

THE CONSTRUCTION OF CHARACTERS IN THE BOLIVIAN WRITTEN PRESS: THE CASE OF THE FEMINICIDE RICHARD CHOQUE FLORES

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ABSTRACT

This article focuses on the analysis of the news character construction in the coverage of gender violence and feminicides in the national print media, with a specific focus on the case of Richard Choque Flores, a rapist, feminicide, and serial killer who captured the attention of the Bolivian press for several months. The creation of "characters" in journalistic narrative helps readers comprehend disturbing phenomena like gender crimes and enables journalists to develop content beyond the mere presentation of facts. The use of mytho-biographical portraits as a narrative strategy is emphasized, but sensationalist and stigmatizing patterns in crime coverage are noted. The article advocates for a critical and ethical approach to gender violence coverage and suggests that the press should avoid incurring in media violence. Ultimately, the importance of addressing gender violence and its impact on society responsibly and consciously in the media is underscored.

Keywords: Print Media, Gender Violence, Media Coverage, Serial Feminicide, Narrative Profiles.

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