



Audiencia social

By Rodríguez Fernández, Leticia; Saavedra Llamas, Marta

Sintesis, 2016. Condition: New. Érase una vez una audiencia deseosa de opinar sobre los contenidos televisivos y una televisión con necesidad de renovarse. Se da paso así a un nuevo concepto: la audiencia social. Los telespectadores han trasladado la conversación que se producía en el sofá de su casa, con su familia y amigos, al foro público de Twitter, reformulando con ello el paradigma tradicional de la relación entre medios de comunicación y audiencia. Investigadores de distintas universidades españolas analizan en este trabajo la relación de la audiencia social con los distintos formatos televisivos y sus efectos en el ámbito publicitario y en la comunicación corporativa. Una completa obra para entender el protagonismo y el alcance de esta audiencia que promete escribir el futuro de la televisión. Marta Saavedra Llamas es periodista y profesora de la Universidad Nebrija, ha sido coordinadora de Calidad y ahora es directora de la Facultad de Ciencias de la Comunicación. Leticia Rodríguez Fernández es docente e investigadora en las áreas de comunicación institucional y corporativa en la Universidad Nebrija. Antes de dedicarse a la docencia desarrolló su carrera profesional en el campo de la consultoría de comunicación. *** Nota: EL COSTE DE ENVÍO A CANARIAS ES 11.49 EUROS....



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