



Industria cultural, información y capitalismo (Comunicación / Comunicología Latina) (Spanish Edition)

César Bolaño

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Durante las últimas décadas, la globalización y la revolución de las nuevas tecnologías han marcado un antes y un después en las formas de articulación del poder. Se confirma así la hipótesis avanzada por Marx, donde el propio sujeto pasa a ser el capital fijo más valioso del proceso de producción, y donde el trabajo abstracto -hoy concebido como “intelecto general”- se configura como fuerza determinante del nuevo modelo tardocapitalista. La actividad creativa, en este nuevo contexto, cobra una novedosa función estratégica, al convertirse en pieza generadora de valor y al posibilitar el desarrollo y sostenibilidad del capitalismo contemporáneo. César Bolaño aborda la comprensión del papel productivo de las comunicaciones y su rol fundamental en la era del Capitalismo Cognitivo. Desde la Economía Política de la Comunicación, Bolaño propone toda una perspectiva de estudio capaz de trascender los límites convencionales del modelo economicista, y capaz de problematizar el fenómeno de la industria cultural y de la apropiación por parte del sistema de todo el ciclo del trabajo inmaterial. Esta obra nos invita a reflexionar sobre el nuevo papel de los productores culturales y a repensar las relaciones entre trabajo y valor, desde un rigor conceptual que permitirá abrir nuevas vías para construir las respuestas que requiere nuestro tiempo.

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