



Caracterizaciones contemporáneas de la cultura: metáforas materialistas e idealistas acerca del patrimonio cultural en textos online de La Nación, Clarín y Página/12 [

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text (article)

Analítica

Our investigation focuses on the media discourse surrounding the transformation of cultural heritage. Embedded in this discourse, one can find some of the leading contemporary definitions of culture. For our case study, we looked at how the digital editions of three major newspapers in Argentina - La Nación, Clarín, and Página/12 - covered the institutional transformation and remodeling of the Colón Theater in Buenos Aires from 2006 to 2011. Throughout this media coverage, metaphors served to represent and characterize culture. We organized these in two families: economic and religious metaphors. Via a hermeneutical approach, we conclude that a valid characterization of culture is one that can house and contain the protagonists of a cultural tradition. Keywords: hermeneutics, culture, discourse, heritage, metaphor, performativity

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Baratz Innovación Documental

- Gran Vía, 59 28013 Madrid
- (+34) 91 456 03 60
- informa@baratz.es