

**COMUNICACIÓN, MEDIOS E INDUSTRIAS
CREATIVAS EN LA ERA DIGITAL**

by Paulo Faustino, Iván Puentes and
Francisco Belda (coords.)

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ORGANIZACIÓN:

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This book, coordinated by Paulo Faustino, Carla Martins, Iván Puentes and Francisco Belda—experienced investigators and doctorates in the field of communication—follows the same line as “Communication, media and creative industries in the digital era”, coordinated by Paulo Faustino, Iván Puentes and Francisco Belda, published in 2019.

“Comunicación, Medios e Industrias Creativas en la Era Digital” is composed with a series of articles derived from the initiatives taken by the *Red Internacional de Investigación de Gestión de la Comunicación*, XESCOM. Based on it, several investigators gathered in teams, and some individually, to present us their many perspectives on the way media has become associated to creative industries, and analyse it from under four pillars: business models; the relationship with entrepreneurship and value creation; the media as a communication and marketing support; the media as vehicles for journalistic productions.

We have clearly entered in a digital era, there is no doubt anymore. And the digital media has paved its way into communication just as it has into creative industries. This makes the reevaluation and, perhaps, reconstruction of these sectors’ structures— as distribution, marketing and business models— imperative, so the economy of companies in these sectors becomes or remains sustainable. It is the awareness of this scenario that has made the many experts who authored this book’s articles analyse the most pertinent aspects to regulate.

In total, there are 25 articles coming from different geographies, hence diversifying the approaches on the matter of media in creative industries. Overall, it comprises subjects such as the use of marketing as a tool for positioning in the market; the impact of messages conveyed on society; the study of consumer behaviour in the interest of the market; how social networks influence behaviours, either socio-political or consumer behaviours; and the adaptation of journalism and creative industries, such as cinema and theatre, to the digital.

These articles are headed by names like Eva Sánchez-Amboage, Pablo Quezada Sarmiento, Marise Berta de Souza, José Umbelino Brasil, Pablo Díaz-Morilla, Javier Sanz-Aznar, among many others, equally renowned.