

RESEARCH ON TRANSFORMATIONS IN THE COMMUNICATION ECOSYSTEM (TRANSCOMMUNICATION)



INTRODUCTION

The Research group on Transformations in the Communication Ecosystem (TRANSCOMUNICACION) of the Faculty of Communication Sciences has an extensive research curriculum in the area of Audiovisual Communication and Advertising. The scientific team that makes up this group studies the transformations of the communication ecosystem from a critical perspective through the analysis of content, platforms and media users. The group's main lines of research revolve around the relationship between communication and social sustainability.

RESEARCH TOPICS

- Communication with gender perspective.
- Communication and citizenship.
- Communication and culture.
- Institutional communication.
- Communication and social responsibility.
- Media literacy.
- Inclusive communication.

SCIENTIFIC-TECHNICAL SERVICES

- Advice on the lines of research of the group.
- Analysis of the discourse of the communication media in relation to lines of research of the group.
- Prospective analysis framed in the research lines of the group.
- Dissemination activities and training courses on lines of research of the group.

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