Abstract
This article examines the use of anticomunist discourse in the electoral campaigns between 1953 and 1970 in Costa Rica in order to determine a change in the style of constructing anticomunism after the Civil War of 1948 and the outlawing of parties with communist trends. Through the comparative analysis of the political propaganda of every party that appeared in the most important newspapers of the country before every presidential election, this work identifies the main builders of anti-communist discourse and their possible trends or contradictions when referring to the communists, as well as their participation in the conflict of 1948 and their possible return to have a share of political power. The study concludes that in all electoral campaigns anticomunism was a useful tool for some parties who, in their interest to defeat their adversaries, sought to place themselves on the opposing side of communists, while approaching their opponents as much as possible to this tendency. As a result, it is possible to affirm that the confused nature that anticomunism had from the War of 1948 onward helped to construct an irrational dread towards a communism that barely existed; dread and confusion that still is possible to identify at present.

Keywords
Communism, anticommunism, political discourse, electoral campaign, civil war