Abstract
This article reports significant findings of the field investigation made in the research “Chiapas Channel 10: from governmental to public television”. The author presents here the empirical evidence of the conversation with viewers within the state of Chiapas where the results indicate that the society perceives this channel being used to instrument that segregates the presence and expressions of the locals, however it promotes external stereotypes and excludes the possibilities from intercultural dialogue. Hence the perception of the public in Chiapas is that Channel 10 is pro governmental when dealing with politics and centralist in the territorial.

Keywords
Public television, governmental Television, citizenship and dialogue.