Abstract
The present article presents a case study of TV OVO - a non-profitable association which is located in Santa Maria in the state of Rio Grande do Sul, Brazil - and aims at discussing the formation of contemporary cultural identities and the practice of communicative citizenship. The methodology adopted includes qualitative analysis and empirical research. Inserted in the community communication, TV OVO provides audiovisual formation for young citizens who live in impoverished areas of the city. This institution is a space that fosters social transformation, active participation of young citizens, as well as democratisation of access to video production and culture. The educommunicative approach adopted by the institution plays an important role in the construction of identity of young people. Besides, TV OVO provides an interesting case for communication, inasmuch as it is characterised as a community media that has no political affiliations and is managed by young people.

Keywords
Community communication, identity of young people, citizenship, educommunication.