Emerging mobile media
Convergence in the new media arena

Medios móviles emergentes. Convergencia comunicativa en el nuevo escenario mediático

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Scope

The increase in the number of users that access the Internet using mobile devices has grown considerably in the last five years, turning anywhere-anyplace-anytime connectivity into a worldwide phenomenon. Although the flow of data generated by each country as well as the degree of access depend on the implementation policies of broadband networks and 4G, more and more users from different countries use mobile devices to get informed, and this number is higher than those who access from a desktop computer. The technological revolution in progress is now in hands of these devices, which have become essential tools in communication processes and the appropriation of knowledge.

Citizens of the second decade of the digital era use mobile devices as the main gateway to the Internet, which is not only resulting in contents adapted to these platforms, but also in a greater participation and citizen engagement in the production of messages due to the hyper-connectivity. The effect is an accelerated reconfiguration of the communicative ecosystem, which walks hand in hand...
with technological innovation. And on the eve of the arrival of the 5G, planned for the year 2020, progresses along the path of multisensory interaction, with renewed interactive forms of language and communication. Apart from superfast speeds, the generation of 5G mobiles will fuel the era of automation, which has been also named the fourth industrial revolution.

The convergence of digital, physical and biological systems, in a pilot phase, points out on the immediate horizon a new media arena based on a reorganization of the communicative ecosystem, as well as the systems for knowledge appropriation.

Beyond technological determinism, technologies evolve at an exponential and frenetic pace, which not only change connection and content-generation tools, but also creates new communication codes. The semiotics of language assimilates technologies, also transforming messages –which become hypertextual– and adopting new narratives and formats.

It is in this context where new professional profiles arise, who are able to generate real-time and multiformat information. Mobile journalism –MoJo–, fake news and digital journalism are concepts arising with strength in this unstoppable context.

As we move towards the new scenario, we are interested in investigating mobile metacommunication that guides the new challenges, multisensory interaction and the new emerging mediatisation within a context of messages overabundance. It is also imperative to study the renewed forms of appropriation and creation of knowledge, new journalistic narratives and new phenomena that both social networks and digital media are causing in the way of generating information and communicating it.

Descriptors

- Mobile communication
- Professional profiles of mobile communication
- Mobile journalism – MoJo
- New languages in communication
- New narratives and formats
- Social interaction processes
- Communication interaction processes
- New processes of mediatisation and appropriation of knowledge
- Cross-sectional interaction, communication and learning
- Digital, physical and biological convergence
- Mobile devices and memory

Questions

Some questions and reflections raised in this monograph, related to the thematic lines are:

- How is connectivity/mobile protagonism affecting social and communicative processes?
- How does communication change within this hyper-connected context?
- How is mobile communication influencing the emergence of renewed systems of journalistic production?
- How is the focus in mobile communication affecting the emergence of new formats and new digital narratives?
What processes of communicative interaction characterize the mobile scenario and how do they affect the behaviours of citizens in their daily life?

How are new mediatisation processes affecting the appropriation of knowledge?

How can we convert the renewed processes of mediatisation into incentives for social participation?

How does multisectoral interaction influences in the communicative renewal and the renewal of learning processes?

What are the implications of digital, physical and biological convergence?

What social and ethical debates introduce digital, physical and biological convergence?

How can we take advantage of multisensory interaction through new devices inside and outside classrooms?

How do mobile devices affect personal and collective memory?

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