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DE MÁLAGA

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UNIVERSITY OF HALMSTAD

27 TH MAY

Why Halmstad University?

- **Center for Innovation:** New business models for Communication companies and technology for Communication (ICT).
- **School of Health and Welfare.**
- **Media and Communication Studies.**

And of course...

Topics of my research

- 1. **Innovation in Communication.** Trends in Communication.
- 2. **Communication of Health and Scientific Dissemination.**
 - a. Communication in Andalusian Hospitals.
 - b. Communication and Scientific Dissemination of Biotechnology SMEs
- 3. **Reputation of Media.** MEDIA REPUTATION LAB.

1. Innovation in Communication

- 1.0. Globalization and Technology (Proximity and Immersivity)
- 1.1. Personalization and *Anthropologization*
- 1.2. Interactivity and Dialogue (*Pull*) and Integration
- 1.3. Liquidity, Ubiquity and Hybridization: *Non conventional* media
- 1.4. *Metalanguage* and Narrative (Story Telling)
- 1.5. Experience and Emotion (Gamification)
- 1.6. Materialization and *Eventualization*
- 1.7. Eastern Influence (*Kansei*): Simplicity, Health and Ecology
- 1.8. *Demonstrative* and Retro
- 1.9. Neurosciences
- 1.10. Slow Sensitivity

1.0. Globalization and Technology

- Globalization, as we know, is the big context but Technology right now has 2 trends:
 - Proximity: Trying to close the reality understood as the everyday (QR Codes, Bluetooth and Augmented Reality)...
https://www.facebook.com/pg/Antropolog%C3%ADa-Cultura-digital-y-Medios-no-Convencionales-147078645412286/posts/?ref=page_internal
 - Immersivity: On the other hand, trying to wrap yourself with the five senses
https://www.youtube.com/watch?v=Gle4Y63yGxQ&fbclid=IwAR2_kF7aIKVsXMLYSeVIqNNctgckKy3BrwcnPLV7UZVKisud_oa2z1nqgfHk

1.1. Personalization and *Anthropology*

- Big data has no sense if there is not real Personalization, even more: *Antropologization*, what means return to the original sense of:
 - Communication: *Common-Union, Communion* (etymology).
https://www.youtube.com/watch?v=oBwOac2A4gl&fbclid=IwAR1ND35oR91gOJfQIQFS8j9N34ACFM_jxOYoI0Y8SMIt2RE449CTtIbAZys
 - Person: living being through others of the same nature.
https://www.youtube.com/watch?v=0g2mZdqy6g&t=2s&fbclid=IwAR0N9cMbweDQL7o0AeMoMOW-UoJeb2Ks3Y_FD5-rrCaTb35bAt5e-fwKA28

1.2. Interactivity (*Pull*) and Integration

- A new sensitivity about not pushing, soft: not impose, just propose...
- Do not interrupt: then Integration
<https://www.youtube.com/watch?v=vNCtXrdBfis&fbclid=IwAR3bs7IOA7TgbFJ91jIPoX4w9skkB6h9NAnKIQWF2P8MrwKT7gOcsCPgSOk>

1.3. Liquidity, Ubiquity and Hybridization

- In the sense of Bauman (*Liquid Modernity*) we see most of the new forms in Commercial Communication: product placement, branded content, but mainly virality and social media... They create somehow new spaces before called “non conventional media”.

<https://www.youtube.com/watch?v=gp81af73keA&fbclid=IwAR0qjqmecSo78io5nmyHbLGUGZgeaEBVfQmr1RI5f3SNehaMvkQ6SrUiqBs>

1.4. Metalanguage and Narrative

- Communication about communication, advertising on advertising...
“Scientific” experiments or making offs like
https://www.youtube.com/watch?v=jD8tjhVO1Tc&t=1s&fbclid=IwAR25zal6JwaxIJ5UHBUPFcPBW8wV3PIhoW0dYcX1ap_MXSI7V3BJDrn_B90
- Stories with approach, node and outcome (Story Telling)
https://www.youtube.com/watch?v=IXNBiTe2onQ&fbclid=IwAR2W2p67vnphBaBYMS5SFz7TDoK-9t3ihRP-zt-MKCDQMo7fxi_itV47pkA

1.5. Experience and Emotion (Gamification)

- Experience is another fashion word, in the academic and professional world, frequently without anthropological content: basically it needs 5 aspects: <https://www.youtube.com/watch?v=b9WYHN-NILE&t=24s&fbclid=IwAR149qg47iT-HO0LMPGwCHNstvQxTtAoO1iglWGB-luQj100mNo-gubZmn0>
 - Reason (*Logos*)
 - Relation
 - Interaction
 - Senses
 - Emotion (*Pathos*)

1.6. Materialization and *Eventualization*

- We need hearing, sight, smell, touch and taste every Communication until now too intangible... https://www.youtube.com/watch?v=QBMW-VI4aYs&fbclid=IwAR1avSrRXieIEqRu3jBjA1mxEJ-uEdrsnVi3OBqyOx8loam9W_bhdu8KRig
- Then many times we summon for the communication to a space and a time: *eventualization* (maybe just as a reaction against the distance of the first digital proposal; but in anycase there is more *communion* here...) <https://www.youtube.com/watch?v=FSfkE4emoBE&fbclid=IwAR04WudfbAPGEhAAMb5myfvtUFnm3znZr8MvbiotGkBv9mm-QcWy5mXmqDY>

1.7. Eastern Influence (*Kansei*)

- Kansei means:
 - Sensuality of Communication. Reivindication of Product
 - Special sensivity about topics that interest now to the global public: Simplicity, Health and Ecology
 - Harmony between Cutting Edge Technology-Nature
https://www.youtube.com/watch?v=IQovoot_ZUM&fbclid=IwAR2lxcWviqyiXvk7B0q-oILhCeR2adW3_J9_0Og0kwtGgyBMVzb9898GUpo

1.8. *Demonstrative* and Retro

- *Demonstratives* were call the spots that show “scientifically” the advantages of the product or of the idea of an awareness campaign
<https://www.youtube.com/watch?v=XUWCFeNfzWk&fbclid=IwAR3X1bv3AxPtPOdNgNSbG8-quE3Hx9AJuJod-wkXrTXgaNjNKKS7HI-IOOk>
https://www.youtube.com/watch?v=R22WNkYKeo8&fbclid=IwAR06XpbtFprOdY_RxQzYyBrDYQubAwSAaGSgOjwRTkQZcyJl1aibdlEdgTw
- We like increasingly the old resources of Communication, and no just the resources, also the ways and even contents of the past

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- Tarot..... 560
- Relaciones... 600
- Créditos..... 500
- Adultos 24 h. 680
- Tarot/Videnc. 740
- Seguros..... 730

VISA BARATA:futuro AMOR.....561

CONSULTA GABINETE ESPERANZA GRACIA..494

PERSONA EL BRACK DEL MAYOR! 945

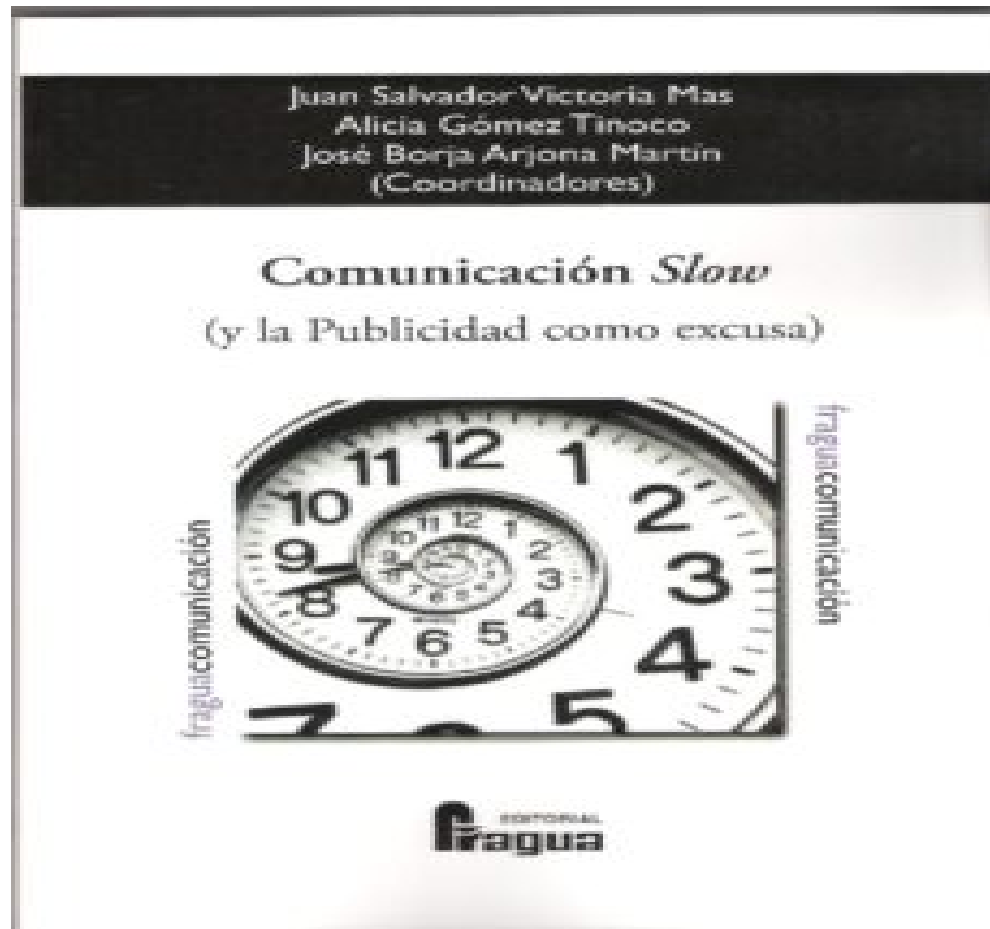
1.9. Neurosciences

- “Master in Neuroscience applied to Communication”, but not ask may about methodologies. Most of the professors are medicals...

<https://www.youtube.com/watch?v=aGx8Z4nimlo&fbclid=IwAR3mVsNtsDM5wCSija19pS2StbtAKnld3cWcVNcuMhI3VT2-jvqaCXuZ9Fw>

https://www.youtube.com/watch?v=65XFxXlo4OI&fbclid=IwAR1Mpdw3-xcTFKI-7jQXgJ7tSaQngaJlIrJJ8cA6xAaTDXm3_8BbcuvhbX4

1.10. Slow Sensitivity



Topics of research

- **2. Communication of Health and Scientific Dissemination.**
 - a. Communication in Andalusian Hospitals.
 - b. Communication and Scientific Dissemination of Biotechnology SMEs
- **3. Reputation of Media. MEDIA REPUTATION LAB**

MEDIA REPUTATION LAB

- Looks for establish a **Ranking** of media according Reputation in 10 countries of Europe among wich we want Swedeen... The countries where there are researchers working on the project are: Austria, United Kingdom, Poland, Portugal, Romania, Germany, Italy, France, The Nederland, plus the initial research developed in Spain.
- Bassically you might do a list of the relevant media in your country -5 newspapers including digital, 3 TVs and 2 radios- and a list of 10 media professionals to interview (by phone, and do it) about the subject.
- Subsequently you will receive the data about a poll with 100 of "informed population" and you will be able to explote the data with a chapter for a book and an article...

THANK YOU!

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