Abstract

We can't only be consumers, we must be citizens. This essay argues how audiences should become producers of messages that represent a culture of resistance, from its narrative and aesthetics needs, in order to find a place of sense in a world of screens. Hence, new audiences stop being just consumers to get the status of producers of their own screens. This is a contemporary, political, cultural, technological and communicative possibility. Today, we all have to become producers.

Keywords

Aesthetics, narratives, producers, audiences.