



COMMUNICATION MEDIA AND PRESIDENTIAL ELECTION 2014.

A Relationship Assisted By The political situation.

Nathaly Montero Urrutia

DOI: doi.org/10.22395/angr.v17n34a5



RESEARCH

This article offers an investigative analysis of the information structure of the media with the most audience in Colombia during the presidential election process 2014.



60%
ABSTENTIONISM

1994
Overcoming the
elections
presidential

OBJECTIVE



This process is addressed from March 15, after the legislative elections, to June 15, in order to take into account both first and second round, as well as the relationship with the results obtained during this electoral process.

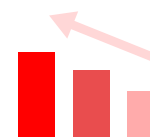


TOOLS

The research is approached from the approach of Critical Discourse Analysis (ACD) based on the contributions of Discourse Analysis regarding its structural description, but with a more emphatic interest in social problems.



RESULTS



The structure of the news broadcast by the selected media generated a certain political climate, prompting that candidates with news more in line with the climate of opinion received a majority of mentions and legitimized before the population, compared to candidates who based their campaign on issues other than those of the Media Agenda.

