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Tendencias en comunicación: Cultura digital y poder (Spanish Edition)

Ramón Zallo Elgezabal

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En los análisis de la sociedad digital son escasos los análisis centrados en temas materiales, sociales y de poder sobre los que se asientan los valores, los contenidos y los discursos que encontramos en el mundo digital. Para abordarlo debemos tener en cuenta la dualidad del propio sistema comunicativo: por una parte es un mecanismo de reproducción sistémico y por otro lado es un espacio donde se contrastan las hegemonías. Para ello, el libro se organiza desde las esferas sociales que dan sentido al hecho cultural y comunicativo. Se comienza por la Noosfera analizando el capitalismo cognitivo, la Mediasfera y la Ciberesfera. En la Sociosfera se hurga en el paradigma de la diversidad. En la Econosfera se analizan las empresas culturales en la era posfordista. En la Geosfera se comparan las novedosas políticas comunicativas de América Latina. En la Cratosfera o esfera del poder, se interroga sobre la democracia de nuestro tiempo y la inadaptación de las políticas culturales. El libro termina con propuestas en positivo y detalladas de empoderamiento social y de políticas culturales y comunicativas para este inicio de la era digital.

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