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New Ecology of Media and Community Developmen

Denis Renó, Luciana Renó and Carolina Campalans. (2014). New Ecology of Media and Community Development. Bogota: Editorial Universidad del Rosario. 181 pp. ISBN 978-958-738-529-8

The book *New Ecology of Media and Community Development* is organized by noted researchers in this field of study. Denis Renó is a journalist, with a doctorate in Communication and a post-doctorate from the Universidad Complutense de Madrid (Spain) and the Universidad de Aveiro (Portugal). He is professor of the journalism course and of the postgraduate program in Media and Technology at the Universidad Estatal Paulista (Brazil). He is also the academic director of the Cátedra Latinoamericana Narrativas Transmedia (Rosario, Argentina) and is one of the leaders of the Grupo de Estudio on the new ecology of communication media, a central theme of this volume. On the other hand, Luciana Renó is an electrical engineer, has a master's degree in Information Processes and during her doctorate at the Universidad Complutense de Madrid (Spain) did research in the field of data journalism and the transmedia narrative. Currently, she is working on a post-doctorate degree in Data Journalism and Social Communication Media at the Universidad de Sao Paulo (Brazil). Carolina Campalans is a journalist with a degree from the Universidad de Playa Ancha (Chile) and has a master's degree in Social Communication from the Universidad Pompeu Fabra (Spain). Today, she is professor and coordi-

nator of the Journalism and Public Opinion Program at the Universidad de Rosario in Colombia.

In each chapter, New Ecology of Media and Community Development presents diverse contents and points of view coming from countries like Brazil, Colombia, Mexico, Portugal and USA, that allow the reader to gain knowledge and see its practical application via examples and topics related to studies done on the new ecology of communication media. All this is carried out using the new business models and considering the contemporary social communication scene.

In the first chapter, Brazilian researcher M. Cicilia Peruzzo Krohling carries out a contextualization of the discussion on community development in the configuration of a new media ecology. According to the researcher, the advance of cyberculture has brought awareness to the various ways to consolidate processes of information, develop knowledge and communication and empower a new society. The chapter "Challenges Popular and Community Communication Face in Cyberculture: Approaching a Proposal of Emerging Local Knowledge Community" introduces the debates and the reflections of the following chapters.

Meanwhile, Octavio Islas uses the first lines of the book's second chapter to point out the important ideas of Marshall McLuhan.

In "McLuhan, a Complex Thinker", the researcher also explains what ecology of media is via authors like Neil Postman, Paul Levinson and Robert Logan. In this chapter, Islas makes pertinent reflections about the speed at which information circulates on multiple screens allowing the convergence between old and new media. Along these same lines, of emerging communication processes and languages, the following chapter titled "Transmedia Narrative and Its Influence on Communication Processes", Vicente Gosciola of Brazil analyzes the transmedia narrative as a strategy to create journalistic products that reach connected audiences that are not satisfied with a sole form of communication media, but often simultaneously use multiple media platforms.

In the following chapter, "Macro-tendencies of the Digital Culture", Jorge Alberto Hidalgo Toledo adds to the previous chapters' reflections by presenting and listing the possibilities of the digital world that emerge via the adaptability processes of contemporary society. According to the Mexican researcher, the new media convert invisible people into visible citizens, and in this way, bring change to the morale, customs and behavior of the human beings in a society.

Portuguese researcher Nídia Salomé Morais, San Juan Bautista and Fernando Ramos show the results of a survey on the use of commu-

nication technologies in pedagogical processes in the chapter "Use of Communication Technologies in Learning: A Study with Professors and Students in the Portuguese Public High School System". It was possible for the researchers to observe the frequency of use in the learning management systems and in the interpersonal communication technologies, both by the professors as well as the students.

Discussions on notions of hypertext, hypermedia and interactivity are found in "Interfaces and Narratives of E-learning Spaces: a Case Study of the Educative Website Campus Sapo". In this article, Luciana Renó presents an investigation that consolidates discussions initiated in the previous chapter by the Portuguese researchers. This chapter offers suggestions for its improvement and topics for further research on the study of interactive interfaces in the field of education for social development.

In the chapter titled "Tedium is the Message? Communication and Creation with New Social Networks", Professor and Media-Ecologist Robert K. Blechman presents the experimentation in the production of books of fiction, discussing communication theories that are interactively produced The author presents new theories related to the new ecology of communication media and introduces concepts on a documentary model mostly unexplored by other researchers in the audiovisual field.

"Digital Public Television in Brazil in Favor of Tele-community Journalism" is the next chapter in the book. The discussion proposed by Brazilians Francisco Machado
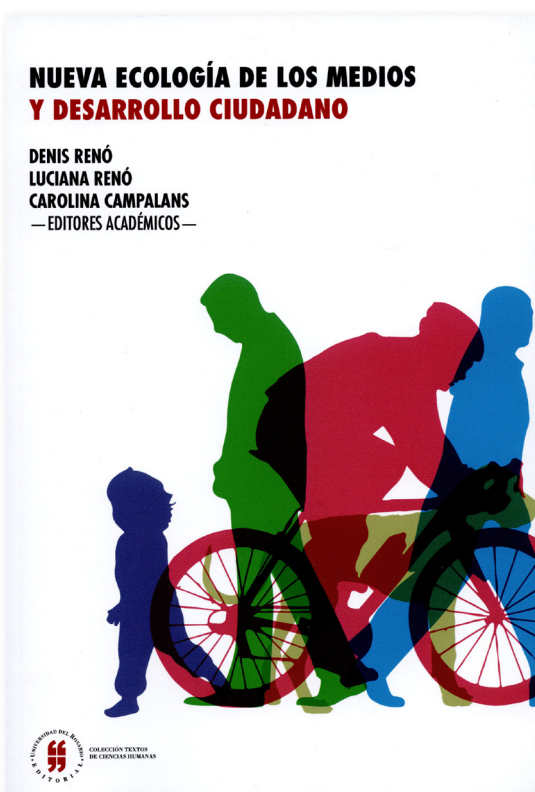
Filho and Mayra Fernanda Ferreira provides information about the development of a television format open educational resources. Using the title "Superman and His Potential for Open Educational Resources (OER)", the chapter is based on the theories of the new communicational narratives and clearly shows the reader that people can learn on their own time via videos available on YouTube.

Using multiple locations, researchers from different countries, theories and practices present the reader of New Ecology of Media and Community Development with the identities, challenges and opportunities that shape the new ecosystem of communication media. In the last chapter, "Community, Democracy and Journalism on Technology: a Debate on the Reform of the Link Estado", Brazilian researcher Andressa Kikuti refers to the discussion on the role of journalism in the community, and in the development and knowledge

of the new ecology of media based on emerging technologies, via the use of Twitter. Hence, the researcher joins the research project on new media ecosystems, creativity and literature.

In the next chapter, researcher Denis Renó presents the results of his experimental research with transmedia documentaries. In the chapter "Citizen Participation in the Galician-Portuguese Transmedia Documentary".

That promotes the community via interactive digital television. The researchers conduct a study on digital television in Brazil and its limitless possibilities. In the following chapter, Brazilian researchers Andrea Cristina Versuti and David Daniel Alves da Silva present a transmedia study on how the Superman franchise supports education and the community by way of.

NUEVA ECOLOGÍA DE LOS MEDIOS Y DESARROLLO CIUDADANO

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