

MASS MEDIA AS KEY ACTORS IN PUBLIC POLICY: “AN ANALYSIS OF THE JOURNALISTIC DISCOURSE OF “EL PAÍS”, A CALI NEWSPAPER, REGARDING FORCIBLY DISPLACED PEOPLE”¹

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ABSTRACT: This text presents a follow-up of the journalistic management that El País, a regional newspaper from Cali, Colombia, gave to forced displacement events that took place in Colombia from 1994 to 2005. This was presented in the context of a research project about “The social representations that university students construct of forcibly displaced people in Cali (2012-2014)”. This text aims to identify the elements that characterized the journalistic management given by the Cali newspaper El País to forcibly displaced people, with the objective of reflecting on how do media represent themselves as key actors in the construction of public problems.

KEYWORDS: Mass media, forced displacement, social representations, public policies.

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