



Jóvenes y ficción televisiva (UOCPress Comunicación) (Spanish Edition)

María Rosario Lacalle Zaldueño

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Este libro estudia la aportación de la ficción televisiva a la construcción social de la identidad juvenil, mediante el análisis de los programas y de la retroalimentación a través de internet. La obra sintetiza los resultados más relevantes de un proyecto i+d+i sobre la representación de los jóvenes de 15 a 29 años en todos los programas de ficción española de estreno, emitidos a lo largo de dos años por las cadenas estatales y autonómicas. La investigación desarrolla una metodología original concebida para trabajar con muestras amplias, que integra el análisis cuantitativo de las representaciones con el análisis descriptivo de la transmedialidad, en el marco de un exhaustivo análisis cualitativo de carácter socio-semiótico ilustrado con numerosos ejemplos. La primera parte del libro se centra en los personajes y también se examina la articulación del relato en los diversos géneros y formatos de la ficción. La segunda parte explora las potencialidades de la web, mediante la elaboración de un mapa de los recursos de la ficción (webs, blogs y redes sociales) ligados a los personajes y a los programas, destinado a contextualizar el análisis de los comentarios de los internautas sobre los programas.

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