



El modelo de Harold Lasswell aplicado en comunicación digital: caso La Posta [

2021

text (article)

Analítica

Communication models since the appearance of Information and Communication Technologies are updating the paradigms, which would lead to think that the contents transmitted in the digital environment are different or start from other theoretical approaches. The research focuses on the analysis of the Harold Lasswell communication model carried out by reviewing the news content of La Posta, a digital communication medium. It was determined that this model provides various points to analyze, understand and interpret a news item, mainly based on clearing the five questions posed by the author: who says? Whatdoes it say? Whodoes it say? How do you say it? Andwith what effect? Clearing each question will obtain an answer that contributes to the correct development of the construction of the contents inthe different media known in the information market. It is concluded that this means of communication reflects the use of the model for the construction of its news, showing that the traditional models are succinct to continue using them in the communicativedigital scene

Communication models since the appearance of Information and Communication Technologies are updating the paradigms, which would lead to think that the contents transmitted in the digital environment are different or start from other theoretical approaches. The research focuses on the analysis of the Harold Lasswell communication model carried out by reviewing the news content of La Posta, a digital communication medium. It was determined that this model provides various points to analyze, understand and interpret a news item, mainly based on clearing the five questions posed by the author: who says? Whatdoes it say? Whodoes it say? How do you say it? Andwith what effect? Clearing each question will obtain an answer that contributes to the correct development of the construction of the contents inthe different media known in the information market. It is concluded that this means of communication reflects the use of the model for the construction of its news, showing that the traditional models are succinct to continue using them in the communicativedigital scene

<https://rebiunoda.pro.baratznet.cloud:38443/OpacDiscovery/public/catalog/detail/b2FpOmNlbGVicmF0aW9uOmVzLmJhemF0ei5yZW4vMzM5ODUxMDE>

Título: El modelo de Harold Lasswell aplicado en comunicación digital: caso La Posta electronic resource]

Editorial: 2021

Documento fuente: Journal of Science and Research: Revista Ciencia e Investigación, ISSN 2528-8083, Vol. 6, N°. 3, 2021 (Ejemplar dedicado a: Primer Congreso de Investigación en Comunicación y Turismo CICOTUR-UTB-Extensión-Quevedo-2021), pags. 275-289

Nota general: application/pdf

Restricciones de acceso: Open access content. Open access content star

Condiciones de uso y reproducción: LICENCIA DE USO: Los documentos a texto completo incluidos en Dialnet son de acceso libre y propiedad de sus autores y/o editores. Por tanto, cualquier acto de reproducción, distribución, comunicación pública y/o transformación total o parcial requiere el consentimiento expreso y escrito de aquéllos. Cualquier enlace al texto completo de estos documentos deberá hacerse a través de la URL oficial de éstos en Dialnet. Más información: <https://dialnet.unirioja.es/info/derechosOAI> | INTELLECTUAL PROPERTY RIGHTS STATEMENT: Full text documents hosted by Dialnet are protected by copyright and/or related rights. This digital object is accessible without charge, but its use is subject to the licensing conditions set by its authors or editors. Unless expressly stated otherwise in the licensing conditions, you are free to linking, browsing, printing and making a copy for your own personal purposes. All other acts of reproduction and communication to the public are subject to the licensing conditions expressed by editors and authors and require consent from them. Any link to this document should be made using its official URL in Dialnet. More info: <https://dialnet.unirioja.es/info/derechosOAI>

Lengua: Spanish

Enlace a fuente de información: Journal of Science and Research: Revista Ciencia e Investigación, ISSN 2528-8083, Vol. 6, N°. 3, 2021 (Ejemplar dedicado a: Primer Congreso de Investigación en Comunicación y Turismo CICOTUR-UTB-Extensión-Quevedo-2021), pags. 275-289

Baratz Innovación Documental

- Gran Vía, 59 28013 Madrid
- (+34) 91 456 03 60
- informa@baratz.es