



## Online Offlife (Saggi) (Italian Edition)

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### **Online Offlife (Saggi) (Italian Edition)** Paola D.

Il libro offre una panoramica sarcastica ma mossa da sincero spirito d'indagine, sull'invadenza della comunicazione tecnologica nell'esistenza umana. Dai social network alla mail, passando per il telefono e la blog-mania, le infinite vie di smarrimento offerte dall'eterna connessione sono messe sul piatto ed esaminate, con aneddoti, pensieri e proposte per equilibrarne il cocktail esplosivo.

Una riflessione di Apload, agenzia di comunicazione che di questi strumenti fa un intenso uso quotidiano, sia attivo sia passivo, e che oggi decide di problematizzare il contesto in cui opera. Per comprendere se in questo mare magnum di interazione posticcia esista - o meno - un equilibrio a cui appellarsi.

Paola D. è una professionista della comunicazione. In questo lavoro esplora, un po' come tenutaria di un diario di bordo, una crisi di coscienza collettiva, raccontandone retroscena ed evoluzioni comiche, con spirito sagace e ironico. Da sempre appassionata della "parola", è testimone attonita dei suoi radicali e forse irreversibili usi e abusi. Questo non è il suo primo libro, ma il più corale dei progetti a cui ha partecipato.

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