Analysis of the perceptual elements in the communications media and the strategies of propagandistic communication of Rafael Correa, president of Ecuador between 2007 and 2017

Abstract

This research presents a comprehensive analysis of the values and anti-values created through the propaganda and political communication of the President of Ecuador Rafael Correa Delgado in a determined temporality in 10 years of management of the political command. In Latin America from the installation of the political model called Socialism of the XXI Century, communication plays a preponderant role, since it is understood that the correct management of the message generates a close dialogue with the people and therefore generates an ideological affinity. In this paper the elements and analysis of the Ecuadorian president's communication and how he has exercised the community from the beginning to the end of his mandate are analyzed as the elements of analysis and the analysis and results presented represent the content based on participant analysis of the speech framed in the permanent campaign of ideas and rapprochement with the population.

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Análisis de los elementos perceptuales en los medios de comunicación en las estrategias de comunicación propagandística de Rafael Correa, presidente del Ecuador entre 2007 y 2017

Resumen

Este trabajo de investigación presenta un análisis integral de los valores y antivalores creados a través de la propaganda y la comunicación política del presidente de Ecuador, Rafael Correa Delgado, en una temporalidad determinada en 10 años de gestión del mando político. En Latinoamérica, a partir de la instalación del modelo político denominado socialismo del siglo XXI, la comunicación juega un papel preponderante; así, se entiende que el manejo correcto del mensaje genera un diálogo cercano con el pueblo y por lo tanto genera una afinidad ideológica. En este trabajo se plantean como elementos de análisis los productos y momentos comunicacionales del mandatario ecuatoriano y cómo este ha ejercido la comulación desde el inicio hasta el ocaso de su mandato; para ello el análisis y los resultados expuestos representan el contenido basado en análisis participante, además del discurso enmarcado en la campaña permanente de ideas y el acercamiento con la población.

Palabras clave:
Estrategias de comunicación, medios, comunicación política, análisis del discurso político, propaganda.

Introduction

The propaganda and its use since Rafael Correa is a landmark in Ecuador; this seen from the strategy and the use of the media in the service of the power expressed in the rapprochement with his people. According to Cabrera and Lopez (2015) "all of their processes have resulted in new techniques" (p. 66) it is important to understand that this is framed in persuasion, culture, interactive learning and consequently the massification of distance communication within a new perspective of environment, time and processes with an effect of shortening the time in search of the information. For this, the state represented by President Correa for ten years has brought the state closer to the people, hence its commitment to make cabinets in several villages including remote access-where the format is to sit its ministerial body and secretaries to discuss the Central axes of development of the visited area, as well as the great national objectives, this among other strategies have also modified the behavior of the individual human being and group understood the latter as social collective. From another aspect, Information and Communication Technologies (ICT) play a fundamental role in communicating, interacting and forming a more participatory democracy, leaving the traditional media, such as radio, television and the press, in which direct participation is not achieved between politicians and citizens. In this case technological resources arise as a form of exchange and participation, as well as a means of communication and direct information and exchange of opinion through forums, blogs, wikis, social networks such as Facebook and Twitter, among others. These social networks have also allowed a population analysis in terms of trends, tastes, interests, etc., which they have led politicians interested in participating in them and thus reach voters and generate a more personalized participation. It has been observed that talking about politics in a television program that has not been specifically aimed at the subject is unpleasant for the spectators, although this is the main theme of their "social conversations", especially in this space of ten years that in Ecuador

153

has built a strategic campaign scheme in the media mentioned above which implies the importance of knowing those arguments used by the ruling party.

Methodology and Method

In the research that calls us, we have used structured and cross-sectional research, these being the most indicated for the assessment of content and impact on communication factors.

The methodological context is qualitative, using sources managed through digital media, social networks and written press as a central source, as well as the news event under this analysis will provide a review to the communication trying to maintain a chronological order in the campaign factors and communication of Rafael Correa Delgado.

On the other hand, it is important to identify sociocultural, sociodemographic values as an aid to contextualize the different environments where communication has taken place. For the explanation of the study, the description of the phenomenon, a conceptual system, deduction of other phenomena and the observation of these phenomena are applied within the different treated points.

With the criteria set out, three types of political communication strategies of the government of the Citizen Revolution (RC) in charge of the Alianza Pais (AP), led by Rafael Correa, during their ten years in office, are analyzed. The former correspond to political-communicational actions in territory, which is to say in cities that are not considered as the great political, commercial or cultural capitals in Ecuador. The study of the activations in the framework of the analysis of the communication machinery will be explored, where, in terms of participation and transparency, spaces of interaction between citizens and the

President were designed, along with their Government team. On the other hand, the design of political subjects and the discourse of the Citizen Revolution, as part of their personality strategy, will be analyzed, which will allow us to delve into the social, symbolic and ideological codes, around which a good part of the audiovisual propagandistic production of Alianza País. Finally we will review web strategies to understand how political communication operates in the virtual environment.

Findings

It was ten years of sustained communication and as in no other government communication occupied a fundamental place in thinking about the strategy of positioning the political project of the Citizen Revolution. The results of the April 2017 elections, which gave the victory to the governing party, Alianza País, demonstrated that to have located it as an instrument of political action implied the setting up of a communication platform that made possible the amplification of political discourse, even beyond its leader. The victory, although with a very small margin of difference, compared to the opposition candidate to the government, this time for the state administration project Correa consolidated since 2007, so it becomes necessary to analyze, beyond partisan affections or disaffection, the strategies of communication and political action that, although they are not the only factor of success of the Citizen Revolution, shaped the space, designed the subjects, created the means and established the channels through which permeated the imaginary and gave way to the line of governmental communication that presently governs Ecuador.

155

The spectacularization of power

Although numerous bibliography and professional experiences on political communication, lead to think that everyone goes, inexorably, to the virtual

environment, where they will develop all social, personal and professional activities; the reality is that, in Ecuador, the political action of communication continues to depend on the old "door to door" or "hand to hand" strategy, with different nuances and in articulation with social media (online). Matizar implies introducing a key aspect of analysis in these ten years of government: The theatralization of power; Arnaud Mercier (2012) points out that "the owners of political power have always been publicly exposed to attest to their existence and that of the community they represent" (p.18), and in that logic the party of government operated with Rafael Correa as its maximum Leader.

> The staging of a game that shows the games that make and break society; a sociology that does not proceed by enunciation, but by demonstration through drama. This last notion derives from its Greek origin a double meaning: that of acting and that of representing what is in motion, in order to foster the unveiling of hidden truths in the bosom of all human affairs. The realization of the similarity between the terms "theory" and "theater" completes the lesson, since it implies the same teaching. (Balandier, 1994, p. 15-16)

An important factor is that actions were never neglected in the territory and this made an interesting difference with the actions of other parties and political groups. Something that if verified in these elections is that the electoral battle is not played privileged way in social networks but, for, and with the people, and in that logic ten years are sufficient time to generate strategies of approach citizen. If political marketing "is a work of persuasion of the citizens" (Mercier, 2012, p.25), it is natural that the strategies are developed not only at the time of the campaign and that tend to fertilize the ground so that, in an electoral conjuncture, the speeches and representations have become naturalized in people.

The staging of the Government of the Citizen Revolution through communi-cational concepts such as "24/7", served to position the imagination of a government that does not rest, but to strengthen this imaginary communication

should mobilize the necessary resources so that visits, follow-up works, accountability and a variety of communication and propagandistic activations are no longer only developed in large cities. A well-considered strategy if it is recognized that propaganda makes it possible to bring those people who, in one way or another, not only end up echoing the partisan dogmas, but reproduce them. Hence the militants are the best spokesmen of the regime.

Under this conceptual umbrella were woven communication policies that made it possible to bring power to people. In addition leveraged transparency and participation spaces accountability which also preventive inoculation "is based on the idea that treatments rebuttal, capable of threatening attitudes of individuals were designed, they can motivate them to develop arguments to strengthen their attitudes against future attacks" (Halpern, 2008, p. 54), allowed set quite favorable scenarios regarding political adversaries and enemies.

The weekly Citizen Links, also called 'sabatinas', despite being so criticized by groups opposed to the government, mainly for the resources invested, was, since the beginning of the mandate of Correa, an important space for the dispute of the ideas, the institutional positioning and accountability; the latter as a mechanism to consolidate the imaginary of "government transparency", but also image and brand of the citizens' revolution because it gave a sense of unity and systematic work at the institutional level. Something interesting was to see how the sabatina, little by little, became a kind of information magazine on Saturdays, with stable segments, some more serious than others or, more accurately, with a higher level of protocol and solemnity as when the President he recounted his weekly activities.

> The great political actor directs the real through the imaginary. He can, on the other hand, focus on one or other of the scenes, separate them, govern and make himself spectacle. As with Louis XIV in his "intermediates", the king then became a comedian. (Balandier, 1994, p. 17-18)

Here basically the idea was sold of the work to install a system of government in the line of 24/7; that defined a model of society-organization, similar to a factory, efficient, solid and compromised are the results.

Image 1. The President of the Republic, Rafael Correa, presented his weekly report of activities during the Enlace Ciudadano 515 from Zumbahua in the province of Cotopaxi. Source: Flickr account Presidency of the Republic (2017).

The entire script was supplemented by other auditory and visual resources, as this space was transmitted live by previously selected television channels and radio stations. The use of official figures complemented the technical language often used to give meaning to the argumentative lines and accompanied by songs allusive to the subjects treated, which later became hymns of the Citizen Revolution. Finally, in these spaces the dose of humor was not lacking, which made each link resemble a party, conceived to mobilize affections and emotions, a party that no one could miss and where the central figure would no longer be just President, but their team (political, humanized subjects).

Image 2. Source: Flickr account Presidency of the Republic (2017).

How have mentioned, this link was a stage for the political action in two ways, on the one hand, it became a pretext to start the process of delegitimization to the actors and opposition sectors and on the other, for the disassembly of the attacks received. Already in 2008, for example, sabatinas were identified where the work of positioning the discourse against the private media began. From then on, topics such as "neoliberal media," "ink killers," "right-wing media," were part of the narrative structures that disqualified the media and then served to defend themselves from impasses with journalists. It is evident that several years of sustained inoculation against the private media had created an environment conducive to generating a negative image regarding them.

It is the hero figure (Balandier, 1994) that complements and gives life to the dramatized space. Obviously could not design any comfortable ecosystem regime without a 'marketable' political and that logic subject President Correa reproduced, perfectly, the characteristics of a showman who empathized with people, which made her feel important and to which He kept repeating discursive lines close and easily replicable and irrefutable.

Image 3. The President, Rafael Correa, in the Double Morality of the Week segment of Enlace Ciudadano 413, referred to the government's alleged persecution of humor, persecution that the mercantilist media have created. Commercial media argue that the President does not tolerate humor. "No one is against humor, but against lying, against discrimination", he said. Source: http://www.elciudadano.cl/.

Image 4. Enlace Ciudadano 131 from Puerto López, province of Manabí. Source: Flickr account Presidency of the Republic of Ecuador.

Along the same lines as the Sabbath, the Traveling Cabinets, which were conceptually interesting because they were intended as a sort of territorial political agenda, became the extension of the weekly liaison, lasting two days, but with new activities that completed the Concept of party and given that they were made, in sectors historically little visited by government authorities (an indispensable and equally interesting element in the logic of communication and political marketing), they appropriated what in Ecuador is known as "party of People," in terms of game and worship.

Festive activities are constantly compared to those that make up the game: Both interrupt productive time and open moments of distraction and entertainment, both of which disrupt the domains of reality and fiction and employ serious-jubilant opposition. Finally, both parties and games recreate, with freedom, meanings; Negotiate around the meaning, secrecy and ambiguity of their own codes, and assumes, uncertainty and risk as well as the stability of the rules...

> The festival is developed around a core of contents (ideas, beliefs and values) that Serve as a horizon of meaning and produce a collective mystique among the participants. Therefore, as a cult, festivities include religious forms (prayers, invocations, sacrifices), as well as profane (parades, offerings, celebrations, speeches, representations): both refer to a transcendent order, a sacred zone or an imaginary dimension Sublimates or mythifies certain fundamental aspects of social doing. (Escobar, 2009, p. 11-12)

161

It is necessary to review the itinerant cabinets' agenda, placing the emphasis on those sustained activities, which were the communicable essence of the government's political action. It was previously said that it was two days, with a previous coordination of at least fifteen, where one of the core issues of government management had to do with the revision of the presidential commitments, that is to say the review of the progress of the issues, projects, programs and fundamental works in charge of the most important public dependencies of the country. What is remarkable here is the consolidation

of the presidential figure as a sanctioner, which in the eyes of the citizenry transmutes into paternal-heroic qualities "the political system communicates with citizens and citizens communicate with the political system" (Zia, 2016, p. 5). Because what the political system receives back is a favorable reaction from citizens in terms of attachments, affections and representations.

Image 5. President Rafael Correa during the Itinerant Cabinet, with his ministerial team, held in Rio Fiscomisional College Upano city Sucúa province of Morona Santiago, on January 17, 2014. Source: Flickr account Presidency of the Republic of Ecuador.

This is one of the activities of the first day, which was almost always held on Friday, within the cabinet. It is usually an executive review with all the Ministers of State and other institutions convened, according to the agenda and implied the mobilization of technical, human and logistical resources that to a large extent energized the local economies. It was advertised in advance and involved great national and, above all, local media coverage. This made the amplification of the speeches and positioning, not only the leader, but the political project and the local team adherent to it, become an effective operation. Following Zia

(2016), "the political system communicates with the media system and vice versa and from that communication another communicative space is born," (p.7) for that reason it was indicated, at the beginning of this document, that it is not strange that, although with a margin not so high, this year the victory was for the candidate of Alianza País, a government movement, and not for Rafael Correa, who at this time was no longer the candidate for the presidential elections.

From 7:00 p. m. or 8:00 p. m. on the same day, what was called "cultural night" took place in which artists and local people received, with their artistic and cultural expressions, the President and his work team. This space is conceived, in terms of political communication as personality strategies or personalism of communication and seeks to modify, in certain contexts and according to certain interests, the image of the political subjects making them closer, more human in which it was, absolutely possible to see ministers, secretaries or area directors, dance, sing, recite, play instruments, in order to become real citizens.

Image 6. President Rafael Correa attended the Cabinet Itinerant in the town of San Miguel de los Bancos, province of Pichincha on October 19, 2012. In the graph, Cultural Night. Source: Flickr account Presidency of the Republic of Ecuador.

Image 7. The Vice President of the Republic, Jorge Glas, arrived at the parish in the province of Santo Domingo de los Tsáchilas and participated in the cultural night, on September 11, 2015. Source: Flickr account Presidency of the Republic of Ecuador.

164

Image 8. Member of the political team of Rafael Correa. Former President of the National Assembly and former Minister of Defense. Source: Flickr account Presidency of the Republic of Ecuador.

On Saturday, in the early hours of the morning, the agenda was interesting because the first activities were usually marked by sport, cycling or long trotting. This places the political discourse as a field where other elements that tend to strengthen the textual discourse come together. As can be seen, it is a field that is nourished by complementary, experiential, lived actions that make that political discourse take shape and become as real as possible. In the words of Gringas (2012) "the speech is full of appeals to the emotions […] it is to arouse the enthusiasm of the masses or to use the most widespread feelings of the population to get their adhesion to a subject or to arouse their affection or their complicity." (p.35-36) The strategy became a kind of 'W' where emotional actions were placed at the top, then resumed a less accelerated pace and continue the work of public administration. Usually after sport breakfasts were held with local authorities or meetings with social organizations, to finally give way to the "Mesas Citizen" by the coordinating ministries where citizens exposed their demands, concerns, problems and requirements to Ministers of State. In those spaces, which lasted until about 14:00 on Saturday, the monitors of the Presidency and each Coordinating Ministry, entered new commitments whose fulfillment was later monitored? While this was happening, usually in schools or squares around the "Citizens Trade," colorful, cheerful, accompanied by music and artistic expressions and also with own stands almost all public institutions were developed showing their activities, their projects and their services to the community.

Image 9. Guallabamba traveling cabinet, province of Pichincha. Taken on September 8, 2014.
Source: Flickr account Presidency of the Republic of Ecuador.

This certainly from a very specific area of the strategy appeals to the experience of participation because what happens is that people do not necessarily remember what they told him but what he lived and these spaces, the Traveling Cabinets, were absolutely Experiential because they mobilized a good part of the Government towards the cantons that, in many cases, were never visited by other leaders. Fiuri and Tejedor (2016) explain it well enough to point out that: "The consequences that aesthetics entail are not negligible. To begin with, this aesthetization presupposes the valuation of everything we know by terms of pleasure or displeasure, that is, there is a transmutation of value judgment to aesthetic judgment." (p.22)

Image 10. Citizen or Sectorial Table held in Gonzanamá, Loja province on January 24, 2015.
Source: Flickr Account Coordinator Ministry of Production, employment and competitiveness.

Image 11. Citizen or sectorial table in San Miguel de los Bancos,
province of Pichincha, held on October 20, 2012.
Source: Flickr account Chancellery of Ecuador.

167

And in a world where attention is a scarce element, the strategy of rapprochement works to the interests of power because it makes people feel part of the political project and that, in political communication, is a skill appreciated in terms of mobilization and loyalty of the militants. This logic did not miss the opportunity to form several groups that served as defenders of the Citizen Revolution, especially youth groups, but it could be said that this strategy was part of a second moment, after having positioned the speech and sold the ideas stronger actors of the territory.

Politics without mass communication does not exist

In all this strategic operation where the place of transparency occupied an important place, it can be pointed out that the diffusion through national and local means was a strategy that, although at the end of ten years, it corroborated to a certain part of the population, was to recreate an effective communication environment in terms of accountability through the press, radio and television. Government weekly reports, weekly reports of the Assembly, permanent chains, rebuttals to the opinions of social actors in the highest-rated newscasts in the country, the micro news programs of various public institutions, etc., are examples of how they converge, within the framework of a communication strategy, media and political discourse.

It can be seen how the permanent monitoring of national and local media and information was never relegated, for which a system of monitoring and analysis of the configuration of public opinion was generated, along with a permanent mapping of actors, which made possible in the replicas, above all, to appeal to the historical memory because, of course, media spaces were used to account for the political, economic, social and even personal antecedents of the opposition subjects in order to develop the strategy of disassembly and delegitimation of the opposition discourse.

The media have been progressively linked to the consumer market: It is they who have made industrial societies, consumer societies.

> And this is where the historical role of television is placed as a "civilizing" actor par excellence in this process […] however the consumer market is a market dominated by the logic of the short term: that of commercial communication through the media Communication. This weakening of the political system (commonly measured by two closely linked classical indicators: the steady progression of undecided citizens in electoral situations and the progressive decline of voters) has reinforced the social centrality of the media. (Verón, 2012, p. 66-67)

But a solid discourse is such as long as there is a good level of spokespersons that amplify the partisan dogmas in different places and at the same time; and who are also empathic enough with the citizens and reflect the ethical-political values of the government project. It is an efficient decentralization of vocations and 10 years are more than enough to have done two fundamental things at the level of vocation: The design of political subjects and the positioning of their brand.

An interesting example in this sense is the woman of the Citizen Revolution that throughout Correa's mandate consolidated a discursive line that allowed many women to join the Alliance Country movement through the convergence of several elements around the political project, as well as a sort of recruitment of certain political actors on the basis of some important criteria that served to highlight their trajectories in the framework, once again, of the lines of argument and the political discourse of the movement: Basic work, work in neighborhood or social organizations, cultural managers, etc., it ie that "communication becomes meaningful once it represents a social adaptation for those who associate with your lifestyle, ie its ideological stance creates a new meaning which allows them The clear identification with the ideological tendency of the other" (Carabaña, 1978, p. 63).

169

Image 12. During her visit to Guayaquil on January 15, 2016, the then president
of the National Assembly, Gabriela Rivadeneira.
Source: Flickr account News Agency Andes.

In fact, an interesting subject at the level of institutional image of government
has to do not only with intangibles, but with the physical mark, because they
posed questions like the dress, the hairstyle, the accessories, that were sought
to be consistent with the plot lines around the ideological codes of government
as interculturality, diversity and inclusion. Political action, then watched the
advantage that "l os individuals can act in isolation, collectively or for or on
behalf of an organization […] and the life of society is a process of assembling
the activities of its members" (Rizo, 2007, p. 04) and in that sense l to diversify
spokespeople according to specific topics was effective when designing
political subjects of the Citizen Revolution with Rafael Correa to head strategy.
He took advantage such as Purplewash (which is all the gender discourse and
LGBTI), co-opting recognized leaders and leaders of social organizations that
had been socially legitimated by his activism on the issue.

Image 13. The former ministers of the Social Front in a press conference on 18 January 2012. In the center the then Minister of Health, Carina Vance, who from the beginning of his administration unveiled their sexual orientation as a lesbian. Source: Account of news media Flickr Citizen.

Carretón (2015) mentions that "public relations is a management function of the organization, so that its directors maintain and develop a functional structure which helps the organization to survive and controls the system or subsystem that direct" (p.47) and this can clearly observed in the amplification of the political discourse of the government agencies. Specific channels such groups were established WhatsApp between Community Managers, directors and communication consultants to indicate, almost daily, the most important issues and plotlines for spokespeople. The generation of policies for information management and reproduction of political discourse was instrumental in these ten years of government, adding, of course and it shows, to exercise permanent media training where there was not only a consolidated speech, but a solid performance in most cases, to give a sense of stability in ideas and therefore in the political project.

171

Digitization policy of the Citizen Revolution, RC

It is interesting to note how it operates in the field of politics, the strategy of Web communication which mainly focused on the good will through real and fictitious accounts, in order to amplify political speech and defend the Citizen Revolution in the environment virtual. This strategy aims to locate actions support and social acceptance, which allow positive positioning of politicians and their performance in the administration of power. It is others speak well of the work of the political subject avoiding self-referencing and, in that respect, the greatest strength of the strategy focused on political project advocates on social networks and microbloggings. This allowed in the logic of soundboards, social media generate the feeling that particular group or community represents all. For Badiou (2016):

> The characteristic of our world, say the Western world is to be and want to be protected from all reality. It is a world in which the countenance took place that everyone can live with, and ultimately want to live, as if sheltered from anything that could be a real effect. (p. 65)

Is that social media, they all function as "echo bubble" where social, political and economic landscapes are constructed through content publishing friends and/or followers. That is, largely, reality is constructed based on the reality of someone else and that someone else is part of a network of virtual coexistence, leading to that mistakenly believe what you see, hear and reads, in owned media, is the absolute truth.

As said, the strategy contemplated responsiveness on Facebook and Twitter primarily as social spaces where politics and the political (Mouffe, 2013) occupy an important place for debate, but also for the stubborn defense of the work the regime. This, somehow, strengthened the imaginary that politics played in this environment, when in reality, and as noted earlier, the work is done, yet, with people and in traditional media. It happens that at a time where

it is reported that 9 out of 10 households in Ecuador have at least a cell phone in February, it's hard to think that someone might be offline most of the time and that several areas of your life watching certain by devices and connectivity as work, the and social relations, academic activity why not political activity.

A key aspect of the strategy was to understand how the particularities of social media work. Facebook, for example, is a social network that works on the logic of communities, groups, affection and emotions. Why the language and communicable elements are thought to prevent dissent. the fact that, when a new 'friend' is accepted, based on the type of previous relationship closed agreements was harvested; that is, if people from the same school or college, if they come from a particular social group, club, sports equipment, etc. this kind of tacit agreement where the relationship is strengthened to the extent that can be matched is then generated.

Image 14. Post of President of the Republic.
Source: Official Facebook of President Rafael Correa.

Image 15. Post of President of the Republic.
Source: Official Facebook of President Rafael Correa.

Twitter does not happen in the same way because this microblogging is another logical thought. Failure to call 'friend' carries less emotional charge and hence the decision to continue or not someone is more related to interests and tastes that affections. In addition to Twitter the question that generates the input is different from Facebook (what is past and not what you're doing, respectively). That, coupled with the limitation on the characters, made the type of information being shared is different, placing even more controversial topics and even more confrontational tone regarding opposition sectors.

Image 16. Twitt President Correa.
Source: Official twitter account of Rafael Correa.

175

Image 17. Twitt President Correa on the media.
Source: Account officer Rafael Correa twitter.

Another important issue has to do with the fact that social networking experimentation before premium models or recipes; which is not to say that certain experiences could not be analyzed for replication according to the public that are managed, considering that ubiquity is a key determining factor when it comes to raising political communication online action, not only in times of Electoral campaigns.

Personalization strategies and led subjects designed narrative and storytelling in an effort to humanize political figures. We following Lucas (2012) "Today we are engaged in a similar process of change, which requires adaptation of the political class to this new reality in order to achieve a consistent mental structure with it." (p.1981) In that sense it does not skimp on more interviews "close and experiential" as well as communication products and activations through social media, which showed the President Correa in family and social environments, revealing their tastes, skills and hobbies.

Image 18. The President with the puppy of your pets and gave a Citizen Link.
Source: Facebook Account of María José Carrión, Assemblyman Alianza País.

The new culture of information advantage. If you look closely formats of communication products in social media can ratify what was said by Wiener (1958) on the fact that "the needs and complexity of modern life posed by this phenomenon of exchange of information, more intense demands that any other time" (p. 17), this means that the contents appear to be structured in terms of time, more and more short, everyday languages and appealing to provocateurs audiovisual resources such as memes in the logic of understanding common reference frames. Why humor and open confrontation from Sarcasm is then understood, they have an increasingly important role in the fight for the ideas and imaginary place. The products of political and electoral marketing undertook precisely to conceptualise and develop increasingly simple elements in the minds of citizenize information.

Conclusions

Completing the above analysis is important only conclude initiate an academic dialogue on the participation of communication in the management and policies of a society construction, we have seen the message and moments of meeting this society can influence and influence decisions transcendental about the life of a country.

From the purely communicational vision we can see a magnificent use of strategies to service a president with the systematic and systemic orchestration of both traditional and alternative media. Creating opportunities for social dialogue and rapprochement it is also noted. Concern for innovation and reach the public with their message is what undoubtedly led Rafael Correa to close contact and creating shows *insitu*.

The role of audiences, audiences or even of potential voters transmuted that of consumers of the political content of government brands, which in some

177

way is related to what Lopez and Martinez (2012) affirm regarding that "the emotional values that are used In communication serve to link the consumer emotionally with brands beyond the rational benefits it provides" (p.16). With the presence of the traditional mass media and social media (linked to the Internet), citizenship is taken to fields of representation where a good part of the discourse is associated with bodies of meaning relative to their partisan dogmas and lines of argument in terms similar to of companies and their advertising messages that are repeated over and over again.

At some point the activations of this government began to resemble those of large corporate corporations; more and more experiential, emotion-mobilizing, increasingly attentive to the common reference horizons of well-segmented populations, based on tastes, habits and ways of adhering to causes and projects; which made them powerful machinery of communication and political influence in the local, mainly.

Communication from the regime was adapted to the use of social networks since our environment is attractive and is used but the communication made based on these networks becomes complex because the debate is opened and the verticality that characterizes Correa is lost. Why the new social masses prefer to follow their president in traditional media and not by the limitations of internet access as you might think rather by ideological conflicts from supporters or opponents they show. Dialogue in our society is still overrun by political romanticism and not by reason.

To conclude from the point of view advertising for example President Correa with these spaces is transformed into a consistent and coherent brand throughout the campaign, so as to generate a remembrance of it until you can become a 'lovemark' because you have a group of followers who identify with the brand and in this case with the party, even better if made a part of this technology to

arrive at a comprehensive mass communication and brand recognition. Repeat image, color, shape and slogan, is a stimulus in people's minds, so that makes the president becomes a necessity or a lifestyle; this may strengthen further in the publication of thinking and how the President has conveyed its paradigm.

The latter leads to another interesting conclusion, because as has been demonstrated in significant research production, audiences increasingly access direct, simple, emotive and fast audiovisual content in their duration, which forces them to think that under those same parameters the communication contents on national political activity are developed; that is to say that the profound treatment of the great themes of the country have been relegated to spaces of diversification and spectacularization of politics, with well-designed subjects, with daily languages and through symbolic, social and ideological codes.

Certainly have much to discuss and deal with, but now we have a basis for analysis to continue building the academic debate on the propagandistic communication, how far ethics communicator comes against the interest of political domination?

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179

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