



Periodismo inmersivo (UOCPress Comunicación) (Spanish Edition)

Eva Domínguez Martín

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En un contexto de pantallas ubicuas, de tecnologías de realidad virtual y de videojuegos, ¿puede el periodismo seguir conectando con la audiencia del futuro siendo inmune a estos cambios? Probablemente no. El objetivo de este libro es explorar la emergencia de formas discursivas, no mayoritarias, influenciadas por formas y recursos de inmersión digital. El periodismo es relato. Cuenta la actualidad, lo que pasa en el mundo. Es una actividad narrativa. El periodismo de hoy en día utiliza un código universal, adoptado hace décadas y convertido en un lenguaje de validación de la realidad. Este código facilita, sin duda, los requerimientos productivos de la industria de medios. No obstante, tal vez sea el momento de flexibilizarlo y permeabilizarlo a la influencia de otras formas narrativas más acordes con los tiempos que corren. Ello implica experimentación narrativa y búsqueda de formatos. Al fin y al cabo, el periodismo ha de ser siempre hijo de su tiempo, en sintonía con la época en la que vive.

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