
RESEÑA/REPORT

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THE TEN LAWS OF INFORMATION THEORYEva Aladro Vico
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Readers wishing to delve into professional journalistic information but also on the psychology of information and its basic social mechanisms will find this text to be most interesting. In this new academic journal, professor Aladro addresses so-called informational "laws" that she has developed from the fusion of various traditions of study of Information Theory, ranging from the mediological McLuhanian tradition to the symbolic interactionist tradition, passing for some derivations in social psychology and group psychology.

So, Aladro builds fluent reading text that explains the various laws with examples and analogies, following the characteristic style of the authors of Information Theory. The paper has ten chapters, each devoted to a law or principle of the theory. The chapter on the law of sensory extension of the media is particularly interesting; as well as its counterpart, the chapter dedicated to the so-called obsolescence or atrophy of the media and human expression. These mediological principles are also highly topical, as the Ecology of the Media is considered again a useful analytical perspective after the texts by Scolari, Manovich and others, in the last analyses of and research on new information and communication technologies.

In short, the author brings some very interesting perspectives about the development of the new technologies, as well as the development of social networks and dynamics that, with respect to these information laws, are emerging in these new sectors of communicative change.

Especially interesting is the analysis of the so-called rollback law –that a medium can produce a completely opposite effect to the one that is sought with its implementation- applied to the advertising and professional journalism world, and how the researcher indicates possible directions to solve the crisis created by the action of this principle, as well as making good use of load balancing and the pursuit of moderation as a key to the development and renewal of professional communication processes in dimensions of social life. The aesthetic analysis, that is, the one applied to the sensitivity and art, of these so-called information laws is also very valuable. The author argues examples are always rich and attractive.

Given the above, it is expected that this text is read by the researchers and experts on this field, especially in Spanish-speaking areas, where innovation and research in the

theoretical field of these informative-communicative disciplines is increasingly necessary.

Eva Aladro Vico is a well-known author in the field of communication theories applied to professional journalism. She is Professor at the School of Information Sciences at the Complutense University of Madrid, where she directs the Department of Journalism III (General Information Theory). She has also dedicated many years to disseminate knowledge as a coordinator and director of the academic journal *Journals of Information and Communication*.

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