Abstract
The possibility to analyze publicity spots in their condition of ideological discourses is a growing necessity in the social sciences. This is especially important when referring to publicity spots that refer to highly polarized political junctures, such as the one around the DR-CAFTA. This article shows the results of a Critical Discourse Analysis on publicity spots from that period, all of them especially referred to National Identity and citizen participation on the social movement against the DR-CAFTA in Costa Rica. The research findings indicate that in the publicity campaign that endorsed the DR-CAFTA, different elements related to National Identity where used to promote repression and fear. In contrast, the analyzed publicity spot against the DR-CAFTA used National Identity to motivate and mobilize people. This research has been conducted with the support of the Instituto de Investigaciones Sociales of the Universidad de Costa Rica through one of its scholarships for young researchers.

Keywords
DR-CAFTA, publicity spots, Critical Discourse Analysis, citizen participation, social movement, National Identity.