Abstract

The central objective of this paper is to analyse the most important aspects of communications policy undertaken by the Venezuelan government since 2002, in its task of creating in the country a real communication alternative. The study is based on the theoretical of Britto García (2003), Díaz Rangel (2002), Fox (1989), Habermas (1999), Villalobos (2005), Morales (2005) Wolton (2000) Follari (2007) Márquez (2007), among others. It is established that the social problems of the South are much deeper, first, because they fall within the core injustice, inequality and exclusion, and second, because it is about dependent societies to which, for over five centuries, the hegemonic powers have imposed, with circumstantial success, an economic model, policy, legal and political models, cultural patterns and organizational forms. This imposition has cornered collectivist modes of production, resulting syncretic cultural forms, has relegated to the background relations based on cooperation and solidarity, kidnapping Community powers, but has not totally uprooted them. Telesur is the Communicational answer to this reality. It corresponds to an encouraging vision of politics, is the product of a political decision designed to confront with information the hegemonic paradigm of the north, by the Venezuelan State in conjunction with other countries in the South. Telesur is an opportunity facing the evident challenge that involves a project of this nature, to have an alternative unsubmissive media. It’s a media public space that allows all the inhabitants of this vast region, to know and disseminate its own values, disseminating its own image, to discuss seriously the ideas, deal with political projects, strive public policy and broadcast their own content, free and fairly, becoming a key aspect of the fundamental communication policy of the controversial President Hugo Chávez of Venezuela.

Keywords

Communication policy, democracy, social responsibility.