Abstract

The installation of the Internet in the information society and knowledge has enabled ethnocultural groups to reorganize their production discursive logic in defense of interest cultural-ideological. In the case of the Mapuche town, we show a proliferation of discursive nature hypertextual, a phenomenon that interests us from the standpoint of specificity of Hypermedia Mapuche Public Discourse as Mediated Intercultural Communication, which we are extending the analysis of new products in this discursive field study sponsored by Dr. Hugo Carrasco. In turn, produces a reflection from the Epistemography Interactive promoted by García Gutierrez, the implications that this type of discourse presented in relation to the reorganization of the exomemory, realizing that this situation must be substantiated since the foundation of a project transcultural to guide the dialogue in the rise of digital networks.

Keywords

Public Discourse Hypermedial Mapuche, Mediated Communication Intercultural, Epistemography Interactive, Project Transcultural.