



# Estrategias de comunicación multimedia (Manuales) (Spanish Edition)

*Carmen Costa Sánchez, Teresa Piñeiro Otero*

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De lo unidireccional a lo multidireccional. Del monomedia al multimedia y al transmedia. Del consumidor al VUP. De la nota de prensa al comunicado online. Estamos viviendo una época de cambios comunicativos que afectan a industrias culturales, organizaciones y ciudadan@s. La comunicación invade nuevos territorios, nuevos formatos y canales. Estrategias de comunicación multimedia es un libro pensado para ayudar en la formación de los estudiantes de comunicación en este nuevo contexto de convergencia. Pensado para materias relacionadas con las estrategias de comunicación online, la Comunicación Organizacional o la experimentación multimedia, este manual combina la reflexión sobre los principales cambios del nuevo contexto comunicativo y la propuesta de ejercicios prácticos a desarrollar en el aula. De estilo directo, con gran capacidad de síntesis y repleto de ejemplos, el libro aborda las nuevas necesidades y roles comunicativos de organizaciones y usuari@s deteniéndose en los fans y prosumers, las narrativas transmediáticas o las estrategias de comunicación online, entre otras cuestiones. Un libro caleidoscópico, capaz de adaptarse a los diversos intereses de estudiantes, investigadores, docentes y profesionales de la comunicación.

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