

PROSUMERS AND EMIRECS: ANALYSIS OF TWO CONFRONTED THEORIES

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INTRODUCTION

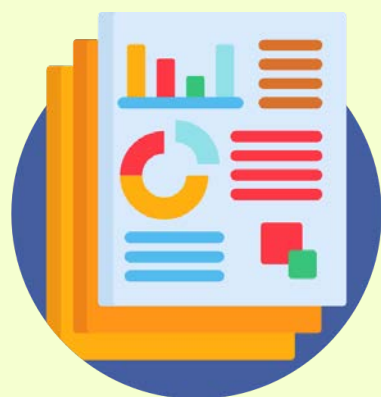
- Emirec and prosumer do not evoke the same reality. The presumption is a process that has economic roots, while the emirec theory focuses exclusively on the field of communication.
- The digital prosumer, therefore, is not configured as an empowered individual, but alienated by converting what would otherwise be necessary paid labor for the market into unpaid work.

OBJECTIVE

Review the state of the matter based on exhaustive documentary analysis.



RESULTS



- The prosumer notion has an economic origin and should not be used conceptually as a synonym and equivalent to the term emirec.
- Networks and digital social media are potential spaces of action for emirec communicators. His model configures connections between traditional media and independent producers.

CONCLUSIONS

- ✓ It is necessary to start thinking about theories that overcome the division between senders and receivers.
- ✓ In the digital context of communication, the relationship occurs between communicators (amateurs, popular, professionals, all have the voices of broadcasters) that move or are moved by different platforms or social networks.



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