



#TinelliMercenarioK. La mediatización del Presidente argentino y los trolls macristas

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2018

text (article)

Analítica

The mass media and those with an Internet base constitute the space of contemporary politics. The objective of this work is to investigate the production of meaning and circulation of the conflict between Mauricio Macri and Marcelo Tinelli in 2016. This dispute, which reached social networks under the hashtag #TinelliMercenarioK and reached the Argentine mass media, during the first year of the government of Macri, which generated discursive productions of unknown Internet users and public users, it is part of a new type of society: the hypermedia contemporary (Carlón, 2015). In this mediatized process of mediatization, political enunciators have been added and, at the same time, new types of political discourse and new digital political practices have been generated. For this investigation we took into account both the discursive productions of the Argentine President and the television conductor in social networks and in the mass media; as well as those of unknown Internet users, journalists and the mass media. We built on the theory of the mediatization of politics of Verón (1984), we used methodology of socio-semiotic analysis (Steimberg, 1993, Verón, 1987a) and tools of hypermedia circulation device (Carlón, 2015). We conclude in the existence of trolls and bots that support the President and attack the TV presenter and kirchnerism, as well as relieve the emergence of a macrist political collective, made up of citizen Internet followers of Macri, which is articulated on Twitter through a hashtag and that dissolves after the meeting between the president and Tinelli in Olivos.

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Título: #TinelliMercenarioK. La mediatización del Presidente argentino y los trolls macristas [electronic resource]

Editorial: 2018

Tipo Audiovisual: mediatization politics social networks trolls collectives mediatización política redes sociales trolls colectivos

Documento fuente: InMediaciones de la comunicación, ISSN 1688-8626, Vol. 13, Nº. 1, 2018 (Ejemplar dedicado a: InMediaciones de la Comunicación), pags. 159-186

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Lengua: Spanish

Enlace a fuente de información: InMediaciones de la comunicación, ISSN 1688-8626, Vol. 13, Nº. 1, 2018 (Ejemplar dedicado a: InMediaciones de la Comunicación), pags. 159-186

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