



Parole & Media (Italian Edition)

Lorenzo Denicolai

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Televisione e Web si assomigliano non soltanto perché entrambi dotati di uno schermo. Si assomigliano perché condividono strutture e schemi che governano la loro funzione principale, che è quella di comunicare e di coinvolgere il fruitore, di immergerlo in mondi di appartenenza emotiva, di condurlo allo sviluppo di un pensiero e di un senso comuni. Entrambi sono palcoscenico per l'esibizione, sia pure nello spessore semiotico di un linguaggio multicodeco, dell'antico e inveterato protagonismo della parola. Si assomigliano ma anche si contrappongono, da una parte paradigma "verticale" del broadcasting, emittente vs destinatario, dall'altra il costitutivo dialogismo consentito dalle tecnologie dell'interattività.

Nell'epoca caratterizzata dalla cosiddetta oralità di ritorno, modelli espressivi e contenutistici tipici della trasmissione orale del sapere riaffiorano con insistenza nello spettacolo quotidiano dei programmi televisivi e nello spazio delle maggiori piattaforme di condivisione e di social networking presenti su Internet. Si assiste così a una sorta di cortocircuito categoriale che identifica la natura ibrida di questi media, in cui la forza della parola viva e istantanea motiva l'espansione di una conoscenza comunitaria, basata su un nuovo ma sempre presente linguaggio sociale.

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