

NATIONALISM AND THE MEDIA: A REFLECTION ON THE ROLE OF MASS COMMUNICATION IN THE DEFINITION OF MODERN IDENTITIES

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ABSTRACT

The article reflects on the complex relationship between the modern construction of national identities and the development of mass media. In this sense, it is reviewed the way in which the media allow the construction of what Anderson has called "imagined communities", as the way in which the global extent of communication helps, along with political and subjective factors, to the permanence of the national reference as fundamental evidence of the contemporary social experience.

Keywords: Mass Communication, National Identity, Nationalism, Routine, Significance.

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