

Our communication framework

Some considerations are necessary to frame the survey work.

When we analyze public communication policies, we are looking at a set of strategies aimed at building ties with the community, from which common meanings and meanings are elaborated. Those shared meanings refer to what it means to live in the city, what are the values and guidelines for coexistence, what is good shared living, what kind of provisions and measures are priorities, what things become important to live there.

We also analyze these policies in terms of the right to access information and the benefits that the state must guarantee.

Therefore, we are not referring only to the channels used to communicate, but to the ways in which these media genuinely and accurately offer an opportunity for dialogue and also for inclusion. This implies recognizing interests, languages, tastes, spaces for participation, types of consumption in the community. So that what we propose as an instance of conversation manages to question, is installed in the culture and in the codes of that community and is able to receive the contributions and returns that that social group makes.

A communication policy must aim not only at the correct use of the possibilities that technological tools offer, but, above all, at recognizing in communication a territory of construction of agreement, democracy and participation. Therefore, what the community has to say becomes key. And in many cases, it is the community's own referents who must address the whole, and not just an abstract issuer.

In turn, it is necessary to recognize that communication unfolds both at the level of discourse and that of practices. Therefore, we not only communicate with messages that we create to convey content, but also through the things we do.

In this sense, the public policies that a government implements communicate a way of understanding the social, of considering the citizenry, of conceiving the public good. The budget distribution expresses the priorities and the order of importance that this management establishes for the different issues. If the government allocates resources and programs to economic aid, educational inclusion, health care, or the improvement of the housing conditions of the Latino community (or foreigners who have come to settle, or minorities with greater disadvantages) is telling them that he wants to integrate them, that he welcomes them, that he hopes they can live well in that city. If instead you enact a law to restrict their rights, you are telling them otherwise. And that may be in line with or in contradiction with what it expresses in its institutional means of communication, but it is undoubtedly communicating.

That is why the survey has sought to identify some preferences, ways of life and ways in which people from the Latino community build ties with others.