Abstract

The National Publicity Council (npc), the forerunner of the Communication Council (cc), is a business sector agency founded in 1959, which brought together businesspeople working in advertising. Between that year and 2000, it produced and launched 49 publicity campaigns that reflected its vision of the country and signaled, in a moderately clear way, its relationship with the incumbent government. In this article, I propose to study the actions of the npc through these campaigns, taking into account that they were developed in a context prior to democracy (first, authoritarian, then in transition to democracy). I review some of the most important messages conveyed by the Council based on its connections to this context, with the aim of establishing business people’s interpretation of the specific circumstances they experienced.

Keywords

Democracy; media; business people.