



Análisis de la comunicación persuasiva: la entrega del Nobel a Vargas Llosa [

Universidad del Zulia,
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text (article)

Analítica

From the time of his candidacy for president of Peru, the literature Nobel prize Mario Vargas Llosa has never given up his political interests nor his work as a social commentator. These activities have earned him many critics but have never weakened his creativity. The controversy associated with these activities raised differing interpretations of his speech during the Nobel Prize award ceremony in December 2010. This becomes clear when we analyze, applying some of the most sophisticated journalistic techniques, the interpretation that two elements of the media provided of the event. Here, we carry out an analysis of the elements that influence this form of communication from the choice of the person that makes the report to the choice of original texts, in full or fragmented, that are used to support the views expressed in the information. We also present a formal analysis of the reports and of the pictures chosen to illustrate the information and the way they support the text in the figure legends

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