EDUCOMMUNICATION THROUGH TRANSMEDIA: "FROM JUMPING TO JUMPING WE STOP VIOLENCE"

C. Mier-Sanmartín, G. Coronel-Salas, G. Moreira-Aguirre

Universidad Técnica Particular de Loja (ECUADOR)

Abstract

The 21st century came with great technological transformations. Both movie theaters and television viewers belong to a time of content consumption through different screens. The monomediática nature changed with the appearance of new platforms and the way to realize the communicational products in its creation, production, distribution and diffusion. In this "society of ubiquity" (Islas-Carmona, 2008) there is a new way of communicating called transmedia storytelling.

The aim of the article is to present the teaching innovation experience designed to collaborate between the components of Educommunication, Digital Journalism and the Unesco Chair of Education and Culture for Peace of the Technical University of Loja. The students developed a transmedia product that allows the education and appropriation of the new generations in themes that currently need to be reinforced with content that informs and educates. That is, to use the educational potential of audiovisual and digital narratives in communication for social change.

Education for World Citizenship and the Sustaining of Peace is promoted by UNESCO as part of the Sustainable Development Goals. This has full agreement with the task of communication, through it can strengthen identity, empowerment through personal histories of citizens. The result is reflected in the design of a web page that has different educomunicacionales products: podcast, videos, photographs, infographics and the campaign of "from jumping to jumping we stop violence".

Keywords: Educommunication, Transmedia, Culture of peace, Web, teacher innovation, Cyberjournalism.