Abstract

When the space of communication became a strategic one to think about some of the fundamental contradictions concerning the development of Latin America, the tools that communicators had in order to think about these processes fell short. Therefore, it was necessary to lose the obsession regarding the own object during these last years to start listening to the voices from the real processes in which communication is produced in Latin America. This article states that it is necessary to reach the theory but from the communication processes, as well as from their opacity and ambiguity. Some researchers in Latin America, among them Martín-Barbero, started to consider the need of a radical redesign of research and as a result of his work this text was produced and popularized.