Abstract
The period of time ranging between December 2, 2001 and February 2, 2003 spans a stage of contemporary Venezuelan history known as the national civic strike. This meant the paralyzing of a great panoply of economic activities including the oil industry. In this situation, the four main television stations established a certain uniformity as to what was considered news, assuming in a coordinated way a protagonic and commanding role within society. They eliminated all their regular programming including advertising. Consequently, these four main national channels concentrated separately and together on the diffusion of all the activities carried out by the national strike leaders with a profusion of propaganda messages renewed every two or three days.

Keywords
Television, contents, lockout, propaganda, effects.