

Executive Summary

In the context of Colombian social nonconformity, the role of the media

Nirmal Kumar

The greatest political turmoil in Colombia's democratic history has been characterized by a culture of nonconformity. The nation is dealing with a complex set of social and economic issues that have made it evident that breaking agreements is what has led to increased violence, suffering, unemployment, and desertion of a people that want opportunity. To analyse the posts, tweets, or videos' text, images, hashtags, or keywords, which are valued from the syntactic and semantic perspectives (structural) and pragmatics, the quantitative instruments were used to examine two newspapers with national circulation, five general radio channels with national coverage, and two television newscasts on private channels (functional).

The polarization and crisis that characterize Colombia's social environment prompt us to consider how we interpret reality and how semiotic and discursive aspects play a part in the creation of meaning. The symbolic world that citizens have created gives rise to new ways of knowing; behind language, there are several things, occurrences, and cultural interpretations of a reality that is manifest in daily interaction. To achieve the objective and research goals, analysis material triangulates qualitative methodological aspects (discourse, pictures). Semas from several semantic areas make up the meaning of words and phrases. The axes that produce the networks of relationships and oppositions serve as the foundation for the organization of semas.

The organization of semas into lexemes, words, or terms is known as generative travel. There are those who are tired of the blockade and want to take matters into their own hands. This results in a class struggle that sparks conflict and feeds accusations between them, and hate speech takes over social settings. On the one hand, the upper strata of the population encourage us to keep fighting without lowering our arms. We can see different layers of the story text thanks to the messages that are being exchanged in the digital environment. It is credible when it is founded on reality and relates to natural, social, and collective reality in connection to a conceivable world, but it modifies its schematics as a textual production.

The media's agenda for news and the numerous doubts that citizens express, frequently without justification, both influences how meaning is constructed. We turn to the establishment of communities that consolidate a form of mass action because we know that individual certainty is not a guarantee of truth. Colombians' communication in the media and on social media is materialized by the language of polarization and ideological conflict between the left and right. The development of the digital text, which is the communicative update of the codes, is based on factors like operational knowledge and



communicative intentionality, which enable us to adapt our significant structures to the settings and situations of the communicative environment.

Sources: [Information](#)

KEYWORDS

Discourse; social reality; media; messages; communicative act

