



"PROA". Diario de Falange Española de las JONS: La batalla propagandística de las dos Españas en la retaguardia franquista [

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text (article)

Analítica

The rethorics of propaganda in war-time is unavoidable joined to the manipulation of language and to the press censorship. Its main goal is to encourage the psychological war in the rearguard by broadcasting its own symbolic constructions. It uses its inner propagandistic organs thus compelled to defy the state of current socio-political tension. The creation of a new propagandistic organ, the antecedents, the initial doubts, the search and the selection of the proper staff -temporal journalists- and its progressive consolidation depend mainly on the evolution of the war and on the enthousiasm of its founders. We are going to study a sample of how the journalistic speech is manipulated on behalf of the propagandistic strategy of Falange in the franquista rearguard

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