

Editorial

The 88th issue of the magazine Luz – the third of the year 2021 – is aimed at looking for new horizons. This has been a difficult year for the Cuban university community, due to the necessary physical distancing imposed in the realization of the substantive processes. Nevertheless, the work has multiplied the intentions of doing, and doing well, exploring new alternatives, since the training of professionals has to advance and grow.

The staff of the publishing house Conciencia Ediciones, of the University of Holguín, celebrates its 7th anniversary. Congratulations! Thus, Luz receives the congratulations for the road so far traveled and for the multiplied effort of its editorial team. This online publication, which will soon reach its 19th anniversary, has begun to accept articles in Portuguese, and offers abstracts of all its articles in three languages.

The pedagogical sciences focus the interest of this new issue; however, we make available to our readers interesting topics related to the sciences of physical culture and sports, natural and traditional medicine, business communication, process management, among others.

The area of Higher Education is dealt with in articles of great interest, such as *The problem solving in Sports Biomechanics as a research activity*, which shows a systematization of the theoretical foundations of problem solving as a research activity within the teaching-learning process of the subject Sports Biomechanics. Conversely, *The economic education in the training process of the university student: a practical example* shows some contextualized theoretical reflections based on the praxis of the economic education of the in-training professionals.

It is a valuable article *The evaluation of the social impact of postgraduate academic training: historical analysis*, which reveals the regularities of the process of evaluation of the social impact of the scientific results of the academic postgraduate in universities, according to a study carried on by its researchers. The interest aroused by the use of ICT in the training of higher education professionals is undeniable, that is why we suggest *Integrating ICT in initial teacher training through learning strategies*. It is the result of one of the tasks of the research project “Development of ICT competences in teacher training” and it makes evident how the application of ICT learning strategies led to the motivation of both teachers and students to prepare themselves according to their employment and respective disciplines, as well as propitiating the appropriation of the contents of the curriculum in a more enjoyable and effective way.

Raising the quality of the teaching-educational process from the preparation of the teacher, continues to be an imperative, that is why we catalog as valuable work *The humanistic approach in the curricular formation of professionals for an inclusive education*. It offers a pedagogical strategy that contributes to the curricular training of the teacher of higher education with a humanist approach, since this is an area in which professionals require preparation for the achievement of efficiency in the processes that derive from the attention to different pedagogical diagnoses and the diversity that is to be found in the class groups.

In link with other institutions, Luz calls us to expand our spectrum of knowledge after *A system of procedures for the professional learning of Natural and Traditional Medicine by medical students*. It presents as a novelty the integration of the academic, labor and research components, based on the relationships between instruction, education and professional growth.

The integration of neuroscientific knowledge from the perspective of inclusive education weighs the integral training of professionals from the respect to diversity and socio-educational inclusion of children, adolescents and youngsters with special educational needs; this becomes a necessary scientific updating of the university curriculum, through the transference and logical-didactic systematization of neuroscientific knowledge.

Teaching tasks to contribute to the development of the ability to solve mathematical problems, offers some precisions that must be taken into account when elaborating and solving mathematical problems in order to achieve the development of this skill in students, taking into account their potentialities and barriers in learning. *The process management in Education: An unusual and necessary approach* contributes to the application of process management in Cuban educational institutions, as a resource to improve the effectiveness in the educational management of these centers. A proposal of activities with the family and the community to favor the professional orientation towards the agricultural specialty appears in the work *Activities to favor the professional orientation of the ninth graders in the junior high school “IV Frente Oriental”*.

The article entitled *A community communication strategy for formative feedback with audiences*, whose main contribution is converting the feedback with audiences into a training scenario to improve the television offer and educate audiences, is another of our offers. Finally, we propose a methodology that allows the realization of the consulting service and that appears with the title *A methodology for the comprehensive diagnosis of business communication. A study case in Ferrocarriles de Oriente Company*.

The transforming and creative spirit of the educational project of the Cuban teacher Luz y Caballero is portrayed through the Luz module, which arrives at its ninth chapter, from the authorship of Falconeris Lahera Martínez.

To educate from the science we summon, from Luz's new edition, not without thanking before those who have trusted on the certainty of our growth: the editorial team for their infinite commitment, the scientific committee for their dedication, the authors for so much fidelity, and our colleagues of Conciencia Ediciones, because all and each one has written, in times of covid-19, letters with our stamp. Thank you.

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