

DIGITAL JOURNALISM AND PUBLIC MASS MEDIA:

The bad news¹

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ABSTRACT - In this paper we intend to study how police and security information is presented by the News Agency, San Luis. We examined the production of police and security information produced in 2013 by the San Luis News Agency (ANSI), a state news platform created to transmit government information in the province of San Luis, Argentina in 2012. The initiatives and progress for the people in police and security matters in the mass media, has a material-functional dimension, referring exclusively to improving the detachments, the delivery of police vehicles, and operational controls. That vision is diffused by the state agency for information and does not contribute to the promotion of ideas and discussions on citizen participation in security policies and the development of democracy.

Keywords-words: Agency. News police. Journalism

DIGITAL JORNALISMO E MEIOS DE COMUNICAÇÃO PÚBLICOS: a notícia ruim

RESUMO - Neste trabalho, estudamos como a polícia e segurança da informação é apresentada pela Agencia de Noticias, San Luis (ANSL). Examinamos a produção de informações policiais e de segurança produzidos em 2013 em ANSL, uma plataforma de notícias estatal criada para transmitir informações do governo da província de San Luis, Argentina, em 2012. Iniciativas e progresso para as pessoas em matéria de polícia e de segurança, o papel tem uma dimensão material-funcional, referindo-se exclusivamente a melhorar os destacamentos, a entrega de veículos da polícia e controles operacionais. Essa visão é difundida pela agência estatal de informação e não contribui para a promoção de ideias e discussões sobre a participação dos cidadãos em políticas de segurança e o desenvolvimento da democracia.

Palavra-chave: Agência. Notícias policiais. Jornalismo.

PERIODISMO DIGITAL Y MEDIOS DE COMUNICACIÓN PÚBLICOS: las malas noticias

RESUMEN - En este trabajo nos hemos propuesto estudiar como la información policial y de seguridad es presentada por la Agencia de Noticias, San Luis. Examinamos la producción de información policial y de seguridad producida durante el año 2013 por la Agencia de Noticias San Luis (ANSL), una plataforma noticiosa estatal, creada para transmitir información gubernamental en la provincia de San Luis, Argentina en el año 2012. Las iniciativas y progresos para la población en materia policial y de seguridad, según el medio tiene una dimensión material-funcional, referida exclusivamente a la mejora de los destacamentos, la entrega de móviles policiales, los controles y operativos. Esa visión es difundida por la agencia estatal de informaciones y no contribuye a la promoción de ideas y debates sobre la participación ciudadana en las políticas de seguridad y al desarrollo de la democracia.

Palabras Clave: Agencia. Noticias policiales. Periodismo.

Introduction

In this research we intend to study the presentation of police and security information in the media News Agency, San Luis, a state medial organization. We examined the production of police information produced in 2013 by the San Luis News Agency (ANSL) established for transmitting government information in the province of San Luis, Argentina, since 2012.

San Luis is a province of Argentina located in the region of Cuyo, in the centre of Argentina and since December 1983 is governed by the Justicialista Party (*Peronism*), whose leaders undisputed brothers Adolfo Rodriguez Saá and his brother Alberto Rodriguez Saá. In December 2012 became governor of San Luis, the young professional Claudio Poggi providing air renewal and modernization of state management.

Adolfo Rodriguez Saá brothers and Alberto have been candidates for president of Argentina in the elections in the last twelve years. Adolfo Rodriguez Saá former governor of San Luis, was declared president by the legislature on 23 December 2001 and only held the position for seven days. During the candidates for president of Argentina the brothers Rodriguez Saá sought to show the modernization and government achievements "*model San Luis*", characterized according to them, for social peace, social housing, schools, hospitals, highways, free WIFI in all the province, the payment

of wages to public employees in an orderly manner, etc. However, in government narratives omitted to say that state employees are paid salaries not too high, they cannot negotiate their salaries because there are no shared negotiations, hospitals do not always have the material resources they need, and initiatives of people and citizen participation is low.

A democracy can be opaque when citizens vote in election periods established by the Constitution, where the executive branch has more power than the other constitutional powers, when it has influence on the judicial system, it controls the provincial budget by providing scarce resources to municipalities, handles their own interest through advertising media guidelines of the province. A democracy with a relevant and outstanding to other power constitutional powers can be considered an “opaque democracy.”

Traditional forms of democracy recognized the direct democracy as utopia in our societies. Representative democracy is one in which decisions are made by a few representatives who have been granted, for a time, the power to decide on behalf of citizens. On the other hand, the semi-direct democracy is a hybrid model that combines representative democracy and direct democracy with citizen participation.

We called the *opaque democracy* in this analysis to formal democracy (one that has general election, the three constitutional powers, etc.), where occasionally one of the three powers controls the other, it has a certain hegemony in the media and controls the advertising guidelines that is, it is a formal democracy that has all democratic forms, but where there is no transparency in public information and state media are converted into media supporters. In the opaque democracy government advertising it is aimed at media or journalists friends, according to the selection criteria of the government and not based on the legal provisions establishing an equitable distribution.

In an opaque democracy, political opposition parties have almost no creative proposals and divorced or away from the citizens, have empathy with her are. Often candidates are repeated in different elections and the sympathy of those who choose not usually change significantly.

The future of journalism

This research and analysis occurs at a time of redefinition of journalistic function. We might ask now, a journalist who is journalism, what is your future, how many and where news consumers are, or why journalism is still relevant in the new digital environment. Barros and Duarte (2004) report the characterization and breadth of journalism term in the field of Brazil. To Beltrao the journalism concept is not limited only to traditional media such as magazines, radio, television and film, but also the manifestations of modern journalism and public relations and propaganda, popular song, tourism, folklore and current books (BELTRÃO, 1969, p.6).

On the other hand, the role of the media in the life of the audience has undergone a remarkable transformation in recent decades due to rapid technological transformation and integration of the media in social and institutional practices. The concept of the audience is changing. In the XXI century there are new configurations of user practices and technological capabilities that are altering the way we understand and media organizations and representations, how to participate in society, and how to build our relationships.

System media in San Luis

The main mass media of San Luis, are “El Diario de la República” and the state TV Channel “*Canal 13 San Luis*”, privileged recipients of government advertising, but have limitations on the information generated by their modes of production and organization of sources. The Journal of the Republic belongs to the ruler of the brothers Rodriguez Saá group. The information produced in the province of San Luis, by state media and the Journal of the Republic has been characterized as limited pluralism in the report FOPEA 2011. Both media, along with the “*Agencia Noticias San Luis*” (ANSL) form a communicational circuit broadcast and government advertising guidelines that feeds back.

The performance of the media during elections in the province of San Luis in 2015 showed concordant actions to maintain hegemony described maintaining a uniform narrative. In the various elections, citizens elected different candidates and political debate in the media was marked by the preeminence of core media “official”

communication. Social networks presented some discussion worthy of study. The ruling party won again in 2015, maintained the existing hegemony, but had less flow of voters.

Democracy and Public Information

The media generates transformations in the entertainment and education of society, allow us to access remote regions, change our perception of time and space and develop a sensitive social life role, because their permanent presence influences the construction of identities individual and collective. The new information and communications technology (ICT) are influencing significantly in the process of creating and changing currents of public opinion and where traditional media, text messages, emails, blogs, and other spaces within internet, substantially influence the daily lives of people in relation to their age, social status, level of education and studies. The network is no longer a simple technological environment but has become an increasing element of social participation, leaving their privacy, where people exchange ideas, build knowledge, establish relationships at different levels and have ideas of reality.

The media makes their visions reality with differences and similarities in the treatment of information and the agenda presented daily. The complexity of reality, the presence of multiple perspectives, influenced by the perception of individuals and historical subjects referred to the problematic thesis put forth by Giovanni Sartori (1998) on the underreporting (insufficient reduced too much information) and misinformation (distortion information) taking into account the over-representation of the social summit as a news source, context in which local, provincial or national present their views and their vision of reality. Political, economic and social elites generally impose the subjects and objects of the agendas and informational topics diverted to dominant social and community values.

Government communication

The media serves to provide public information to citizens, providing information and news about what is happening in public matters, so that all citizens can have access to information. It is

desirable that citizens know the public management of those who have chosen to manage the state transparently, promote communicative exchange, ensuring the protection of personal data, accountability to citizens, improving the organization, classification and handling of documents and contribution to the democratization of society with the full rule of law.

Government communication brings together a joint process with a strategic action seeking to communicate and to assert the interpretation or the frame of government on a given topic. Frame function is to define a specific problem and put in correspondence with a solution, competing parallel with frames of other actors in the public space.

There is a perspective that places the government communication characterized by actions that formalize governments to communicate and build consensus around what they do that is, trying to publicize and gain acceptance of their projects, their policies, their achievements and also their difficulties. Professional interventions and awarded him the communication of government a claim to governance, reducing tensions between citizens' demands and priorities of government action (ELIZALDE 2006, ECHEVARRIA & MAURICE, 2013).

Under the development of government communication, it is relevant to the analysis of the opportunities and constraints experienced by various stakeholders' rulers, media and citizens from structural, contextual and organizational factors. The concept of "government communications" varies between persuasion strategies of governments and the right of information of citizens, producing "*a process of articulation and selection decisions, often contradictory, between democratizing communications, electioneering communications and communications management*"(ELIZALDE, 2005, p. 146 and ECHEVARRIA & MAURICE, 2013).

Communication from the strategic perspective should be structured based on clear objectives and targets to be developed, taking into account a complex and changing reality in which the actors involved in the political arena are different, contradictory speeches, including the government itself has their differences and contradictions (ECHEVARRIA & MAURICE, 2013).

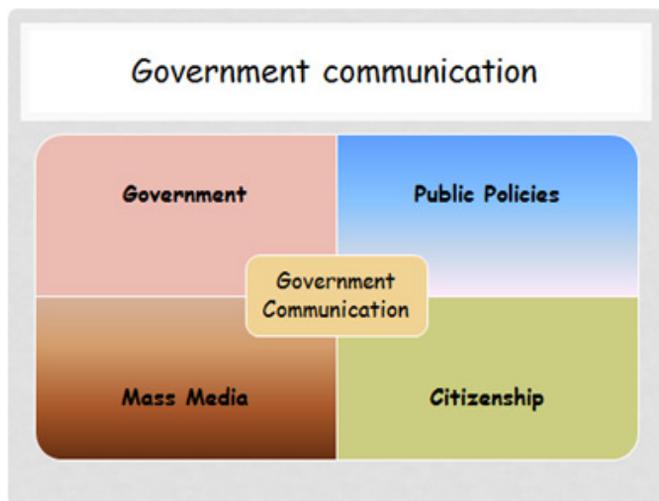
In the search for a descriptive analysis we propose a scheme interrelationship of social and contradictory coercive forces seeking their recognition of the presence of groups of actors-government

communication processes. It is interrelations of subjects that produce social actions crossed for power.

They are:

- Public information
- Public policies
- Media
- Citizenship

Diagram N° 1



Source: Author's elaboration

State management, advertising, public policy and management of government communications show the media as major players. The exponential growth of press offices, government news agencies, journalists, whatsapps agenda, networks, etc., exposing the attention that governments are providing the communication circuit and contact with citizens.

However, the agendas of the media and the agendas of government offices are not always taken into account the concerns of the citizenship. In our societies, citizens must begin to participate in the search for alternatives that serve to benefit the quality of life. Edelman (1988) has pointed out that politics is a constant construction.

Three aspects developed in the work of Edelman deserve special attention to the analysis of political phenomena and exploration of the ways in which culture operates within the political process: the symbolism, the political language and political demonstration.

The Police Policies in the democracy

The state modernization that has come to democratic development faces multiple governments' challenges. Governments must respond to new management standards where values such as efficiency, transparency and citizen participation are prioritized. The state becomes active communicator to build bridges of communication with its citizens and thus achieve a strengthening of democracy in two ways. On the one hand, ensure access to public information, and on the other they do know their representatives.

Public policies are the actions and programs of a particular government and constitute the answers that the state can give to the demands of society, in the form of rules, institutions, services, public goods or services. Every democratic government needs the commitment and support of society. The legitimacy and representation of a government are given by the results of the electoral process, but management actions and public affairs must constantly communicate and justify their decisions.

Government journalism: the frame and key events

It is through the use of government communication and in this particular case the government agency itself, seeking to fulfill in order to transmit and to assert the interpretation or the frame of government on a given topic. It tries to propose a vision of reality to build a consensus that legitimizes government decisions. Entman (1993) emphasizes that the frames still in four places - journalists, receivers, texts and culture, journalistic frames are linked to the news texts.

Entman precisely conceived to frame as a selection of reality, as a matter of choice. Hans Bernd Brosius and Peter Eps further define some prototypes of coverage have established an information scheme and get similar events, are most likely to be selected than others (EPS BERND BROSIUS & EPS, 1995, p. 396). When a fact implies greater

coverage and thus acquire more relevant it becomes a key event, reorganizing cover the following events that have the same qualities.

Tuchman in the information process included organizational and personal elements as ideology, being the legitimizing capacity of some elements to have a wide and persistent social implantation. It is also understood as a system or rational discourse that presents a comprehensive explanation of reality so that it fits preconceived ideas (SADABA, 1995, p.103). In the journalistic ground often understood the objectivity as the absence of interference of subject knowledge, according to the maxim of the journalist Scott early in the century as established "*facts are sacred and the opinions free*" it is predicated (JAY, 1996, p.332, SADABA, 2008).

In societies with little information and transparency on the actions of those who administer the state, critical journalists are often accusations of sectors that support the government and the officials themselves.

Methodology used

For this research we use frequency analysis and content. We use content analysis looking for the examination of the texts, to know not only its meaning but also information regarding the mode of production. The approach is formalized texts not only as having signs of a meaning by its issuer, but as signs that speaks of the same issuer, which provides clues on how to produce a text.

Elaborating News

Information agencies are organizations that produce news through correspondents in different regions, those who immediately transmitted to the media center, from where they send, as quickly as possible, to their customers (other media), known as subscribing customers. Agencies are usually private companies that sell information to their subscribers, who pay according to the services received: national information, international and graphic service. The technological-development Internet, fax, satellite, telephone, fiber optics, and computers contributed to the volume of information circulating daily are increasing.

In the last years there has been increased interest from national and provincial governments to establish news organizations and press agencies with the purpose of spreading their activities and actions more convenient way for their interests, acting with more intentions and pretensions marketing, which as a tool or factor of transparency and dissemination of public policies.

ANSL

On March 23, 2012 the *Agencia de Noticias San Luis* (ANSL) was created in the province of San Luis, Argentina, a mass media that produces government information. ANSL it has more than twenty journalists working in the writing and other media programs, developed in its first year 11.766 newspaper articles (as reported in its official site).

ANSL (www.agenciasanluis.com) was organized as a website that provides news content to media using different platforms (text, audio, image and audiovisual production) socializing access to information produced by the government.

The website ANSL not only provides information to the media and journalists but also to the general public, besides becoming a competitor of the media who provides information in a context of limited technological development of the media in the province San Luis. Designed exclusively as a meaning of serving others, making government information to other media, the News Agency of San Luis has become an instrument for promoting the governor of San Luis, consulted not only journalists and media, but also by citizens. On the homepage (<http://www.agenciasanluis.com/>) appear as main organizers link "society, police, entertainment, sports, media, provincial policies, contact"). All these issues-organizers offers include provincial policies and provincial government are modified according to news events and thematic and media pressure. ANSL says premised that are required as a means of generating communication tools to ensure access to information to all who wish to exercise that right. ANSL also has a newsletter that is distributed by email to those who subscribe to it from the website.

In 2014 the organizers were links - "today-society-show-sports-mundial2014-intercollegiate-audios-videos-Canal13and more." The first image is displayed on a web portal is the first thing

readers see. This is the full screen with the most relevant information ordered by the date of publication.

While the mass media was designed to provide information to other media, in practice acts as an ANSL own means providing general information to the public, although it's free contents can be referenced by other mass media. There are no academic researches on what mass media take ANSL information, or on the characteristics of the audience of this multimedia digital platform.

Police information and bad news

The main newspaper handicaps facing the complexity constitute haste, shortage or lack of diversity of sources, synthesis, simplistic language, dependence (of powers, theories and concepts), simplification and soon journalists they have (CÓMEZ MONPART, 2013). These characteristics of police news can be extended to the journalistic construction of all the news in general.

Police information exposed catastrophically in the mass media, over-represents the violent crimes against people. The media appear against insecurity as representation and narrative of the violent, sometimes with reactions to specific state institutions and abhorrent acts. The media trends exposing crime as a fact of emergency has been changed to that which emphasizes the crime as an everyday event, present every day on the radio and television newscasts and newspapers.

Communication is a sensitive dimension of the problems of security and is relevant elements when planning public security policies element. Criminal acts and their impact on society appear daily at noon on television news in Buenos Aires, Argentina.

Criminal activities are events contrary to civility and the life of society and addressing the media are true media events. Information about crimes is necessarily selective, it is impossible to cover all. There are some regular patterns that make a killing have more space in the media and others do not. La Rosa (2013) states that when weirder, when it is less the author, or engages a woman of fact, there is greater coverage.

Information on public policy in general and security policies in particular, is a key dimension against the perception of what media called "insecurity" and that results in permanently in the big cities to the

protests of citizens. The media exposure of the crime is almost always an insidious form of discrimination and other social representation constitutes a threat. Since state management, it is appropriate when the police mentioned thematic nucleus discuss security and public security policies against the media perception of crime.

Sources and Media Coverage: presences and absences

Coverage of police news in the mass media is usually done in two ways: through ads that various officials made regarding the progress of the works and the construction of buildings, improving dependencies, police operations and the delivery of mobile and video cameras and by traditional journalistic narrative of some fact transgressing social norms of civility or constitutes a misdemeanor.

Police news displayed on the ANSI in 2013 refer generally to material improvements and police operations that are announced in official acts turned into key events.

These news about the provincial police appeared in the media in 2013. The “optimistic” news tells realize that the government of the province of San Luis on the actions of the police. Security Minister Martin Olivero equipping police uniforms, inaugurating new police stations, police vehicles deliveries and maintenance of social peace climate of San Luis. Examples of these reports are:

- December 31, 2013 Police Lujan will have a new building
- December 26, 2013 Continued delivery of equipment for the Provincial Police
 - December 19, 2013 2013 Training delivered to police
 - December 18 Increase salary for police officers and prison.
 - 17 December 2013. The head of the COE is appointed as Director of Police Training.
 - December 12, 2013 The Province and the ANSES sign an agreement that benefits the police and the prison service.
- December 12, 2013 Police receive new uniforms work
 - December 11, 2013 Poggi: “No looting in San Luis and police work on behalf of citizens”
 - December 9, 2013 Works for mobile security and police
 - December 9, 2013 New building for the Central Regional Police Headquarters II

- October 4, 2013 workshop staff received new clothes police vehicles
- September 13, 2013 Provide training for police personnel in the province
- . September 3, 2013 Student Day: More than 300 police work in operating
- . August 29, 2013 Improvements in police
- . August 29, 2013 Deputy Governor visited the work of two police detachments in Villa Mercedes.
- . August 9, 2013 follow police operations in the south of the city.
- . April 24, 2013 Cars and 60 video cameras for the police.
- . April 15, 2013 San Luis participated in the Meeting of Organisms Control Security Forces police and prison
- . April 12, 2013 Deliver 21 police cars and buying ammunition Auctioned
- . April 9, 2013 handed police and mobile equipment inside.
- . April 4, 2013 The minister Olivero met with police authorities
- March 26, 2013 Meeting with law enforcement authorities for controls at Easter
- March 14, 2013 Poggi launched the construction of two police stations to Villa Mercedes
- February 4, 2013 Security: police vehicles and equipment delivered in Villa Mercedes

The place of information in police emergencies

The mass media wasn't coverage in August 2013 a series of barracks of the Police of the Province of San Luis where wage increases were requested and culminated on August 6, with a popular demonstration of about a hundred people, including troops and their families, opposite the Central Police Headquarters. An event that turned unpleasant for citizens and government that not received no coverage in the state media. According to "The Diario de la República", the first of the barracks occurred in Villa Mercedes, in the Regional Unit II, then extended to the Regional Police III of Concarán, in the afternoon, replicating in Merlo, Tilisarao and the city of San Luis².

The police request that manifests improved their wage earnings. The mass media not only the conflict, but continued with

the same journalistic line security and police news, telling police operations, improvements in the works in police stations and official visit to one of the police offices. The mass media not describe the conflict, but continued with the same journalistic line security and police news, telling police operations, improvements in the works in police stations and official visit to one of the police offices.

In December 2013, Argentina would live a series of police rebellions in different provinces where basically claimed for better pay and better equipment. Rebellion and protest police was a traumatic event for society Argentina also made possible criminal acts such as looting, lack of security and the dead. On November 14, 2014 had begun preparing in Cordoba, Argentina a police demonstration, by sending messages for mobile, creating an unusual and deliberative state police. These actions would continue the following days, until Monday, December 2 the police came to the offices, preventing the entry or exit of vehicles and starting a strike that did not get any response from the government. "Police protest" spread to several provinces driven by low police salaries and poor working conditions. Some governments of provinces, before the police pressure, recognized the low police salaries and amid police pressure, increased their salaries.

Argentina lived in December 2013 a police rebellion and looting that eroded the political and social base of the government suffered all these conflicts, elected politicians who had won the elections held on October 27 of that year. The governors were pressured by the demands of their provincial police forces in different parts of Argentina and the media exposed to public opinion that had unresolved problems. The conflict showed clearly the limitations of police work and scarce resources.

On December 9, a group of policemen removed from the province of San Luis, with his family, began a protest calling for a wage increase from the central building of the police in San Luis, demanding a basic salary of ten thousand pesos (when they had a salary of between three thousand and four thousand pesos). For this situation occurred some attempts at looting in the city of San Luis and Villa Mercedes, being frustrated by the police and were arrested between seventeen and twenty-seven people respectively. Security measures were adopted at both locations after these events. In other places, there were riots, robberies and looting as in the city of Cordoba.

The governor of the province of San Luis Claudio Poggi said in December 11 to ANSL that “*democracy allows us to ensure social peace. Social peace is synonymous of democracy and is one of the most important strengths that San Luis. ... We all have to collaborate*” said about of the rumors of looting that had been happening³.

Governor also asked the media not contributing to disrupt social peace. “... .We have to take care of social peace which is one of the strongest values of San Luis and this democracy that has 30 years of life since its recovery”.

Peace and security was maintained in San Luis by polices who were earning a low monthly salary, about US\$ two hundred, in a context of rising inflation that Argentina lived for years, a situation not sufficiently recognized in the statistics by the national government and it increased significantly since 2013.

The mass media in Argentina in general spread the police demands and recognized as citizens, its excessive pressure, informing the population about what was happening in cities. The police protests overshadowed the Argentina democracy, their demands were fair, but the consequences were disastrous and it is unclear whether the police and security forces have the option of claiming for very low wages.

Managing Security organizations

The news agency partially relieved intervention at the *Instituto de Seguridad Pública* (ISSP) of San Luis, made of an intervention commission chaired by Deputy Governor of San Luis Jorge Diaz emerged. The body was a former school of the future police. The reasons for the intervention were not cleared for citizenship. The ANSL did not publish anything about it.

On August 20, 2013 ANSL reported that Gerardo Velazquez, Maria Paulina Calderon and Eduardo Sassia formed the commission to submit a proposal within ninety days for the police academy.” The decision was not made by the legislative chambers. In the decree signed by the governor of the province, it was established that it was “*necessary to conduct a comprehensive review of the organization and institutional functioning and curriculum design to adapt to new needs and requirements, safety, require time*”.

The Commission should formulate a plan within ninety days

of institutional improvement in the ISSP by some administrative disorganization. The news was published in the middle of the August 20, 2013 under the title *“Appoint the team that will accompany the Vice Governor”* Transient intervention ordered by the Governor of San Luis Claudio Poggi established between its grounds that *“it was necessary to carry out a comprehensive review of the organization and institutional functioning and curriculum design, to adapt to the new needs and requirements, security require time.”* The improvement plan was extended for three months, was coordinated by the deputy governor of San Luis Jorge Diaz and there the broad guidelines for future action were established agency intervened.

Conclusions

News coverage of the state agency appears as part of an agenda-plan persuasion government of the province. Possibly the dissemination of government activity is accompanied by other actions, constituting a clear strategy for public enforcement of the *“Poggi brand”*, a brand that sought to differentiate themselves from the former governors.

The topics discussed in terms of polices issues in ANSL have as main references the execution of works and construction of buildings, improving dependencies, visiting police offices, police operations and delivery of mobile video surveillance . The police news in the ANSI in 2013 was describing to material improvements and traditional police operations.

The mass media did not cover police barracks in the early days of August 2013, or the excesses or police rebellions that occurred in December to consider them outside the law and was raised in some sectors of the public debate over whether the police or security agencies have the right or possibility of a work stoppage to demand, like any other group of workers in a democracy.

The news coverage of police and security in general, little discussed issues related to public security policies, the possibility of building a strategic security plan and encourage citizen participation. The coverage of public policies regarding police actions is formulated based on a single source: first the Ministry of Security and second the state agencies.

Initiatives for the population in police and security matters

seem to be making bodies for a physical-functional dimension, referring exclusively to improving police stations, delivery of police vehicles, and operational controls. That vision was released by ANSL and did not contribute to the promotion of ideas and debates on the proper citizen participation in security policies.

In covering police news, the media offers a narrative of “micro world” of San Luis of peace and happiness. Social or emerging tensions generally do not come to light in the state media, a province generally characterized by social peace. The narrative style of the media and to describe the government public actions have generates a magnification of achievements and a myth of public works, but then not comply with the stories displayed.

The government should use the means that manages to give more information, statistics and knowledge to the public about public policy, in this case up and look for more emphasis citizen participation as an element adjunct to urban safety.

In the media field it is problematic for the information when the editorial guidance in drafting or dissemination of news collides with the ethical principles of journalistic practice of the multiplicity of voices, respect for diversity of sources and journalistic treatment objective information in the mass media.

Public communication policies should aim to generate more and better information to citizens. Government public media should recognize the existing social diversity while providing sensitive information to citizens, must diversify their sources to obtain quality information.

Citizens have the right to know that decisions adopted those managing the state, their budgets, their renditions, policies, etc., and governments of any order should publicize their government actions because democratic society must more transparency. This process requires the active participation of citizens demanding transparency in the actions and active participation in decision-making. Citizen mobilization can break the democratic opacity promoting new possibilities. The citizenship must abandon its passive role and progressively propose their active participation in seeking new ways.

NOTES

- 1 This paper should be taken as proposed "work in progress" of a broader inquiry proposal covering digital media and construction of the public agenda in the province of San Luis, Argentina. My interest in the study of the media and particularly the news, their epistemologies and ideologies, the medial construction, culture media where journalists operate, the newsmaking and links with the so-called patronage culture, present in all spaces of social life.
- 2 See <http://agenciasanluis.com/notas/2013/12/11/poggi-no-hay-saqueos-en-san-luis-y-la-policia-trabaja-en-favor-de-los-ciudadanos/>
- 3 See <http://agenciasanluis.com/notas/2013/12/11/poggi-no-hay-saqueos-en-san-luis-y-la-policia-trabaja-en-favor-de-los-ciudadanos/>

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