



## A força da mídia social (Portuguese Edition)

By Pollyana Ferrari



**A força da mídia social (Portuguese Edition)** By Pollyana Ferrari

Como entender a constelação de relacionamentos, sentimentos, informações e desejos que circulam em fluxos nas mídias sociais?

As divagações (wandering) podem ser percebidas nas postagens do Facebook, nos grupos do WhatsApp, nos blogs, ou em tuites de 140 caracteres. Recorremos à filosofia, à cognição, à tecnologia da informação e à sociologia para tentar mapear essa narrativa orgânica e remixada. Em constante mutação, ela carrega a mudança social como uma textura. A sociedade mudou e a comunicação é um agente fundamental para construção de memória e sentido nesse novo contexto social. Por ora, teremos como comunicadores, de nos concentrar em propor melhorias para promover o uso da não-linearidade, cuja cognição ocorrerá conforme a bagagem cultural e sígnica de cada leitor.

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