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*Enrique Bustamante*

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# Comunicacion y Cultura en la Era Digital: Industrias, Mercados y diversidad en Espana (Spanish Edition)

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## **Comunicacion y Cultura en la Era Digital: Industrias, Mercados y diversidad en Espana (Spanish Edition)** Enrique Bustamante

Esta obra ofrece una radiografía de las transformaciones que se han producido en los grandes sectores de la industria cultural en España a lo largo de la última década. La perspectiva incluye la producción editorial, la fonográfica, la cinematográfica, la producción de la prensa, la radio y la televisión, e incluye además, como experiencia piloto de la nueva cultura multimedia, los videojuegos on line. Evaluando las debilidades y amenazas, pero también las fortalezas y oportunidades, el estudio señala que las industrias culturales en España muestran mejoras notables pero también un deterioro del servicio y del espacio público en general. Esto ha conducido al desequilibrio económico del sistema cultural y comunicativo disminuyendo su diversidad de modelos. La situación es preocupante para la transición al mundo digital por la precariedad de las posiciones de partida. Ante la falta de coherencia de las políticas culturales, incapaces de remendar los peores efectos del mercado y de atender más los contenidos al lado de los beneficios, la obra aboga por una política cultural y comunicativa integrada, ausente en el pasado y vital para el futuro. Participan en el volumen además del coordinador: José María Álvarez Monzoncillo, Luis Alfonso Albornoz, Gustavo Buquet, Rosa Franquet, Gloria Gómez, Pedro M. Moreno y Ramón Zallo

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