



La Comunicación Digital (Spanish Edition)

Germán Llorca Abad, Mar Iglesias García, Àlvar Peris Blanes, Andreu Casero Ripollés, Guillermo López García, Francesc Andreu Martínez Gallego, Andrea Francisco Amat, José Cervera García, Garcí

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Las tecnologías digitales han cambiado radicalmente nuestro modo de entender el fenómeno de la comunicación. Éste ha devenido un objeto de estudio escurridizo que aún plantea más preguntas que respuestas a los investigadores. Dada la rapidez con la que se suceden los cambios y la poca constancia que queda de los hechos, la percepción y estudio de la comunicación a medio y largo plazo pueden verse alteradas con facilidad. El grupo Cibermedios Valencianos de la Uníversitat de Valencia, en sus escasos tres años de vida, se ha convertido en una referencia dentro del ecosistema comunicativo valenciano y una suerte de observatorio natural del proceso descrito. Este volumen condensa las aportaciones de diferentes especialistas y ofrece una estimulante fotografía del estado de la comunicación digital en la Comunidad Valenciana.



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