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### Exploring the Media Ecosystem in Ecuador: A Documentary Perspective from Educommunication

#### ABSTRACT

The media ecosystem in Ecuador reveals a predominance of commercial narratives that limit cultural and social diversity in content, promoting uncritical media consumption and perpetuating social inequalities. This context raises concerns about how media can be utilized as transformative tools to foster a more critical and participatory citizenship. This article aims to analyze Ecuador's media ecosystem from an educommunication perspective, exploring the potential of educommunication as a tool for media literacy and citizen empowerment. The study is grounded in the theories of educommunication and media literacy proposed by authors such as Joan Ferrés, Ismar de Oliveira Soares, Guillermo Orozco Gómez and Roxana Morduchowicz. Methodologically, a documentary analysis of specialized literature was conducted to establish the relationship between media, education, and critical citizenship. The results underscore the need to integrate educommunication processes into Ecuador's educational and media fields to promote critical thinking and ethical information production. The final reflections highlight the transformative role of media literacy in addressing the challenges of Ecuador's media ecosystem, enabling an active and responsible citizenship within an ever-evolving media environment.

**Keywords:** digital divide, educommunication, mass media, media ecosystem, media literacy.

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