

Digital Media in Latin America. The Political Construction of the Bicentennial Event from the New Communication Technologies¹

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Summary

The digital graphic journalism provides a new means of communication in the political construction of the present, with characteristics of interactivity, hypertext and multimedia. Moreover, in recent history, the Bicentennial marked a milestone for our region. The year 2009 was the beginning of the celebrations in all Latin American territories, beginning at that time with Bolivia and Ecuador. The following year, were those of Argentina, Chile, Colombia, and Mexico and in 2011, Venezuela, El Salvador, Paraguay and Uruguay. These events were the factual and political event whose representation in the editorials of digital newspapers of the respective countries has been part of the reflection and Construction "Bicentennial" in our continent.

Keywords: Bicentennial, Latin America, History, Politics, Media Graphics drug digitalis

Introduction

The non-traditional media such as those born from the digitization of information and are mainstreamed by new technologies, bring different meanings to traditional media, as the first form a complex picture still seems difficult to read an entire event, as in the case of the bicentennial commemorative building in Latin America, all, for being a bonded fabric, proactive and synergistic actions. Thus, in this current dominance of telecommunications, Internet merges text, fixed, mobile, audio, images immediacy and interactivity, whose influence affects all media, including the press. In this context, the development of digital media has forced to reconsider the hallmarks of reading newspapers regarding the linearity and hierarchy followed in interpreting the text. This has contributed to the birth of a new conceptualization of text, reading, writing and communicative interaction that must pass successfully and quickly by the metamorphosis of a new concept to understand him and internalized, accepted and implemented by the recipients in their communities virtual. Also, the digital graphic journalism provides a new means of communication in the political construction of the present, with characteristics that differentiate it from traditional media. Interactivity, hypertext and multimedia are some of the most distinctive features. By significance that raises the digital, in 2009 a program for the development of different research "Latin American Integration and Digital Media" based in the School of Information Sciences at the National University of Córdoba, institution called settled which supports and funds the research done on this content. Since that time they were designed and implemented a number of projects related to the subject in question; in 2012 he began research on how digital print media captured in their content, portals and publishers of the Bicentennial celebrations in Latin America as a fact of historical significance.

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B. This article is the result of a research project developed and completed between 2012 and 2014 in the School of Information Sciences at the National University of Córdoba. Argentina. Resolution of the Ministry of Science and Technology -Secyt-UNC. No. 162/2012.

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Were taken for analysis, editorials digital print media bicentennial countries in the region to interpret from an exploratory and descriptive analysis as these celebrations are represented in different online portals.

The Bicentennial in Latin America

The commemoration of the Bicentennial in various countries has marked a milestone for our continent. The year 2009 was the beginning of the celebrations in the territory of Latin America, beginning at that time with Bolivia and Ecuador. The following year, it was for Argentina, Chile, Colombia, Mexico and in 2011, Paraguay, Venezuela, Uruguay and El Salvador. In the case of Mexico was matching the Bicentennial of Independence and the Centennial of the Mexican Revolution in an attempt to enhance both celebrations and insist on the foundational nature of two of the most crucial events of national history. Such important was the event that these countries joined agreements and criteria in the so-called "Bicentennial Group" space since 2007 has worked in coordinating projects commemorating the independence of these countries in Latin America. These same nations also agreed to organize joint events and celebrations, and develop joint publications. The social and political construction of these commemorations has acquired a dizzying growth trends dynamics. She arranged a multi-stakeholder participation joined, and work lines to the possible agendas of the Bicentennial encouraging challenges and opportunities different territorial scales were making visible a range of aspirations to which these celebrations had to respond added. What could possibly be perceived as a profusion of voices, scattered constellation in the mighty flow of activities spread over both the historical and cultural field as on public and urban works, including political and educational, social, technological and scientific goals as well as reflections on the past, present and future of nations and the region, took shape from a mosaic of different shades of opinions, events and limelight. In short, the commemoration of these Latin American events held from 2009 to 2011, established the factual and politician whose representation in digital publishing newspapers in the respective countries fact, been part of the object and analysis of this article.

The Focus of the Media and Publishing

The commemoration of the Bicentennial, has been built from different approaches by Media in different countries. It is considered that in relation to the subject here treated, the reflections of Eliseo Verón (2001), supporting the role that it is up to the media in contemporary societies, ie, where his famous role was founded and what its scope is to understand from the analysis of the same building that made the "Bicentennial". Verón distinguish between media companies and mediated societies. In the first, prime a representational conception, according to which the media are conceived as a kind of mirror of reality, as representatives of it. "The essence of this imagery is that it marks a boundary between an order that is what" real "society (its history, its practices, its institutions, its resources, its conflicts, its culture) and another order, which is the representation of the re-production and have gradually taken over the media "(Verón 2001, 14). These media companies change due to the complexity of communication technologies, and gradually become mediated societies, in which explodes the border between reality of society and their reproductions. The media no longer limited to the actual play this or that way, but are now practices, institutions, culture of society which begins to be structured in terms of their existence, this being what poses Verón novel. This is how society begins to revolve around the media, mainly television, graphics and digital media and all that with the passage of time have been efficient in that representation.

Verón proposes to understand the media as an industry, like automotive, manufactured objects, the information industry is engaged in the production of this cultural object named today as a social reality in future. Here is the second major novelty introduced his thinking in the field of study of the media. The reality is conceived by the author as an event, as a social fact, so it has nothing to do with personal individual experience of each. The media produce this reality that we all share from the moment they show us, and not before. The "fact" and "experience" are two orders among which there is an absolute distance, the first collective in nature, while the second is an individual one. This is therefore completely away from the idea that views the media as those who try to copy reality, cutting it in a way to be represented in this or that way through them. But it happens that, like other industries, information industry does not produce a single product model: just as there are various models of cars for different buyers, there will be several "models" current for different audiences and hence that "(...) that real is totally fragmented: there are so many" real "as set forth discourses" (Verón 2001, 77). We have no personal experience of the events shown on television, but give them credit because some informative speech begat our belief, making us put our trust in him. In the space of information, the contact order arises from the appearance of what Verón called the modern driver, whose body, since he began to see his hands, his arms, his gestures, is constructed as a significant body. The credibility in discourse arises here from the axis of the look that is established between the driver and spectator.

"Ultimately, what matters is not so much what you say or images showing me (frequently receipt of a distracted manner); what is essential is that he is there at the rendezvous, every night, and look me in the eyes "(Verón 2001, 23). Why are communicators who manage privileged access to the contact with the viewer. It is from these interpretive key that has given us the thought of Eliseo Verón, where the commemoration of the Bicentennial, interesting and fruitful to return to rethink the relationship between media and events in democracy. Understand that the media are today the creators of social reality and the truth of his speeches depends entirely on our belief, since we have no experience of facts that show us, should lead us to reflect on the importance, acquires today, for the future of our democracies, the plurality of discourses. It is noteworthy as Verón theoretically agree on the concept of "network" aspect considered in this research as the seed of communicative web that is generated from the masive Internet. As stated in this same author, the network, where is the most important aspect of the scope, given the opportunity exists a real plurality of discourses, based on the possibilities offered by this infinite interconnectedness of knowledge. In a first approximation, what is happening is a profound transformation of the relationship of individual actors with media phenomena. The three dimensions of semiosis were already integrated into the process of mediation before the emergence of the network. The Internet protocol allowed to enter the discursive results of cognitive operations firstness, secondariness and terceridad in cyberspace, through the digitization of all existing media products so far (Verón 2013, 279) So important was this change that several authors have problematized this readjustment of traditional photojournalism to its online version. (Sellers L. 2010), professor of journalism at the University of San Francisco, establishes three basic rules for publishing on Internet:

1. It is recommended that the extension of the news no more space compared to the PC screen, in order to not use the cursors.
2. It should also consider inserting links in the information at the end of the story, to prevent inter nauta not completed reading early.
3. Finally the newspaper on line should combine text, images, sound and video.

Regarding the hypertext mechanisms (Nielsen 1990) warns that its role is not to target a story on multiple pages, the burden not only difficult to read, but also print the document, and commitment to focus certain aspects of the information. The variety of reading possibilities offered by the digital press can be based not only on the hypertext can also offer hiperaudio or hyper graphic depending on whether textual, visual or graphical information is available, which could well be considered more than hypertext, hypermedia interpretation information. In these cases the possible routes to be performed by the information are unpredictable and randomness is determined by the individual cognitive and communicative horizon sensor, materialized in their selection of information either in text, image, sound or movement generally correct interpretation of the digital press may require the analysis of fragments of texts and their associations and analysis of nonverbal information and your connections and connotations. In this interpretation can greatly influence the code that is used and the form this takes; which is manifested in the design of the message, or sign font, color, line, texture, graphic composition, rhythm, sound, etc. The truth is that if anything characterizes digital newspapers is interactivity, a fundamental concept to understand its importance. To allow for real communicative relationship and commitment between the sender and receiver must have interactivity. The reader of a digital newspaper is not a passive witness information and paper media that targets any of the pages of the newspaper. The network can be forced to follow a preset itinerary, you can issue opinions, add or remove information. Furthermore, all in real time. The characteristics of newspapers on line, have been marked from the outset by the legacy of the cover of the press. Most online newspapers have their origin in adapting to network daily printed. This has made them to acquire some of the typical uses of print, such as the use of columns to distribute information daily. However, it is complex and inappropriate to attempt to move the content and design of the cover of a printed newspaper in the digital environment, without further transformations own hard copy of the passage of the characteristic of the Web HTML. The reasons go for space, since a single standard screen can accommodate least amount of content that a printed cover; or adaptation to the environment, due to the implications inherent in the use of hypertext as a system of access to content; the absence of spatial limitation for text, etc. Over time, the front pages of newspapers online, as a rule, have been differentiated from its printed ancestors, incorporating specific contents for the online version, such as access to value added services. From the point of view of the role of websites in general, it seems clear that they are designed with the aim of that users visit and navigate through them easily. Find quickly and smoothly the information sought, or request one which is designed website should be the basic purpose of it.

However, despite the obvious as this may seem, in many cases, designers of sites online have little user account. Empty seeking sensationalism and spectacle, employing few technical resources are at your fingertips. Thus, rather than facilitate locating information and the use of a website, the difficult (Pearrow 2000). Also the speed and dynamics with which the various digital media as communication tools derived from them are readecuan, forcing not only designers, but also producers of this virtual information to modify the content based on usage for example today are made known mobile devices such as smart phones. In the digital multimedia environment are progressively introduced new ways to formally organize the message. These innovations can be divided into two different sections: a) becoming more widespread use of the technique of hypertext time; b) the emergence of new narrative modes that override or supersede the classic genres in both journalism and fiction. The design presented by digital newspapers requires focusing on multimedia information context and integrating the printed newspaper with other media, particularly digital. This forces expand journalistic genres where traditional organizational model sections and sources should make way for an organization by topics and approaches, which in turn expands the design possibilities and shaping that content. If audiences are heterogeneous content should be diverse and compact. In the same way as if the media to disseminate the contents are different (tablets, notebooks, smart phones, etc), the same content should be diagrammed, as required by any of those devices. Complementary to the theoretical contributions on digital photojournalism, it must refer the publishers are considered as gender opinion reference in print media, begin their adaptation to new electronic media trying to adjust its characteristics to the participation of receptors and changes in textual structures. This new communication scenario plays host to a traditional genre that has remained in the pages of the mainstream media in recent centuries with important innovations in both formal aspects and content, but without abandoning its main function: to show the opinion of the media on an issue of current interest, pretending guide and train the reader's opinion (White 2007).

In the current context, a reflection on the specific features of publishing is considered necessary not only in the new media environment, but also in coexistence with other participatory varieties that demand reading a note from a particular medium. It is essential to know the situation of publishers, as important actors of public opinion on the Net and, above all, watch the real possibilities that immersion in the digital medium offers citizens to help create, to modify the message drawn from the media or to engage in conversation with his speech. The editorial is the explicit voice of the media, albeit implicitly runs through the remaining pages (López Hidalgo; Fernández Barrero, 2012, 202) through the selection of the topic, the language used, the sources or the structure of the information. In fact, publishers usually highlight a given in the media as such and interpreted, highlighted in this genre news. Means, in short, opinion and viewpoint of respect for the news paper publishing and that the reader must know, as would be contrary to journalistic ethics perspective try to hide itself behind the neutrality of news (Martínez Albertos 2002, 367). For its part, (Boscan and Navarro, 2003) recalls that "newspapers tend to explain its position on the prevailing power or to the values that remain on the public agenda," but point out that, "the editorial line is linked much more the adoption of an ideological function, which account for the history of the phenomenon or to propose a different way of assessing an event ". In short, the editorial highlights current information and presents the argument, assessment and institutional opinion of the media on it explicitly.

The name itself comes from the fact that since its origin includes a commentary article, not being signed in most traditions, it is understood that expresses such as hierarchical liable to the company and readers, the opinion of the principal or editor of the publication. At present, all developed and consolidated by gender traits are in the spotlight with the arrival of the network. Journalistic genres have changed their characteristics with the advent of digital media (Larrondo 2008, 172), sometimes described by the books promptly style media (Le 2007, 32) Now the publisher is at the crossroads between continuity of journalistic genres themselves and the approach to digital speech. The pioneering theoretical contributions in the Hispanic world began with the twenty-first century, especially with Manual Drafting works *Ciberperiodística*, coordinated by (DíazNoci, Salaverría 2003); Internet in the news, sources and genres, from (Edo 2003) and *Journalistic Writing on the Internet*, of (Salaverría 2005). Besides the possibilities of constantly updated, the *ciberperiodístico* language presents new features, especially from sedimentation structures created by the hypertext, multimedia technology and interactivity. The multimedia involves essentially a synchronous integration of content expressed through text, video and audio in a single message. The convergence of multimedia with hypertext leads to the concept of *hipermedialidad*. In a rough definition, point out that this idea represents that form of hypertext nodes is constructed by text, images and sound, which has a graphical interface in which the links are either text or icons (DíazNoci, Salaverría 2003, 120).

However, the most significant contribution of digital support journalistic genres in recent years is the possibility of user participation for the expression of argumentative approaches (Larrondo 2009, 253). The participatory dimension of argumentative genres of online journalism can break with the dominant nonlinearity in opinion texts of traditional media and convert a closed in another open and dynamic structure. Interactivity as a possibility for exchanging information in real time with the receiver of the information diluted, initially, the features of this and even the figure of the journalist himself in relation to post-structuralist theories about the death of the author and the reluctance of information professionals (Örnebring 2013). Regardless of the birth of a new macro genre, and called cyber-journalistic argumentative genres are characterized by generating new ways of presenting the argument that exceeds the limits of the author's writing and share creative space with new authors and texts. In relation to the transmission of institutional opinion of newspapers on line potentials are also many and variable and intermittent development in the communication field. The technologies of information and communication technologies (ICT) can pose a qualitative leap in the "editorializing" work, erected a new communication channel or, conversely, spell the end of traditional publishing to disperse the opinion in different spaces within and outside the media online.

What Digital Media Rose about the Bicentennial

This historic convergence embodied in the various celebrations in which much of Latin America wore his sense of "freedom", offered a great opportunity to rethink and sustain broader and continental character on the bicentenary discussions, social justice and development regional. The truth is that the Bicentennial have served for a critical reflection on society built on these two centuries since those emerging revolutions, until the ultimate achievement in what is the sovereignty of nations; but is greater resolve in future research that if truly hundred years later question, we consider ourselves fully independent peoples. The Bicentennial, showed a much more comprehensive and public commemoration through digital print, which disseminated these events in every corner of the world in real time where there is an internet connection, particular aspect of this stage of history unlike Centenary, where the celebrations were more localized and the ability to share news of them, was far in kilometers and it took time, weeks or months for their information. The festivities have been a series of commemorations from the story of a surprisingly diverse group of companies whose peoples are united by a great diversity of homogeneous and shared values. Those moments of joy, reached an eminently national dimension and intergovernmental coordination was impossible under regional and continental proposals. After the bicentennial celebrations, official speeches and presentations, it is necessary that you follow a period of calm and reflection to help understand why some nations managed to prosper in peace, believing in the creative initiative of its citizens and others continue awaiting the development and freedom as conceived by the generation that originated as States.

With regard to digital print, and publishing in that version, the characteristics of newspapers on line, have been marked from the outset by the legacy of the cover of the press. Most electronic journals have their origin in adapting to the network of a printed newspaper. This has made them to acquire some of the typical uses of these newspapers, such as the use of columns to distribute information. However, it is complex and inappropriate to attempt to move the content and design of the cover of a printed newspaper in the digital environment, without further transformations own hard copy of the passage of the characteristic of the web HTML. The reasons go for space, since a single standard screen can accommodate least amount of content that a printed cover; or adaptation to the environment, due to the implications inherent in the use of hypertext as a system of access to content; the absence of spatial limitation for text, etc. Over time, the front pages of newspapers online, as a rule, have been differentiated from its printed ancestors, incorporating specific contents for the online version, such as access to value added services. Regarding the editorial, as an article of argumentative opinion genre in question, highlights that survives in the newspapers as one of the central elements of the opinion section and even the newspaper, figuring so prominently in some of them. Preserved in its digital form the traditional role of being a guiding public opinion, according to the ideological middle line on a theme on today, which in this study was crystallized in the opinion of the medium on the conclusion of events "Bicentennial". The editorial in internet works, in general, more like the newspaper online opinion about a particular subject jerarquizado element as the most important issues for the hearing, is why others in works of this research group on the topic, no publishers who spoke of the commemoration, since the average prioritized other issues of political agenda or interest of the same medium above the great event that was celebrating the nation to which they belonged were achieved.

Adapting to network publishing is, for the moment, little with little change in their textual structures. The cyber-journalistic language has some new features such as an approach to hypertext, although scarce and external to the text itself. Then, due to the extension that would take all the publishers of historical fact, we selected three countries as partial research.

Annex: Illustrative Examples of publishing online on the Bicentennial Argentina
Daily The Nation
www.lanacion.com.ar



NOTE
Towards inclusive Argentina
Editorial. Tuesday May 25, 2010 | Published in print
<http://www.lanacion.com.ar/1268356-hacia-una-argentina-sin-exclusiones>
[Accessed 23 November 2012]

None of the policies of the last days trifles, no frustration, disappointment or humiliation against the core values of citizenship and institutions that express today can be stronger than the will to celebrate shared by generations of men and women at destination over 200 years. The ignition and authentic tribute to those who founded the country is to overcome the feelings drown in frustration and shame this day.

We have to fight these feelings as Mayo Patriots fought with determination, courage and confidence by closing a colonial cycle that was ending. There is today a day of negative balances. It is time to review the failures that lingered into the country from the position of eighth world power during the Centennial until the timid location in 57th out that assign comparative studies of the national situation in relation to other nations. It is not the time to lament that Argentina has accelerated in recent years his moral and political degradation. It is not the day to form a catalog of the daily evidence of abuse of broad sectors of the population by exclusion due to poor living conditions, physical and legal uncertainty that affects everyone and dependence on government handouts that make many others prisoners who, instead of serving, have taken over as factious heritage, fiscal resources provided by the silent citizen effort. It is, however, a time to celebrate the nation, above all its sorrows, has preserved its integrity after the founder hour. It has since been evils of different character, but without secession, because their children have always felt originating from it and because the parents of the Constitution they were also felt to all men of good will who wanted to come to inhabit the Argentine soil. Today is the day that we must reaffirm the willingness to share a destiny of greatness for ourselves and our posterity, beginning with the children and grandchildren. Today, as ever, there can be no place to fainting, but the oath to fight day after day, assuming the commitment to reach the forces of each, for the common good of compatriots and dignity of the nation before itself and the world. It is the day to look in the mirror who forged nationality and ratify the will to emulate those who bequeathed the country's most eloquent examples of sacrifice, charity, reflection, perseverance in achieving high goals through study and work, and have been faithful to the active social solidarity that prevails in the minds of true temperate.

As ever, this is the time to do it. That struggle is worth living. It has to be a purpose that will tone things down in situations of indignity that amaze and grieve, but that impose practical decision will ensure that once you overcome the ignominy of the past and healed wounds. It will be like a fossilized that destiny is in our hands and we can complain if we bad resolution, for convenience or cowardice, in other experience. This May 25, 2010 is a new day of hope in the forces that made this nation. They are forces that are intact in the millions of men and women in the cities and fields, factories and research centers, in business and services in the public sphere and the private sphere, transmitted daily eloquent examples of hard work, creativity and decent push forward. Are the peacekeepers and work whose progress difficult, but not canceled, the ombudsmen of violence, neglect, the absurd arrogance and inhuman hate to dump up against the same history. In this Bicentennial there can be more dominant passion that the reunion of Argentine entirely to redirect, with overall participation, progress on the path that gave the country hours glorious than this. At the cross there is no place for political speculation of any kind or to imagine that national culture can be assets of a sector. The hope that a better Argentina is hereby made the call to take an inclusive position in the great national and open call, with increasingly strong institutions, it is possible. It will be part of the triumph of tolerance and fruitful coexistence.

Analysis of the Note

The publisher states that in the Bicentennial celebration, should not bring up negative aspects of the past and nor today. Textually states that "None of the political pettiness of the last days" should overshadow the celebration. However, subliminally, the same publisher raises for any reader all the negatives that occur in day to day politics and the economy. A recount is made by way of comparison of what was, what it was, the place occupied the country during these 200 years and it occupies today, making it clear that things in this celebration of the Bicentennial, far largely on the potential at which nation should target. Both the introduction and development and the closing of the editorial, we propose that you should not bring up issues that will remove brightness to the event. But it is undeniable that in each paragraph refers to the flaws and limitations we have at present and Republic. Regarding the title of the editorial, believes that this achievement, we must take into account the daily intake of thousands of citizens from their place, construct, provide; development, growth and sustainability of the country above what the government is determined to show as their own. Descriptions, comparisons, descriptions and information that combine "harmoniously" with implicit and explicit opinions that tells the responsible editor of the medium: Uses of own resources for opinion articles are appreciated Finally,. And rhetorical prevailing value terms (;; value forces intact hope) are also displayed. Likewise, although some opaque terms are used in some parts of the text, most of it predominates transparency.

Colombia
Daily Weather
www.eltiempo.com



NOTE

Unit opens

Section: Editorial - opinion. July 20, 2010

<http://www.eltiempo.com/archivo/documento/CMS-7817973>

[Accessed 12 May 2012]

Yesterday, amidst the Bicentennial, President Alvaro Uribe installed the new Congress for the next four years. Possession of the 268 MPs elected in the polls last March 14, is the legislative model premiere of National Unity, led by the president-elect, Juan Manuel Santos. The incoming administration dominates comfortably majorities in the collegial body functions began yesterday. In fact, Santos begin his term with the largest coalition government in recent history: nearly 80 percent of senators and 85 percent of the House of Representatives.

This ensures the new Casa de Nariño a more expeditious processing of his legislative agenda, but submits to Congress a more demanding duty to democracy: to counterbalance the power of the executive. 2010-2014 Legislative loaded with a heavy legacy of its predecessor: the permanent distrust and little support of citizens, as well as becoming the center of investigations parapolitics, who still hold dozens of his former members behind bars. And the new head of this corporation, Senator Armando Benedetti, has expressed worries that loss of prominence and power of Congress and seek greater parliamentary initiative. Although it is clear that the entry of a new government offers many opportunities for government legislators sponsor ambitious reform packages, there is concern about the spaces so that the few opponents express their views. Benedetti will be crucial to ensure that the area near the Casa de Nariño coalition does not mute the positions of minorities. The event yesterday also allowed the President Uribe give his last speech on Capitol Hill. The words of the outgoing president devoted to a full stock of the achievements of his eight years of management in diverse areas, from security to education. For Uribe, the government drew with democratic security, investment and social cohesion, "the first sketch for the path to prosperity, employment and entrepreneurship." However, he expressed fears for the future, saying "a long way to consolidate security". He also referred to the crisis with Venezuela when he noted that "to speak honestly of fellowship there can be no criminals involved". But, ultimately, his speech concluded with an interpretation of the feeling of the majority of the country, "begins a new stage that Colombia looks forward".

The dismissal of Chief Executive served, also, to outline some of the priorities of the upcoming legislative agenda. Uribe acknowledged the failure in adopting a more stringent rules for resource management of royalties, one of the reforms that the government continues to have on your to-do list. On the other hand, the issue of fiscal rule accompany other issues that Congress discussed this semester: the political reforms, justice and the electoral system; the National Development Plan; Extension of Justice and Peace and powers to separate ministries. All this without including initiatives arising from job creation strategies, already the new economic team is considering. So, a stirred legislature awaits the new Colombian Parliament. The president-elect has hefty majorities which may undergo structural changes that the country demand in key sectors. The nearest broad coalition Santos faces the challenge of contributing to the Executive in the reform package and at the same time, serve as an institutional counterweight and give voice to the small opposition bloc. The aforementioned are not easy tasks.

Analysis of the Note

The firm focuses on the new scenario that occurred in Colombia with the possession of the 268 new MPs elected in democratic elections on March 14, 2010, where the coalition led by Santos, won about 80% of the Senate and 85 % in the House of Representatives. Explicitly described the achievements of the outgoing President Alvaro Uribe, citing some passages of the speech delivered under the Bicentennial celebration. It is notable that the editorial only alludes to the Bicentennial celebration on the first line, without any detail as was the event 200 years ago, or how was honored and commemorated important anniversary. The publishing concerns in the speech he gave Uribe, to consolidate security concern, -Appearance which, according to him his government contributed greatly. In the note, the strong words uttered by Uribe regarding the contentious relationship between Colombia and Venezuela, where literally the President noted that "to speak honestly of brotherhood, there can be no criminals involved" also alludes, differing with subsequently adopted policy that the incoming president. To conclude the editorial decision-term priority of the new representatives above the bicentennial commemoration of the event, where the thematic core of the article becomes the presidential speech. Traductor de Google para empresas: Google Translator Toolkit Traductor de sitios web test Desactivar traducción instantánea Acerca del Traductor de Google Móvil Comunidad Privacidad y condiciones Ayuda Danos tu opinión

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100 MEXICANOS VEN EL FUTURO

México celebró en paz

EL PAÍS VIVE HORAS DE "TREGÜA" BLINDADA

Fue una celebración en paz. Miles de efectivos de las policías local y federal, Ejército y Marina garantizaron que la ceremonia del grito, el inicio formal de los festejos por el Bicentenario de la Independencia y Centenario de la Revolución, se llevaran a cabo en calma. Sobrevuelos de helicópteros, vallas y rondines de cuerpos de seguridad marcaron la fiesta popular.

MÉXICO A6

Bicentenario Disney
** UNA CRÓNICA DE RAFAEL PÉREZ GAY NACIÓN A4

GRITOS DE MIEDO

En varias ciudades del país, la inseguridad independiente se registró luego de las elecciones de seguridad.

- **Dolores Hidalgo, Gto.** Asesinato de un niño de 10 años de edad.
- **Morelia, Michoacán** Detenido un sospechoso de un asesinato.
- **Cd. Juárez, Chihuahua** D "grito de guerra" en un desfile.
- **Cd. Victoria, Tlaxcala** Tiro a sangre y en la zona central.
- **Querétaro, Qro.** Emboscada a un autobús de pasajeros.

NACIÓN A8 y 9

URBE ALTERADA

Como viene programado, los chicos llegaran al Zócalo desde el martes para ocupar lugar.

DF C1 y 4

El "freak show"
** UNA CRÓNICA DE J.M. SERVINO NACIÓN A5

VENTE DÉCADAS DE HISTORIA
www.eluniversal.com.mx

En deuda con los héroes: Congreso

** En sesión ordinaria, los legisladores aprobaron que hay una deuda con los héroes de las batallas patrias.

NACIÓN A10 y 11

200 HEROES DEL DEPORTE NACIONAL DEPORTES 4

LOS JÓVENES, MAYORÍA POLÍTICA OPINIÓN A16

EL MUNDO
Violencia: Flagelo de Latinoamérica
** La actividad del narcotráfico y de los pandillos locales ha incrementado, advierten analistas.
MUNDO A20

NACIÓN
Coratina de "El Chapo" llega a Australia
** La policía acusa de introducir 500 kilogramos de droga cada mes.
NACIÓN A13

Alerta en el Golfo por "Karl"
** La tormenta tropical mantiene su trayectoria hacia el norte de Veracruz y sur de Tlaxcala. En Chiapas desahocarán a mil 500 familias y prevén lluvias intensas a partir de hoy.
ESTADOS C8

Acusan a PF de otro montaje
** El abogado de un periodista secuestrado en Durango afirma que la policía no hizo ningún rescate y que manipuló los escenarios.
ESTADOS C6

Liberan a ex edil de Tampico
** A Fernando Acárzaga lo dejaron libre sus secuestradores la noche del martes. Su primo Emilio Acárzaga, presidente de Grupo Televisa, lo confirmó en Twitter.
ESTADOS C7

OPINIÓN
Gobierno Ocasio | C2

DARDOS
** Ricardo Alarcón
** Lydia Cacho
** Carlos Lovén de Mula
** Ricardo Rocha | A2

NOTE
Actions speak louder
Editorial. September 14, 2010
http://www.eluniversal.com.mx/editoriales/49863.html
[Accessed 10 August 2013]

The president, Porfirio Díaz, honor one hundred years of independence with events and works that leave their mark on the history of Mexico. "Actions speak louder" said the general. The president has inaugurated the Chamber to Juárez in the newly built Central Alameda, has seen the light of the Angel of Independence as the axis of the magnum opus of Paseo de la Reforma. The excitement in the city of Mexico is reflected in flags of all sizes to decorate the houses, patriotic coats of plaster rolls tricolor crepe paper mache golden eagles, prints, postcards, earrings, buttons, ornaments with white green colors and red on every corner. They have built not only effigies: there is already a new headquarters for the National University of Mexico, the amphitheater of the National Preparatory School and the National School of Teachers was created "Peace, Order and Progress" is the motto of the government of Porfirio. Public baths and laundries, libraries, driveways and roads, drainage and sanitation, schools, hospitals, telegraph and telephone, markets, parks, theaters, kiosks became massive. Have risen 20 000 kilometers of railways, allowing for the first time communicate to all regions of the country. 23,000 were built 654 miles of telegraph channels. The postal system could not be developed in the nineteenth century by the bandit attack, managed to rebound with 1200 new offices. The telephone service came to all major cities. The industry developed in previously unexplored areas such as agriculture aimed at export. 2010. They have built some roads, hospitals, schools, but the great works dedicated to the Bicentennial of Independence were inconclusive in various parts of the country: Mexico City, Cancun, Pachuca, Puebla, among others. No emblematic monument or building to house some fundamental institution for the country was created, just in case the new headquarters of the Senate questioned. In Ciudad Juárez parties were canceled by insecurity. Tens of thousands of police will guard the celebrations in Mexico City with metal detectors and checkpoints in the streets around the capital's main square. Some authorities recommend seeing the conclusion from the TV. The economy is stagnant. Perhaps inequalities are lower than in 1910; however, unlike a century ago, today there is the perspective view of development and progress. Pessimism round among the population. What is the essential difference between the centennial commemorations of 1910 and will celebrate tomorrow? That of Porfirio Díaz was such that hid while the underlying dissatisfaction, while the current is not even enough for that.

Analysis of the Note

In this editorial in The Universal event taken at different times in the history of Mexico, and referring to the commemoration. Basically takes two stages, the first linked to the "Centenario" Independence, where by then ruling Porfirio Díaz; and the second in 2010, the "Bicentennial" under the Calderon Hinojosa. The featured article resource is the comparison between the two rulers moments I boasted achievement "successes" of that first achieved in Centennial, and highlighting the opacity and all unfinished and half progress of the work planned for the Bicentennial. Therefore, the note the use of own resources of the comparison, as well as the use of adjectives with a strong positive charge side stands, and on the other, strong negative charge. In conclusion, the article describes and denotes its critical stance towards the glorious moment Centennial, represented by countless acts and deeds, reflecting the pride of the moment, and in contrast, the decline in the current Mexican government has fallen in this period Bicentennial.

Conclusion

The historical event of the Bicentennial has become an inexhaustible source of analysis for the various social sciences, where political science and communication take the lead on different types of papers and publications. The article claimed reflect the editorial approach of three representative countries of the event, as notes identity of digital newspapers that published. They were taken as key examples of analysis, three particular countries in the region, Argentina, Colombia and Mexico. The first where the festivities were in tone to the center-left policies undertaken by the government of Cristina Fernandez Kirchner, second from right center guideline Álvaro Uribe Vélez and in the case of Mexico using as key matching in this historical moment of the celebration of the two most significant events in the history of country: Centennial of the Mexican Revolution and the Bicentennial of Independence. Digital culture of our present, can take online newspapers as a source of analysis from multiple perspectives that are not out in this presentation. The non-traditional media such as those born from the digitization of information and are mainstreamed by new technologies, bring different meanings to traditional media, as the first form a complex picture still seems difficult to read an entire event, as in the case of the bicentennial commemorative building in Latin America, all, for being a bonded fabric, proactive and synergistic actions.

Thus, in this current dominance of telecommunications, Internet merges text, still, moving images, audio, immediacy and interactivity, whose influence affects all media, including the press. A remarkable aspect of this work has been the historical review because the media analyzed have shown in the lines of his notes regarding the events that these celebrations have wanted to recall. Depending on the theme, editorials mostly analyzed showed a pessimistic version of political reality in which different countries are inserted, without exacerbating the patriotic animosity that this type of commemoration should reflect on their pages, opposite vision which have shown successive governments in their countries were protagonists of the Bicentennial. Finally, the contemporary Latin American history continues to build on the present, in this case from political events that mark the daily agenda in the media digital.

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