Abstract

In this article we offer the reader a first analysis on the concept of power in Eliseo Veron's piece of work. After describing the category in general terms, we will deal with one of the three theoretical operations carried out by the author on the concept, and which helps to lay the foundations of its development, the movement of power from production to reception. Later, in the conclusions, we indicate how the mentioned theoretical operation can only be applied through a specific reduction, power dynamics subtraction. This piece of work is in line with current efforts to revalue culture and communication theory, and the tendency in social science towards the recovery of the question of power as a key concept in general interpretation and as a renewed strategy of disciplinary articulation.

Keywords

Eliseo Veron, Power, Communication, Social Theory.