Abstract

The present article has as its purpose to reflect on some of the changes that new communicative technologies introduce in processes of creation of contemporary identities. This new identities are constructed as much by their belonging to a social space, as by their symbolic reference to the universe of mass media images with which it interacts daily. In this new scenario, what types of identities are being generated? This essay is centered on the debate between the homogenization or the diversification of identities, which are portrayed in three contrasting images: the masses, the superindividuals, and the tribes. Through them one can appreciate the risks represented in the radical dramatization of each one of them for the construction of identity, and the necessary equilibrium in the relation with difference and alterity.