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"The 'Socio-Dynamic' paradigmatic approach to Social Representations: Anchoring, Positioning and Normative Context. Complementary Methodological and Transferable Skills Seminars"



European / International Joint Ph.D. in
Social Representation and Communication



Analysis of drug trafficking and violence in Mexican printed media

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- Mass media are mechanism that has been disposition of politics party and particularly of Mexican's government. From presidency of Salinas de Gortari (1988-1994) showed how mass media (i.e. television or newspaper) development communicative strategies to manipulated the information of great problem (i.e. violence) to government benefic (Bravo, 2009; Phail, 2010).

Processual approach
(Moscovici, 2001)

Social insertation
(Doise, 2013)



- **H1)** Differences in the content of the representation that each newspaper conveys about violence and drug trafficking based on their ideological positioning.
- **H2)** The conveyed representations by each newspaper about violence and drug trafficking will present common elements in their contents.

Method

- Newspapers with a different ideology: Noroeste = conservative and El Debate = liberal (the security/police section).
- Articles where violence and/or drug trafficking are quoted (a total of 547 news).
- The years to analysis were 2000 and 2008.
- To avoid situations of liability or a biased position by the researcher, the set of data was analyzed using ALCESTE software.

Results

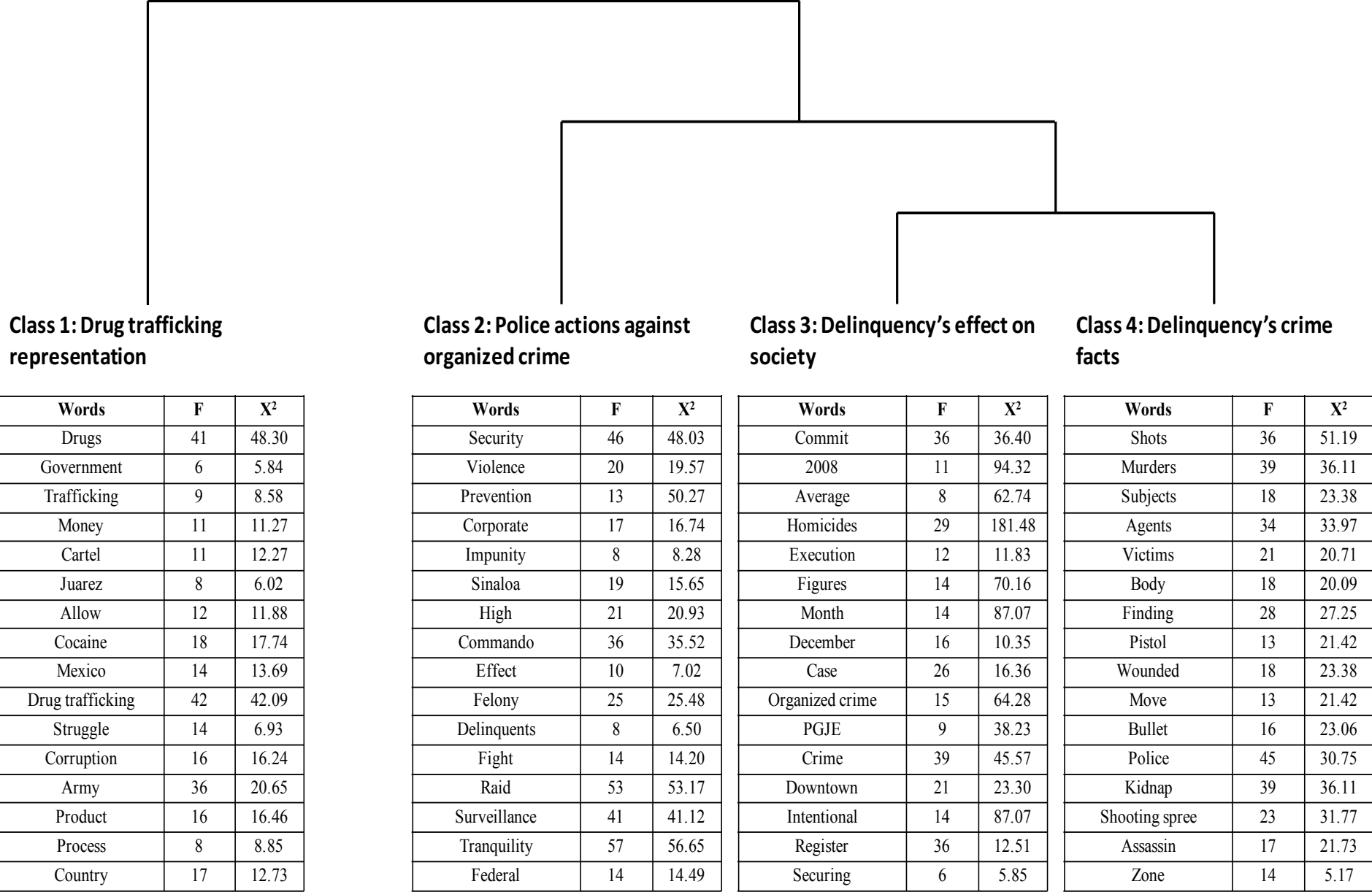


Figure 1. *The hierarchical clustering dendrogram of the free association with the most frequent words and the words with the greatest association $\chi^2(1), p < .001$.*

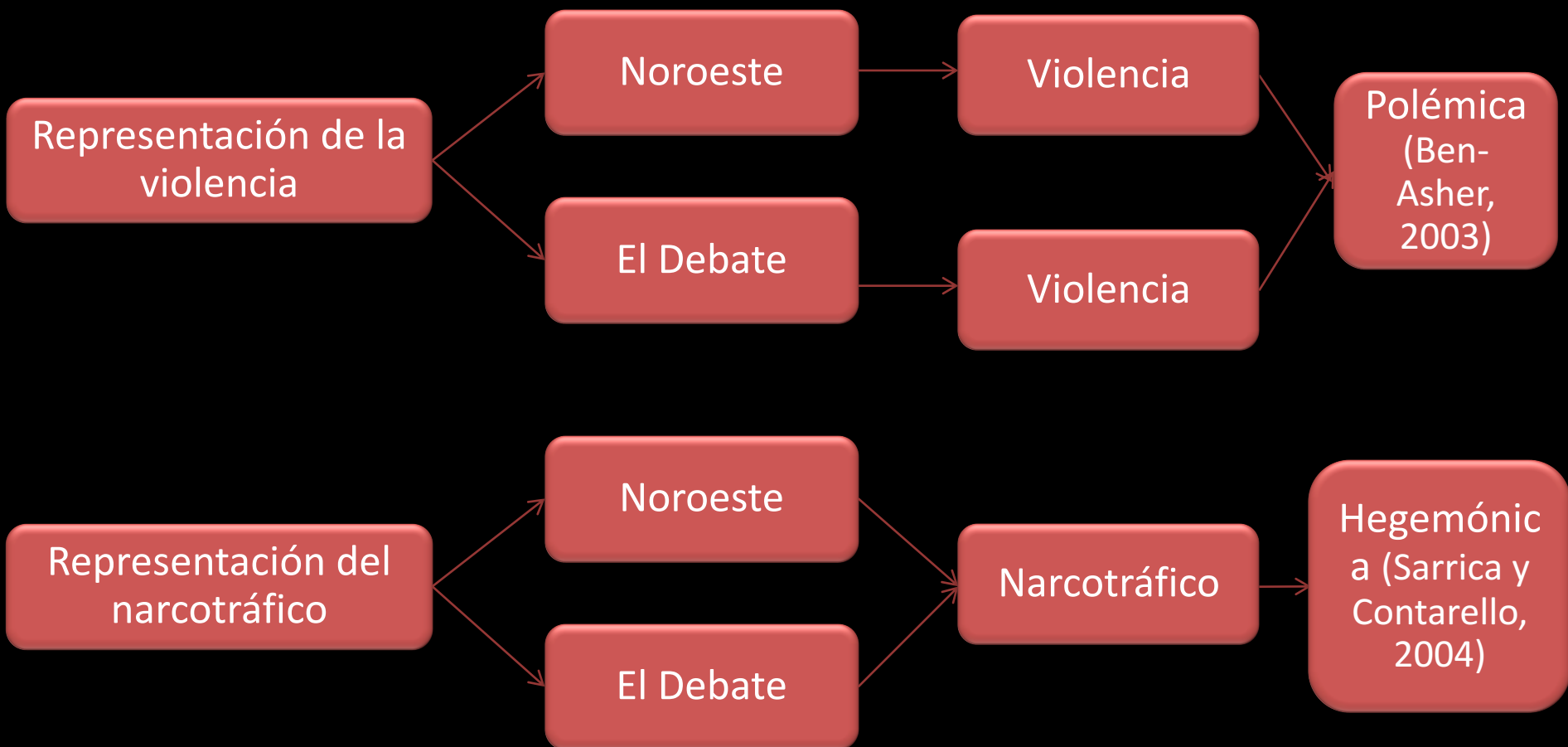
Violence and social positioning

<i>Class</i>	<i>Newspaper</i>	χ^2	<i>Variable</i>	χ^2
2	Debate	$\chi^2 (1)=3.34, p = .001$	Violence	$\chi^2 (1)=25.26, p = .001$
3	Noroeste	$\chi^2 (1)=33.71, p = .001$	Violence	$\chi^2 (1)=2.17, p = .001$
4	Noroeste	$\chi^2 (1)=2.29, p = .001$	Violence	$\chi^2 (1)=14.30, p = .001$

Drug trafficking and social positioning

<i>Class</i>	<i>Newspaper</i>	χ^2	<i>Variable</i>	χ^2
1	Debate y Noroeste	$\chi^2 (1)=8.39, p = .001$; $\chi^2 (1)=10.31, p = .001$	Drug trafficking	$\chi^2 (1)=50.68, p = .001$

Conclusion



Thanks you for
your Attention