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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 Andalucian Hospitals.
  • b. Communication and Scientific Dissemination of Byotechnology 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_kF7aIKVsX MLYSeVlqNNctgcKy3BrwcnPLV7UZVKisud_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=IwAR0N9cMbewDQL7o0AeMoMOw-UoJeb2Ks3Y_FD5-rrCaTb35bAt5e-fwKA28
1.2. Interactivity (*Pull*) and Integration

- A new sensivity about not pushing, soft: not impose, just propose...
- Do not interrupt: then Integration
  https://www.youtube.com/watch?v=vNCtXrdBfis&fbclid=IwAR3bs7IOA7TgbFJ91jIPoX4w9skkB6h9NAkIQQWF2P8MrwKT7gOcsCPgSOk
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=IwAR25zal6JwaxlJ5UHBUPFcPBW8wV3PIhoW0dYcX1ap_MXSl7V3BJDrn_B90

• Stories with approach, node and outcome (Story Telling)
  https://www.youtube.com/watch?v=IXNBeTe2onQ&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-luQj1O0mNo-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-Vl4aYs&fbclid=IwAR1avSrRXieIEqRu3jBjA1mxEJ-uEdrsnVi3OBqyOx8loam9W_bhdu8KRig](https://www.youtube.com/watch?v=QBMW-Vl4aYs&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](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=IwAR2lxcWvixyiXvkl7B0q-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-wkXrTXgaNjNKKS7Hl-I0Ok](https://www.youtube.com/watch?v=XUWCFeNfzWk&fbclid=IwAR3X1bv3AxPtPOdNgNSbG8-quE3Hx9AJuJod-wkXrTXgaNjNKKS7Hl-I0Ok)
- [https://www.youtube.com/watch?v=R22WNkYKeo8&fbclid=IwAR06XpbtFprOdY_RxQzYyBrDYQubAwSAaGSgQjwRTkQZcyJl1aibdLEdgTw](https://www.youtube.com/watch?v=R22WNkYKeo8&fbclid=IwAR06XpbtFprOdY_RxQzYyBrDYQubAwSAaGSgQjwRTkQZcyJl1aibdLEdgTw)

- We like increasingly the old resources of Communication, and no just the resources, also the ways and even contents of the past
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=aGx8Z4nimIo&fbclid=IwAR3mVsNtsDM5wCSija19pS2StbtAKnId3cWcVNcuMhl3VT2-jvqaCXuZ9Fw

https://www.youtube.com/watch?v=65XFxXIo4OI&fbclid=IwAR1Mpdw3-xcTFKl-7jQXgJ7tSaQngaJJlrJJ8cA6xAaTDXm3_8BbcuvhbX4
1.10. Slow Sensitivity
Topics of research

• 2. Communication of Health and Scientific Dissemination.
  • a. Communication in Andalucian Hospitals.
  • b. Communication and Scientific Dissemination of Byotechnology 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 which we want Sweden... 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 explore the data with a chapter for a book and an article...
THANK YOU!

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