



News (paper) Revolution: 11 (Media e web communications) (Italian Edition)

Umberto Lisiero

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Il giornale è ancora lo strumento che accompagna il cittadino e gli permette di (ri)costruire la propria agenda quotidiana, il mezzo che interpreta i fatti di cronaca e gli eventi salienti che accadono nel mondo. Il declino delle vendite registrato negli ultimi anni è, probabilmente, dovuto al fatto che, nel suo adempiere a questi scopi, il quotidiano risulta oggi meno efficace di un tempo. Il giornalismo online rappresenta una grande occasione per rinnovare l'intero sistema della comunicazione e quindi, nello specifico, anche il quotidiano cartaceo. Per mantenere (e magari incrementare) il proprio seguito di pubblico, i giornali dovranno però riuscire a metabolizzare i cambiamenti in atto e di conseguenza ridefinire il proprio ruolo ripensandosi nei contenuti, nello stile, nella grafica e nel modo di porsi nei confronti dei lettori. Quali sono le caratteristiche più innovative delle Rete? Come influenzano le modalità di diffusione delle notizie e come possono essere utilizzate al meglio? Queste alcune delle domande alle quali il libro tenta di dare risposta. Per mettere a fuoco un futuro comunicativo in gran parte ancora da esplorare.

«Se nella società liquida del terzo millennio va diffondendosi una sorta di disordine cognitivo figlio della marmellata mediatica di questi anni, ciò è dovuto proprio al disconoscimento del ruolo fondamentale di gatekeeper dei giornalisti e dei giornali. Ieri di carta, oggi elettronici, digitali, multimediali. Ma ora finalmente, anche grazie a lavori seri e documentati come questo, le cose stanno cambiando». (Angelo Perrino)

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