

Training of communicators in the Digital Age (151/2009)

Pedro Soler Rojas

Journalist

Manuel Aguilar Gutierrez

Degree in Information Science

For ten years Spain has been occurring in rapid transformation of the media that is giving rise to a real upheaval of the landscape audiovisual. The catalysts of this change can largely identify with dizzying advances in technology and in particular, with the popularization and the Internet boom.

The conversion of a nearly static websites associated with what became known as the Web 1.0, which means simply upload their contents, has led to the development of new media with higher capacity and data rate, and consolidation of a new Media characterized by multimedia, interactivity and constantly updating content that is served to the audience almost real time.

In the audiovisual world, the evolution of nonlinear editing systems has changed in turn whole framework of the drafting work on traditional television and radio and has caused the disappearance or conversion of multiple occupational categories that are struggling to live with new profiles much more familiar with new technologies. This rapid transformation has a profound impact on work, training and vocational training visual communicators, a journalistic term too broad and difficult to fit the parameters of conventional journalism.