

COMMUNICATION 5.0. FROM TECHNICAL IMPACT TO HUMAN COLLABORATION

This book is the result of two experiences that may be perceived as opposite, yet both are fully combined. On one hand, the findings and insights I gathered through highly valuable interviews carried out with top leaders in the journalism, academic and business fields, during my Eisenhower Fellowships journey in late 2019. On the other, the isolation and introspection brought by a global crisis such as the coronavirus disease, generating an international pandemic never seen before, that we are still experiencing.

In the context of pre Covid19 crisis, it was already crucial to discuss the impact of digital information in the communication field including media, politics and corporate sectors, focusing changes and challenges. However, the pandemic crisis deepened the urgency to think, to inquiry and question ourselves upon the current global situation but specifically in our LatinAmerican region.

In these pages, issues of vital relevance are addressed. From the current status of companies, the media and journalism to the role of ethics & moral standards in the handling of information on and off the digital platforms. The unequal struggle media is facing for the “fight of clicking” of social media, while still tied to regulations and adapting their business models.

The phenomenon of the endless amount of information being available at all times and simultaneously in all places and sources, however never before that information has been so fleeting. The technological change & digital innovation and its impact on communications through social media that allows the empowerment of individuals and, at the same time, the lack of limits of their use. These issues raise key ethical and moral issues on the risks of handling the purpose and uses of information as well as the power involved in their control by leaders of all types.

A critical look of the political and social leadership from the point of view of their use of social media, the news manipulation, the lights and shadows of digital life and the questions that the pandemic leaves to us. I present several cases of leaders in the Americas whose behaviors are the best proof of the thin line between politics use of social media’s power to influence audiences. With key leaders’ thoughts and ideas expressing a wide range of approaches and perspectives and with the inclusion of regional voices.

Specifically focusing on the Latin American context, I explore ways the future of communication & information management provides a comprehensive and sharp vision of the challenges we face today, and those that the future holds for us after the pandemic crisis.

Foreword.

Silvio Waisbord. Dean of Journalism and Public Affairs at George Washington University

Chapter 1 / Checkmate the media business model

The transformation of the media ecosystem. The battles that journalism and media companies must fight to adapt to the digital model. The constraints imposed by the algorithms. The conquest of audiences. New media tools, supports and channels. International and regional cases.

Interviewed: Martin Baron, Emilio Ruíz Díaz, Thomas Friedman, Benjamin Pring, Emilia Díaz Struck, Rosental Alves, Marshall van Alstyne

Regional voice: Daniel Hadad (Founder and owner of Infobae.com and InfobaeAmericas.com. The leading digital newspaper in the Americas region)

Chapter 2 / Journalism and politics

The social media revolution comes to politics. Social turmoils canalized through social networks. Algorithms and politics. Leaders choice of direct relationships with audiences and the revival of charismatic leaderships. The issue of truth and credibility.

Interviewed: Thomas Friedman, Francis Fukuyama, Emilia Díaz Struck, Pablo Boczkowski, Masha Gessen, Christine Todd Whitman

Regional voice: Andres Malamud (leading Argentine political analyst specialized in Argentina and the Latam region)

Chapter 3 / Communication and business

The technological impact reached the business model but is not perceived in the field of corporate communication. Brand communication vs corporate reputation. CEOs as key brand voices. The profile and role of the new corporate communicators. The challenges of consistency of online and offline communication.

Interviewed: Jim Joseph, Sree Sreenivaran, Emilio Ruíz Díaz, Peter Mc Demond, Marshall van Alstyne.

Regional voice: Sergio (President of Accenture for Argentina, Chile, Colombia and Peru)

Chapter 4 / Ethics and International standards

Ethical challenges in the universe of social networks. From self-regulation of digital citizens to chaos, aggressiveness and violence disguised under anonymity. The battle for right to privacy before and after the pandemic crisis. The risks of state- control governments that regulate everything on behalf of pandemic situation.

International perspective of governments and individual behaviors in the future “New Normal”. Tendencies toward political polarizations in Latam democracies. Social networks influence in political, corporate and media sectors and their ethical responses.

Interviewed: Thomas Friedman, Marshall van Alstyne, Susan Eisenhower, Stuart Brotman, Masha Gessen

Regional voice: Susana Malcorra (Former Minister of Foreign Affairs of Argentina. Dean of Faculty of Public Affairs of UE University in Spain)

Chapter 5 / Collaboration

Different views on collaborative work within new media outlets. Dilemma between competition and collaboration in newsrooms. Cases of interaction and collaboration between local governments and NGOs in Spanish speaking countries. Cases of collaborative work implemented by investigative consortium of journalists in the Americas. Collaboration as a communication purpose post - pandemia.

Interviewed: Clay Shirkey, Kathleen Kennedy, Emilia Ruiz Diaz, Liza Gross, Cecilia Nicolini

Gaston Remy (Argentine Corporate leader, former CEO of Dow Chemical and Vista Oil. At present, General Coordinator of ‘Seamos Uno’ a private multi-sectorial initiative to fight against Covid)