



Comunicacion Gubernamental

**Gustavo Verduzco, Manuel González
Ramírez**

Comunicación Gubernamental:

Comunicación política y gobierno de coalición Ridaó i Martín, Joan, 2016-09-07 La presente obra analiza desde el punto de vista teórico y práctico la problemática que presenta la comunicación de los gobiernos de coalición. No en vano el fenómeno coalicional ha ido adquiriendo un interés creciente especialmente tras los cambios experimentados por el sistema de partidos y la irrupción de gobiernos de signo plural. En este contexto cobran relieve las pautas de funcionamiento interno acordadas y en especial la comunicación política. Sin duda los partidos coaligados deben priorizar la elaboración de planes que permitan relacionar el gobierno con la sociedad y asegurar una buena sintonía entre la emisión y recepción de los mensajes por parte de las bases electorales. De ahí que la profesionalización estratégica de las estructuras comunicativas de los ejecutivos o un buen manejo de las nuevas tecnologías coadyuve a que estos gobiernos sean más creíbles, duraderos y gocen de mayor reputación. México Juan Francisco Escobedo, 2004 *El modelo sistémico para la gestión de comunicación de gobierno* Varios Autores, 2023-01-25 La pandemia de la covid 19 ha puesto de manifiesto que las oficinas de comunicación de los gobiernos nacionales, regionales y locales tienen mucho por hacer. Para empezar equiparar el parámetro de la comunicación de gobierno con una oportunidad formidable para elevar el umbral de lo humano con la articulación de un proyecto de sociedad, no de un proyecto de poder personalista y por lo general cuatrienal. Y con tal horizonte como piso, dedicar entonces tiempo a la planeación y al diseño de estrategias a la elaboración de planes meticulosos para el manejo de las crisis y para el manejo de la comunicación de riesgo. Abrir a la escucha y al debate de ideas, el espacio protagónico merecido para que sea realmente creativa, potente y eficaz la búsqueda de soluciones a los problemas sociales construyendo y manteniendo así la confianza ciudadana en las instituciones, primero y en la humanidad y en el futuro como efecto. Abrir a la escucha y al debate de ideas, el espacio protagónico merecido para que sea realmente creativa, potente y eficaz la búsqueda de soluciones a los problemas sociales construyendo y manteniendo así la confianza ciudadana en las instituciones, primero y en la humanidad y en el futuro como efecto. Manual de comunicación de gobierno: estrategias para proyectar las políticas públicas Eugénie Richard, Angie González, 2017-05-11 El Manual de comunicación de Gobierno: estrategias para proyectar las políticas públicas brinda las herramientas prácticas y metodológicas de planeación, elaboración, realización, gerencia y análisis de una estrategia de comunicación de políticas públicas y resultados de gestión. Su objetivo es ofrecer a todos los elegidos y servidores públicos una herramienta práctica que permita identificar y realizar de manera pertinente las diferentes tareas necesarias para visibilizar la gestión pública. El libro se presenta bajo la forma de un manual, es decir, una herramienta que explica paso por paso la metodología a que se debe seguir y además se enfoca en los aspectos más prácticos del proceso de la comunicación de gobierno.

Encabezamientos de materia de la Biblioteca Universitaria de Sevilla Universidad de Sevilla. Biblioteca, 1997. Listado de los encabezamientos de materia que utiliza la Universidad de Sevilla en su catálogo de libros FAMA presentes en todas las Bibliotecas de la Universidad de Sevilla. Comunicación de crisis: inundaciones y presidencias Lamia Kahlout

,2019-01-01 Manual práctico para líderes en su gestión de crisis como las catástrofes naturales Historia de la Comunicación Social del Ecuador: prensa, radio, televisión y cibermedios (1792-2013) Antonio Checa Godoy,2021-07-26 Quiénes fueron los Murillo Irisarri Sixto Juan Bernal Jos Antonio Campos Pérez Pazmi o ¿Qué papel jugó la prensa guayaquileña en la independencia en las dictaduras del s XIX y en las del s XX El periodismo obrero la caricatura prensa y radicalismo alfariista prensa y mujer revolución anti esclavista etc son temas que también vertebran el periodismo de Manab Esmeraldas Los Ríos y Santo Domingo Todo ello aborda el tercer volumen de la colección Historia de la Comunicación Social del Ecuador en este caso dedicado a Guayas y a las cuatro provincias del litoral El valor general de esta obra radica por un lado en la rigurosa recopilación de fuentes primarias que ascienden entre todas las provincias del país a cerca de 10 000 entre publicaciones periódicas radios televisiones y cibermedios y fuentes secundarias por otro lado en contar la historia de la comunicación en relación no solo con la afiliación política de las publicaciones sino con los hechos históricos económicos sociales y culturales De este modo estudiar la historia de la comunicación de un país es estudiar a la vez su economía su sociedad su pensamiento sus creencias su cultura y dejar que los mismos periódicos y medios hablen de su razón de ser sus ideas de país y del mundo su visión de futuro Se enfatizan además elementos a menudo ignorados en la historiografía que a veces ha incurrido en la catalogación como los hombres mujeres o familias enteras que estaban detrás de aquellos primeros periódicos La intrahistoria periodística También la historia de los impresores que los hicieron posible de modo muy particular en la saga de los Murillo de Guayaquil En el caso de las provincias de Guayas Manab Esmeraldas Los Ríos y Santo Domingo de los Tsáchilas este libro nos descubre muchos aspectos desconocidos o inexplorados del rico periodismo all gestado Por todo ello seguro que ser del interés no solo de periodistas y comunicadores coterráneos o no sino de todos aquellos atraídos por las raíces y valores de los pueblos de la costa ecuatoriana en los que la lucha por la independencia y la libertad define su aguerrida personalidad y por ende su combativo periodismo **The Routledge Handbook of Political Communication in Ibero-America** Andreu

Casero-Ripollés, Paulo Carlos López-López,2024-10-31 The Routledge Handbook of Political Communication in Ibero America addresses the relationship between communication politics and digital technologies in Latin American and the Iberian Peninsula a geographical space linked by social cultural and linguistic aspects In recent years digital media have been central in the dialogue established by political parties institutions the media and citizens In this hybrid space emerged certain phenomena that are of interest particularly in the Ibero American landscape including disinformation and fake news protests on social media the organization of social movements the relationship between the press and the state political participation populism the role played by emotions and memes the impact of AI and platformization on politics and topics of debate in the public sphere This Handbook is structured into nine parts beginning with a historical contextualization and then exploring central aspects of the discipline It then goes on to study trends at the regional level increasing knowledge

about how political communication and digital technologies are changing multiple aspects of Ibero American societies where political communication plays a fundamental role especially in electoral processes with its consequent effects on democracy This Handbook will be of interest to academics students and professionals in the fields of political science communication journalism advertising marketing and sociology as well as public opinion consulting It will be of particular interest to undergraduate and postgraduate students from Latin America Portugal and Spain

Horizontes de la comunicación: teoría y práctica en la era digital , La comunicaci n en su dimensi n social pol tica cultural y econ mica constituye uno de los pilares fundamentales de las sociedades contempor neas A medida que avanzamos en el siglo XXI su papel como estructura articuladora de sentidos mediadora de relaciones y puntal en la creaci n de procesos ptimos de transformaci n se ha intensificado impulsado por la evoluci n tecnol gica la globalizaci n informativa y la emergencia de nuevas pr cticas culturales Dentro de este contexto las marcas entendidas como construcciones simb licas que articulan valores relatos e identidades han adquirido un protagonismo creciente en el ecosistema comunicativo Lejos de ser meros instrumentos de diferenciaci n comercial se han convertido en agentes culturales que influyen en la agenda p blica el comportamiento social y las din micas medi ticas

De Uribe, Santos y otras especies polticas: comunicaci n de gobierno en Colombia, Argentina y Brasil Omar Rinc n, Catalina Uribe, 2015-07-01 Cuentan que a finales del siglo xix en Estados Unidos una campa a orquestada en los peri dicos del empresario William Randolph Hearst encabezados por el New York Journal precedi a la invasi n militar de Cuba en 1898 Hearst hab a enviado un reportero y un dibujante a La Habana para cubrir la guerra El dibujante Frederic Remington telegrafi a su jefe pidi ndole autorizaci n para regresar pues no hab a ninguna guerra y por lo tanto no hab a nada para cubrir Todo en calma No habr guerra dijo Remington La respuesta del empresario period stico fue c lebre Le ruego que se quede Proporcione ilustraciones yo proporcionar la guerra Y en nuestros d as la comunicaci n establece la pol tica y los modos de hacerla se comunica luego se hace pol tica

Comunicaci n gubernamental Oscar Andr s De Masi, 2001 Hoy como nunca antes la opinion publica influye sobre las decisiones gubernamentales Hoy como nunca antes la sociedad accede a la informacion al mismo tiempo que sus dirigentes Este nuevo paradigma lleva a las agencias estatales a incursionar de modo creciente en las tecnicas del marketing y de la comunicacion a los efectos de lograr un mejor posicionamiento frente a sus clientes los electores y los contribuyentes Entre la sociedad y el gobierno entre las demandas de una ciudadania dispuesta a la participacion y la oferta gubernamental de politicas aparecen los diversos medios de comunicacion Estos recogen potencian e instalan temas en la agenda publica Actuan muchas veces como canales de la queja social y asumen tambien el papel de auditores y hasta de jueces de la gestion de los funcionarios Pero trasladan con fidelidad las preocupaciones de la comunidad o anaden su propia hermeneutica a la lectura de los hechos Reflejan la realidad o proyectan una realidad virtual En que medida inciden en la conducta electoral Por su parte la clase politica hace de los medios un nuevo y casi inevitable escenario Inevitable por cuanto la presencia mediatica es la garantia de existencia frente al

publico Por los medios desfilan voceros oficiales y oficiosos En los medios se edifica o se derrumba la imagen de los actores politicos Podria afirmarse que el exito o el fracaso de las decisiones publicas depende de su buena o mala comunicacion mediatica Este y otros interrogantes son el punto de partida del debate que recoge Comunicacion gubernamental y que apunta a examinar los vinculos entre el Estado el mercado y la sociedad civil reunidos articulados diferenciados odirectamente enfrentados por la comunicacion

Periodismo, comunicación política y política de la comunicación

Agustín Molina Gama, Alberto Paredes Zúñiga, Andrea Rivera García, Arely Socorro Millán Orozco, Arturo Durán Benavides, Bárbara Frómata Cárdenas, César Bárcenas Curtis, Claudia Cecilia Flores Pérez, Denia May Sánchez Rivera, Diana Juárez Torres, Diego Iván Martínez Hernández, Eduardo Luciano Tadeo Hernández, Elba América Farías Ocampo, Eric Abad Espíndola, Gabriela González Pureco, Guadalupe Hortencia Mar Vázquez, Gustavo Iván Sámano Martínez, Héctor Gilbran Méndez Alvite, Hugo Sánchez Gudiño, Ilia de los Ángeles Ortiz Lizardi, Javier Esteinou Madrid, Jorge Luis Castillo Durán, José Gregorio Alvarado Pérez, Juan Alberto Rivera Solís, Julio Alejandro Ríos Gutiérrez, Karina Culebro Castillo, Karol Guadalupe Reséndez García, Lewia Dawson Story Rodríguez, Lizy Navarro Zamora, María del Pilar Anaya Avila, María Teresa de Jesús Arroyo Gopar, Mary Carmen Rosado Mota, Melva Guadalupe Navarro Sequeira, Miguel Ángel Barragán Villarreal, Nancy Wendy Aceves Velázquez, Paola Eunice Rivera Salas, Patricia del Carmen Aguirre Gamboa, Rebecca Marilyn Rodríguez Ríos, Rebelín Echeverría Echeverría, Rosalía Orozco-Murillo, Rossy Lorena Laurencio Meza, Sandra Timal López, Sergio Rivera Magos, Yhovanna Hernández Ferral, Cuando apenas hay avances en la consolidación te rico metodológica de los estudios sobre periodismo surgen nuevas manifestaciones marcadas por dos fenómenos que paradójicamente son constantes el dinamismo de la profesión y las interminables crisis lo que genera cuestionamientos que alcanzan desde el concepto mismo del periodismo hasta las dificultades en sus condiciones de producción Algo similar aunque quizá menos marcado ha sucedido con los estudios sobre comunicación históricamente hay hechos disruptivos marcados por la dinámica propia de vitalidad y movimiento de la disciplina que cimbran lo que se sabe y lo que se hace en la comunicación basta echar un vistazo a los objetos de estudio emergentes como la Inteligencia Artificial y su papel en los procesos comunicativos

Comunicación Preventiva. Miguel Túñez López, 2007-04 La comunicación se ha convertido en los últimos tiempos en una pieza decisiva en las estrategias políticas económicas de las empresas e instituciones que interactúan en la sociedad global Sin embargo la imagen pública que proyectan a través de los medios de comunicación cuando tienen que enfrentarse a crisis es todavía notablemente mejorable Con demasiada frecuencia a la crisis real y a sus inevitables consecuencias se añaden las crisis mediáticas que se derivan de una mala gestión de la comunicación en esos casos de máxima presión La comunicación de crisis tiene como objetivo facilitar el diseño de estrategias preventivas y protocolos de comunicación que permitan controlar los efectos de la crisis en la opinión pública y en consecuencia minimizar los daños inevitables De ahí que los gabinetes de comunicación sean piezas estratégicas en la operatividad de empresas e instituciones pues de su eficacia y profesionalidad

depender en buena medida su propia supervivencia en el concierto social *Gestión pública y organizacional de la comunicación digital* Medranda, Narcisa, Galán, Jorge, Villagómez, Patricia, 2022-06-30 Los resultados de 13 trabajos realizados en la Maestría de Comunicación Estratégica Digital de la Universidad Politécnica Salesiana hacen parte de estas páginas Esta publicación resume las propuestas realizadas por los maestrandos acerca del uso de los medios nativos digitales en organizaciones sociales instituciones privadas organizaciones no gubernamentales y entidades del sector público Cobran un papel protagónico de nuevas narrativas plataformas redes e interacciones que han surgido con la evolución y desarrollo de las tecnologías de la información y comunicación *Visual Politics in the Global South* Anastasia Veneti, Maria Rovisco, 2023-04-01 The role of the visual in politics is gaining momentum in scholarly work concerned with the current social media landscape It is widely acknowledged that the production dissemination and consumption of visual products in the Global South is powerfully shaped by geopolitics and a power dynamics in which the Global North dominates the South the cultural imperialism argument However scant attention has been paid to theoretical methodological and empirically grounded approaches to visual politics produced by scholars working in the Global South Little is known about the ways in which scholarship in the Global South might challenge and resist western approaches to the study of the visual Against this background this project aims to examine visual politics in the Global South through theoretically driven and empirically grounded case studies which focus on the role of the visual in formal politics e g political campaigns the relation between state and citizens and public and everyday politics e g social movements activism grassroots politics civil society initiatives This volume examines visual politics in the Global South through theoretically driven and empirically grounded case studies which focus on the role of the visual in formal politics e g political campaigns the relation between state and citizens and public and everyday politics It will be of interest to both researchers and students interested in the study of visual politics from various disciplinary lens media and communication anthropology politics and sociology *Pensamientos al Ras del Sol* Karla Rosa Garibo Muñúzuri, 2012-11 **Comunicación responsable** Hilda Gabriela Hernández Flores, Jorge Alberto Hidalgo Toledo, Sandra Massoni, Paola Rivera-Salas, Aleida Tello, Mónica Morales, Tatiana Mayorga, Melva Navarro, Luis Rojas, Emma Garza, Francisco Coria, Edgar Faguier-Fuentes, Rocío Mendoza-Castillo, Luz María Moyano-Castolo, Roberto Cuevas, Ana Gómez, Laura López, Edna Rish, Erika del Carmen Ruiz, Alejandro Melo Sanfuentes, 2023-08-29 La Comunicación Responsable exige de las personas competencias habilidades conocimientos y actitudes típicas para que se logren aprendizajes saberes prácticas contextos y responsabilidades más humanas sustentables cooperativas y armónicas que deriven en un mejor actuar personal institucional profesional mediático y gubernamental Un liderazgo basado en una comunicación responsable sin duda derivar en una mejor ciudadanía en empresas más comprometidas gobiernos más plurales y democráticos en una sociedad civil más participativa y medios más preocupados por garantizar la inclusión y democratización de la acción comunicativa Con estas coordenadas la obra despliega el modelo de Comunicación Responsable propuesto Hilda Gabriela

Hernández Flores en torno a la comunicación organizacional gubernamental y política con exploraciones en distintos estudios de caso atendiendo a la transversalidad de la perspectiva de género y la digitalización de los procesos de comunicación

Comunicación gubernamental y sectores populares urbanos Gustavo Verduzco, Manuel González Ramírez, 1973

Gobierno Abierto: Un análisis de su adopción en los Gobiernos Locales desde las Políticas Públicas Edgar Alejandro Ruvalcaba Gómez, 2019-06-02 El uso masificado de las nuevas tecnologías y la progresiva democratización de Internet han supuesto múltiples transformaciones de la realidad social en los últimos años. Los gobiernos están intentando brindar respuestas a las nuevas formas de interacción social presentes en el panorama cotidiano. Dentro de este esfuerzo la incorporación de estrategias tecnológicas que permitan diseñar modelos alternativos de gestión pública surgen como una necesidad. En este contexto de configuración de nuevas estrategias de gestión pública se ha producido el surgimiento de un nuevo modelo que ha despertado la atención de académicos, funcionarios públicos y sociedad civil: el Gobierno Abierto. GA. Este modelo emergente propone reinventar la forma de gobernar introduciendo elementos que combinan el uso de nuevas tecnologías y fortalecen los valores democráticos.

¿Estamos preparados? La gestión de la comunicación de crisis en la Administración Pública española Ismael Crespo, Rosa María Medina, Antonio Garrido, Mónica Belinchón, Juan Parodi, 2017-06-01 Debido a la especificidad de una crisis que nos sitúa ante un escenario de vulnerabilidad e incertidumbre y donde el sistema de valores y legitimidad se han puesto en jaque se hace necesario minimizar sus efectos y proteger la reputación a través de la comunicación. La importancia de la comunicación de crisis ha ido creciendo en los últimos años: la constante aparición de casos de crisis y la respuesta que ofrecen los responsables públicos de su gestión justifica el interés por iniciar trabajos que incrementen el conocimiento sobre este fenómeno, sus características, herramientas, estrategias de comunicación y los resultados de su gestión. El propósito fundamental de esta obra es servir de instrumento teórico-práctico para aquellos que se dedican a la comunicación en el ámbito público.

Contenido: Introducción. Capítulo I: Marco teórico. Capítulo II: Casos de comunicación de crisis en las administraciones públicas. Capítulo III: Manual de comunicación en situaciones de crisis para las administraciones públicas. Bibliografía.

Reviewing **Comunicacion Gubernamental**: Unlocking the Spellbinding Force of Linguistics

In a fast-paced world fueled by information and interconnectivity, the spellbinding force of linguistics has acquired newfound prominence. Its capacity to evoke emotions, stimulate contemplation, and stimulate metamorphosis is really astonishing. Within the pages of "**Comunicacion Gubernamental**," an enthralling opus penned by a highly acclaimed wordsmith, readers embark on an immersive expedition to unravel the intricate significance of language and its indelible imprint on our lives. Throughout this assessment, we shall delve into the book's central motifs, appraise its distinctive narrative style, and gauge its overarching influence on the minds of its readers.

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