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palabra.clave@unisabana.edu.co

Universidad de La Sabana

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Espinosa-Patrón, Alejandro

Aproximación a una teoría de la fiesta del Rey Momo a partir de la triada comunicación,
cultura y carnaval

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Abstract

Based on a study of the linguistic map of lexical variants in the Atlántico region of Colombia, this article attempts to identify the value of the annual carnival celebration as a tool for communication and social interaction, based on its nature as a cultural product. The triad of communication, culture and carnival, which embodies the particular dimensions of the inhabitants of the Caribbean coast, is described in this sense. The article establishes a multiple symphony of voices in which each author, from Eco, Barthes, Bourdieu, Canclini and Sinning to Zubieta looks at cultural value as a social product that prompts man to generate new processes for communication

Keywords

Culture, discourse, carnival, festivities,
communication.

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