

COMMUNITY MEDIA AS EXERCISE OF COMMUNICATIVE CITIZENSHIP: EXPERIENCES FROM ARGENTINA AND ECUADOR

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INTRODUCTION



Community Media
Popular, alternative media in collective construction.



The Communication
The media as a media tool.



Social Participation
Empowerment of communities and their political struggle.

METODOLOGY

QUALITATIVE APPROACH

Semi-structured interviews: 15 in Argentina and 14 in Ecuador.



PURPOSIVE SAMPLING

Snowball procedure, informed consent to arrive at data saturation.

RESULTS

- 1 Differences between community media and commercial and public media (conception and function of internal organization).
- 2 Nature of the subject providing the service.
- 3 Nature of the link between this subject and appropriation of the medium.
- 4 Political potential that MPACs can represent against the action of hegemonic CMMs.

CONCLUSIONS

Implementation of platforms to fight for the effective enforcement of laws in terms of demanding the broadening of the spectrum of opportunities for the community sector.
Professionalization of an activity that until now has been exercised on a voluntary and limited basis.

These experiences constitute an antidote to globalization and also to the dominant state-national discourses, since they allow the creation of discourses and realities from the local level and, above all, with a counter-hegemonic gesture.

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