



RESEÑA/REPORT

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THE TEN LAWS OF INFORMATION THEORY

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Eva Aladro, professor of Information Theory in the Department of Journalism III, presents his research text *The Ten Laws of Information Theory*. This book is a result of her studies in information, from a new perspective, resulting from the merger of several schools in the now classic analysis in Information and Communication.

Aladro is credited with other books about communication processes and phenomena, such as *Information Theory and effective communication*, *Determinant information or Communication and Feedback*. These works show her interest to formalize and disseminate research and reflective tools around the informative communication. Meanwhile, *The Ten Laws of Information* presents the latest innovations in these fields from a creative idea as to unite the laws of the media of Marshall and Eric McLuhan, the five metacommunicational axioms of Watzlawick, Beavin and Jackson, and the law of information load of George Miller. This is the first time these diverse theoretical constructs come together in a cross-synthesis, which applies to very different realities of communication.

These fundamental principles and axioms allow the author to face levels of analyses of communication, which go from the one that revolves around the psychological processes, to those who reflect about the technologies, or those that take into account their cultural action in modern social life. The ten laws (extension, projection, atrophy, loading, obsolescence, recovery, symmetry / complexity, analogy / digital world, metacommunication and reversal) are general principles in multiple levels of communicative and informative activity that explain and clarify processes, aspects, ontologies, and structures of communication and information of very different types.

Researchers and teachers in information theory, and related subjects, such as the students themselves find research and reflective tools about the informative communication in this text. Each of these groups can leverage the innovative approach that it presents. For researchers, the teacher Aladro offers a creative synthesis that explores new ways, such as is the reflection on the law of analogy / digitality of the messages applied to the scalability of the languages of digital technology, or to cite another interesting contribution, the reflection on the paradox of Diderot applied to professional media.

Teaching in Information Theory or Theory of Information and Communication, will be enriched with *The Ten Laws of Information*, as it is a good academic alternative with which to address in new ways, the communication models. The language is clear and although the theoretical discourse is dense in themselves, the examples and case studies that the author includes help to better understand the complex world of communication theories.

Thus a text that seeks a new approach to traditionally complex contents of this discipline is offered, open to innovation and the pursuit of touch with the communicative and informative practice that is sure to play an important role in the access to this Discipline, vital in the studies of Communication or Information Sciences, which already has decades of academic existence, and whose capacity to raise books such as this bear witness to fertility as a matter of work in the changing world of communication in which we travel.

Eva Aladro Vico is a well-known author in the field of communication theories applied to professional journalism. She is Permanent 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 been for many years engaged in the dissemination of knowledge, as coordinator and director of the Academic Journal *Journal of Information and Communication*.