



# Hipertexto, hipermídia: as novas ferramentas da comunicação digital (Portuguese Edition)

*Pollyana Ferrari*

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O que muda na postura e no dia-a-dia do profissional da informação na era digital? Quem é o novo profissional da comunicação e quais meios ele possui? Hipertexto, hipermídia desvenda as representações, os processos e os modos de disseminação do conhecimento a partir do computador pessoal, do notebook, do palm, do celular, entre muitas outras possibilidades. Ao cidadão ávido por informação bem apurada, o suporte importa muito menos que ter a notícia ao alcance das mãos, onde e quando precisar. E, de preferência, com um grau de interatividade impensável há poucos anos. Na era digital, tanto o acesso à informação quanto a relação do público com ela está mudando rapidamente. Este livro se propõe a mostrar o novo, o que está sendo pensado pelos pesquisadores e jornalistas que vivenciam a hipermídia. Por isso, é uma obra imperdível para alunos e professores da área de comunicação em geral e, especialmente, de jornalismo.

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