Abstract
This paper will attempt to find a preliminary link between the problems that surround communication in capitalism, a topic that has been developed over the years, and a discussion regarding the current crisis, understood as part of the structural crisis of capitalism, which began in the 1970's, and its impact, particularly, on Latin America. The phenomenon can be understood based on the French concept of regulation mode. This term states that, in certain situations, the capitalist system finds stability related to the structure of production, circulation and consumption, with the conformation of the State and relations of hegemony. This paper holds that communication is an important part in that process, constituting its institutional organization and its relations with other elements of the system as one of the determining factors for conditions of relative stability in a certain regulation mode.

Keywords
Communication, regulation mode, capitalism, Latin America