Abstract

The relationship between institutional communication and mediated communication contributes to shape social representations on public issues. In the research that is presented next, these relations are analyzed taking into account the external communication of a public institution, which has been studied through the Instituto de la Juventud press releases during three years, and its repercussion in the press during this period of time. The results obtained in this research allowed to draw conclusions on the forms of communication production of the aforementioned institution and the news treatment of information by the press and the digital media. The study of both the press releases and the news was approached from qualitative media content analysis and it focused, especially, in referential issues like the information treatment, the thematic analysis, and youth representations in the case of the releases; and in the visibility of the press releases in the elaboration of news.

Keywords

Institutional communication, mediated communication, press analysis, representations of youth