Abstract

The following article describes the role of the written press of Chile and Peru in the development of some conflictive relations between these countries. The analysis indicates that there are three discursive strategies to legitimize mutual rejection, such as the negative representation of otherness, the exaltation of competition for economic success, and the promotion of national identity based on the values attributed to the military of the Pacific War. The conclusions propose two measures to transform these discourses: the development of social publicity campaigns and the creation of a code of ethics that establishes recommendations for appropriate journalistic treatment of the relations between these countries.

Keywords

Written press, Chile, Peru, violence, communication, peace.