



#Yosoydiverso. Estrategia transmedia de comunicación [

2018

text (article)

Análítica

This article presents the methodology, development and results of #Yosoydiverso project, a transmedia communication strategy in which the arts and design academic community of Bucaramanga - Colombia is linked. This project involved citizen participation, who have expressed and reflected on discrimination and exclusion. There are stories of young people and adults who have been discriminated because they are tall, short, fat or thin; for being peasants or poor; for coming from a certain region, for having tattoos, a certain skin tone or sexual preference. It is of great importance to mobilize human perceptions toward more inclusive societies in which diversity is a significant value

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