.org/10.1177/1464884919849417>
- Van Dijck, J., & Poell, T. (2013). Understanding social media logic. *Media and communication*, 1(1), 2-14.
- Villi, M., & Picard, R. G. (2019). Transformation and innovation of media business models. *Making media. Production, practices, and professions*, 121-131.