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Peace Culture in Media Campaigns: Forced Disappearances in Spain

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This study aims to analyze the content of the “Te Estamos Buscando” (We are looking for you) campaign (2017) based on families victims of the enforced disappearance of babies in Spain. Following a qualitative methodology with the method of ethnography for peace, the objective of this research is to inquire how this population perceives the violence of the State, know what are the conflicts to which it is exposed and examine if the content of the campaign responds to a construction of a culture of peace.

The results obtained show that the campaign responds to a peacebuilding action in which the breach of human rights is identified during and after the dictatorship. In addition, three types of violence are confirmed – State, obstetric and symbolic – while identifying that the groups face this issue better since they are united through organizations.

Biography:

Dr. Carolina Escudero is the Academic Director of the Barcelona Program, School of Journalism, University of Missouri in Barcelona, Spain. Her research interests include international journalism, gender perspectives, mass media in Latin America and health communication, particularly as it relates to emotions in the international context. Dr. Escudero presented her research in more than 30 international conferences. Postdoctoral and doctoral degree in Social Psychology, Argentina; Master’s degree in the Sexual Difference at the University of Barcelona, Spain, Bachelor’s degree at the University Robert Schuman, France. Dr. Escudero 's latest book chapter was published in Palgrave Studies in Journalism and the Global South (2023).