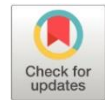


La Prensa: de los géneros de opinión a la construcción ciudadanía

La Prensa: from the genres of opinion to the construction of citizenship

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Resumen

Introducción: el presente trabajo de investigación profundiza sobre la utilización de los géneros de opinión en las ediciones de diario *La Prensa, de Riobamba* y su vínculo con la construcción de ciudadanía. Se definió como pregunta de investigación ¿De qué manera la propuesta periodística de opinión de *La Prensa* aporta al fortalecimiento de la ciudadanía de los lectores de *Riobamba*? **Objetivos:** como objetivo el artículo tiene identificar cuál es el aporte del medio impreso a través de los ejes que maneja y que se han convertido en proyectos que involucran la participación de los ciudadanos. **Metodología:** se trabajó a partir de metodología cualitativa con el análisis de contenido y la entrevista de profundidad como técnicas. La población ascendió a 1.440 contenidos de opinión y se trabajó con una muestra de 250 publicaciones. **Resultados:** los resultados alcanzados sostienen que el medio impreso sí aporta a la formación de los habitantes de la ciudad. **Conclusiones:** la identificación del aporte del medio impreso a través de los ejes temáticos que maneja, transformados en proyectos que involucran la participación de los ciudadanos, subraya la importancia de *La Prensa* en la construcción de una ciudadanía activa y consciente en la comunidad local. **Área de estudio general:** Comunicación. **Área de estudio específica:** Géneros de opinión periodística. **Tipo de estudio:** original.

Abstract

Introduction: This research work delves into the use of opinion genres in the editions of the newspaper *La Prensa, Riobamba* and its link with the construction of citizenship. It was defined as a research question: In what way does *La Prensa's* journalistic opinion proposal contribute to the strengthening of the citizenship of the readers of *Riobamba*? **Objectives:** The objective of the article is to identify the contribution of the printed medium through the axes that it manages and that have become projects that involve the participation of citizens. **Methodology:** we worked from qualitative methodology with content analysis and in-depth interviews as techniques. The population amounted to 1,440 opinion contents and a sample of 250 publications was used. **Results:** The results achieved maintain that the printed medium does contribute to the

education of the city's inhabitants. Conclusions: The identification of the contribution of the print media through the thematic axes it manages, transformed into projects that involve the participation of citizens, underscores the importance of La Prensa in the construction of an active and conscious citizenship in the local community.

Introduction

This manuscript reflects on the construction of citizenship in the opinion page of the newspaper La Prensa Riobamba, a city located in the province of Chimborazo, 183 kilometers from Quito, capital of Ecuador. It examines the way in which the newspaper's content and editorial line strengthen proximity to readers and contribute to citizenship practices: respect, equity, tolerance, unity, teamwork and participation.

The research question was defined as: How does La Prensa's opinion journalism contribute to strengthening the citizenship of Riobamba's readers? The objective was to identify the contribution of the print media through the axes it manages and which have become projects that involve the participation of citizens.

This article applies a qualitative methodology through content analysis and in-depth interviews. The instruments are matrices to organize and categorize the results. The population was established as the 1,440 opinion contents (editorials, opinion articles, cartoons, open forum, letters to the editor, The Good, the Bad and the Ugly) published between January and June 2023. Due to the size of the universe, it was necessary to calculate the sample randomly; 250 publications were used.

Among the results obtained, it was identified that the content, hand in hand with the ideological positioning of the media (editorial line), aims to keep alive the collective memory, the identity with Riobamba; they encourage the new generations on educational values (oratory contest), fair play in sports (Mundialito Guambras con Fe en Chimborazo), care for the environment (school flowerpot contest), social values, respect for cultural identity (carnival verse contest and New Year's Eve testament contest) and inclusion; they recognize the work of artisans, personalities, students and others through the election of the character of the year, which is put to a vote among readers individually and collectively.

Perspective from theory

Communication

Communication plays a crucial role as it is essential for all individuals. Without communication, interaction between people would be impossible. Therefore, effective communication contributes to the growth and development of a community of people.

Communication can be described as a process that involves the transmission of information by a sender through a message, followed by a response by the receiver, which depends on how the receiver interprets the content (Ongallo, 2007, p. 13).

In the communication process, key individuals stand out to achieve its effectiveness. This implies the presence of a main transmitter, who is accompanied by a receiver, in charge of receiving the message through the channels and media used. Communication is recognized as a science, discipline and area of research within the social sciences, according to various authors such as Castells (2014), who, in his point of view, describes communication as the process of sharing meaning through the exchange of information (p. 19).

Communication involves the establishment of a connection between a sender and a receiver at a specific time and place, with the purpose of transmitting ideas, exchanging information and sharing mutually understandable meanings. According to Harari (2015, p. 8), this perspective emphasizes the importance of the relationship between sender and receiver.

On the other hand, Ongallo (2007) defines communication as a process in which a sender transmits sensory stimuli, whether with explicit or implicit content, through a medium to a receiver in order to inform, motivate or influence the receiver. This definition underlines the constant involvement of a sender and a receiver in the communication process.

The use of the fundamental components of communication has allowed humanity to continue advancing in its development and evolution. From the moment human beings began to live in societies, the need to transmit, receive and exchange information arose. However, several communication theorists interpret it in a deeper way than merely as the transmission of information. According to the author Gómez (2022), they assure that communication is not limited only to the transfer of data, but involves the expression of ideas, opinions, feelings and emotions by both the sender and the receiver.

Journalism

From a basic definition, journalism is a profession that is responsible for collecting, interpreting, analyzing and disseminating relevant information through various communication channels, such as the press, radio, television and, currently, digital platforms. Although in the past it was considered simply a trade, today it is recognized as

a profession that imparts and requires knowledge, as pointed out by the author Flores (2014), who states that journalism has evolved from a trade to a regulated profession similar to other disciplines of knowledge.

In the field of journalism, there are crucial elements that professionals consider as fundamental standards or values. One of the most prominent, and often considered the most important, is truthfulness. Journalists must report accurately and rigorously on the facts, as highlighted by (Gronemeyer, 2004).

Journalism plays a vital role in society, as it acts as the primary medium through which we receive information. Therefore, both news and journalism itself are of great relevance to our quality of life, our thoughts, and our culture, as underlined by (Kovach & Rosenstiel, 2012).

Furthermore, journalism is not only about delivering facts, but also influencing the formation of values and practices that are essential for a well-functioning democracy. This includes promoting transparency, so that citizens can understand how decisions are made and how public resources are spent. Journalism is also expected to foster accountability, meaning that leaders and institutions are held accountable for their actions and decisions.

Consequently, journalism takes on important responsibilities to ensure that it is providing a high-quality service to society. In the context of strengthening democracy, journalism has an obligation to provide truthful and timely information, while influencing the formation of essential values and practices that underpin the democratic system. This includes promoting transparency, accountability, participation, plurality and respect for human rights, as highlighted by Carrasco (2016). Journalism also plays a vital role in promoting citizen participation. By providing comprehensive and balanced information, it motivates people to get involved in the democratic process, to vote and to participate in public debates. Plurality is another key value, as journalism is expected to provide a variety of perspectives and opinions so that citizens can make informed decisions.

Genres of opinion

Opinion genres refer to various ways of presenting opinions in different contexts and media. Each individual has the right to express his or her opinions, but it is essential to recognize the existence of various opinion genres used in different communication contexts. According to Fernández (2019), the opinion genre is defined as a written expression that reflects a personal point of view on a topic, supported by solid arguments

and coherent reasoning. Genres such as the opinion column, the essay and criticism seek to influence the perception and thinking of readers, generating reflection and debate in society.

According to García (2022), in the opinion article the author presents a subjective point of view on a specific topic, based on arguments, examples and evidence. The purpose of this genre is to influence the opinion and thinking of readers, stimulating debate and critical reflection.

According to García (2018), publishers play a fundamental role in selecting, editing and publishing works, essentially contributing to promoting ideas and preserving written culture. On the other hand, Gutiérrez et al. (2010) explains that opinion columns are sections in the media in which writers and journalists share their points of view and analysis on topics relevant to society. Their main objective is to influence the opinion of readers and encourage debate through the use of persuasive arguments.

On the other hand, Gómez (2022) investigates the impact of letters to the editor in the public debate, arguing that these letters are a fundamental tool for citizens to express their voice on issues of general interest, thus generating discussion and reflection in the public sphere.

Building citizenship

Citizenship building is the process by which individuals acquire knowledge, skills and values that enable them to be active and engaged members of society. It involves understanding civic rights and responsibilities, participation in political and social life, respect for diversity and commitment to community improvement. Through civic education, tolerance and civic engagement, active and contributing citizenship is fostered, thereby strengthening democracy and the well-being of society as a whole.

The construction of citizenship is a fundamental process in modern society. According to Gardner (1963), citizenship is not limited to the simple act of voting, as it implies much more: the ability to live in accordance with the norms and values that define our community. In this sense, MacLeish (1939) argues that democracy is not a gift that a country gives to its citizens, but a responsibility that falls on the population, which must actively assume it. Furthermore, Kuraishi (2010) underlines the importance of citizenship being an active commitment, which requires adherence to democratic values and participation in the construction of a fair and equitable society. On the other hand, O'Connor (2004) highlights that civic education plays a crucial role in the formation of active and responsible citizens, by helping them understand the importance of getting involved in civic life. Finally, Edelman (2000) underlines that the construction of citizenship is a constantly evolving process, where each individual assumes responsibility

for his or her community and the world. Together, these perspectives underscore the complexity and importance of active citizenship in today's society, highlighting that it is more than just a right: it is an ongoing commitment to democratic values and community improvement.

Society

Society is an environment in which individuals come together to interact, collaborate, and coexist, establishing norms, values, roles, and structures that guide their behavior and relationships. Societies vary in their cultural diversity, economic structure, and the way they address social challenges, making them a key field of study in disciplines such as sociology.

In understanding society, various authors have addressed crucial aspects that influence its functioning and development. Smith (2010) states that "society is composed of individuals who interact in a complex social environment" (p. 25). This statement highlights the interdependence of individuals in society and how their collective actions shape their social environment.

On the other hand, González & Pérez (2019) emphasize the importance of cultural diversity by pointing out that "cultural diversity in a society enriches its perspectives and values" (p. 67). This suggests that multiculturalism not only enriches society, but also contributes to mutual understanding and cultural enrichment.

As society evolves Johnson (2021) highlights that "technological advances have transformed the way people relate to each other in today's society" (p. 42). Technology has revolutionized communication and social interaction, which in turn has impacted the way communities are organized and function.

In the context of building a just society, Brown (2018) stresses that "education plays a fundamental role in building a just and equitable society" (p. 56). This perspective highlights the crucial role of education in training individuals who contribute to justice and equality in society. For his part, Davis (2017) states that "social change is a continuous process that drives the evolution of society" (p. 34). This approach underlines the constant dynamics of society and how adaptation to changes is essential for its sustainable development. Martínez (2019) introduces the concept of active citizenship by stating that "the concept of active citizenship promotes the participation of individuals in political decision-making" (p. 72). This perspective highlights the importance of civic participation as a fundamental pillar of democracy and effective governance.

Methodology

This article is based on qualitative methodology, which is a research approach used to understand and explore subjective and non-numerical aspects of a phenomenon. (González, 2019, p. 28). From the perspective of Bravo et al. (2022), qualitative “allows to establish the axes of information collection, data analysis, systematization and decision-making that led to the construction of a document” (p. 71).

To obtain information, content analysis is used as a technique, which plays a fundamental role in understanding and unraveling the content present in various forms of communication. Experts in this area such as Krippendorff (2018) state that content analysis is a widely used research technique that is used for the purpose of examining and understanding these contents, whether textual, visual or otherwise. Furthermore, as Neuendorf (2002) points out, this approach is particularly useful when seeking to explore deeper aspects of communication, such as the underlying narratives in texts or the visual representation in images and videos. Likewise, Mayring (2014) further expands this perspective by highlighting that textual content analysis is used to identify keywords, analyze sentiments and categorize topics in written documents.

On the other hand, I made use of the qualitative interview as it is a valuable tool that allows us to understand the perspectives of experts in a particular area. In the case of experts, qualitative interviews can provide valuable information about their knowledge, experiences and opinions in a specific field. The qualitative interview in educational and social research is a powerful means of exploring experiences and perspectives (Seidman, 2013). Ultimately Rubin & Rubin (2011) assert that the art of qualitative interviewing lies in the ability to listen and understand the data.

The first one corresponds to figure 1:

Figure 1

Process developed for the application of content analysis



As can be seen in the content analysis, several phases were developed: 1) the hemerographic review in the archives of the newspaper La Prensa de Riobamba where the editions are stored; 2. Hierarchy, which means establishing the order of importance of the observed data; 3. Selection: choosing the materials with which to work for the writing of the article; 4. The selected materials are given an order of appearance in the article according to their importance and level of reliability; 5. The categorization operated by identifying the thematic axes that prevail in the content and were placed in tables to present the results in order; 6. Writing in the corresponding section.

The in-depth interview is reflected in Figure 2:

Figure 2

Proposal for conducting the interview



Meanwhile, the interview had the following sequence: a) Identification of the experts according to their proximity to the research; b) The hierarchization corresponds to the extraction of the relevant aspects of the interviewees' narrative; c) the selection means identifying the coincident aspects of the answers; d) the evaluation means giving them an order of priority in the appearance in the writing.

The sample consisted of 1,440 opinion pieces (editorials, opinion articles, cartoons, open forums, letters to the editor, The Good, the Bad and the Ugly) from January to June 2023. The sample consisted of 250 randomly defined publications.

Results

The data presented below are consolidated in the following tables: findings obtained with the application of the content analysis matrix; panel of experts consulted in this research; matrix of coincidences of the interviewees. Below each of them, an interpretation will be made of those relevant topics that are related to the object of study and allowed to answer the research question and achieve the general objective that is in the first section of this work (approach to the study).

The application of the content analysis matrix, which, as described in the section corresponding to the methodology, selected and evaluated those opinion contents that make it possible to answer the research question and achieve the formulated objective. The collection, processing and writing of the information obtained with this technique is expressed in Figure 3:

Figure 3

Content analysis data collection scheme



In this way, the data obtained are presented below in Table 1.

Table 1

Findings obtained with the application of the content analysis matrix

| Date | Gender | Qualification | Why do you say it? |
|--|--------------|--------------------------|---|
| 01/27/2023 Chimborazo Press Newspaper (2023a) | Open Tribune | How to love the elderly? | The author highlights the importance of loving and respecting older adults. It is suggested to listen to their stories, allow them to express themselves and visit their friends. It emphasizes the importance of understanding their mistakes and allowing them to pray according to their beliefs. In addition, it is mentioned that when the time comes, it is essential to accompany them with compassion in their final stage. This message promotes the appreciation and care of older adults in our society. |

Table 1

Findings obtained with the application of the content analysis matrix(continuation)

| Date | Gender | Qualification | Why do you say it? |
|--|----------------------------------|--|--|
| 01/29/2023 Lozada (2023) | Opinion articles Fredy Lozada | An apathetic society | The author raises awareness about the need to analyze and evaluate the candidates' proposals, as well as to consider their ability to manage public resources efficiently and respect institutions. In addition, he seeks to warn about the risks of making voting decisions based on emotions and unfounded hopes, which can be exploited by political elites with particular interests. |
| 02/21/2023 Chimborazo Press Newspaper (2023b) | Editorial | On the subject of chimneyless industry | The editorial calls on the new authorities to value and promote this industry appropriately, generating initiatives that promote its sustainable growth and preserve the region's tourist wealth. The objective is to strengthen local identity, encourage economic development and contribute to the construction of a citizenry committed to the responsible use of tourist resources. |
| 02/22/2023 Morillo (2023) | Opinion article Kelvi Morillo | Edgar Morin and the indigenous peoples | The author highlights the importance of reflecting on our actions as a human species in a world full of uncertainty. He mentions the thought of the philosopher Edgar Morin and his focus on the need to adopt new, simpler, happier and more sustainable ways of life. He also highlights the influence and wisdom of indigenous peoples in the intellectual vanguard that proposes fundamental changes in the way we live together and in the vision of development based on capitalism. The objective of the text is to promote the construction of a more conscious, fair and respectful society of life and of the diversity of thought and action. |

Table 1

Findings obtained with the application of the content analysis matrix(continuation)

| Date | Gender | Qualification | Why do you say it? |
|-------------------------------|--------------------------------------|--|--|
| 06/03/2023 Jara (2023a) | Opinion article by José Jara | Pedaling is the solution | The author promotes the use of bicycles as a solution to the traffic problem in Riobamba, highlighting its benefits for health and the environment. The aim is to promote values of civic responsibility and environmental awareness, encouraging citizen participation in the construction of a more sustainable and habitable city. |
| 09/03/2023 Arevalo (2023a) | Opinion article Fernanda Arevalo | Always raising the VOICE | A group of women in Riobamba are coming together to march together on Women's Day, raising their voices and sharing their anger, pain and sense of collective care. Their goal is to demand significant changes and prevent the struggle from being used for political or institutional purposes. They are committed to their fight for real change and remain steadfast in their quest for equality and justice. |
| 03/22/2023 Herrera (2023) | Opinion articles Patricia Herrera | March 22, day to value the Water | The author highlights the importance of water as a source of life and stresses the need to value and care for this vital resource. The celebration of World Water Day on March 22 is mentioned and warns about the risks that climate change and the alteration of the water cycle represent for life on the planet, such as floods, droughts and other extreme weather phenomena. The aim is to raise awareness about the importance of protecting and preserving water to ensure the survival of living species. |

Table 1

Findings obtained with the application of the content analysis matrix(continuation)

| Date | Gender | Qualification | Why do you say it? |
|--|-------------------------------------|--|--|
| 03/27/2023 Jara (2023b) | Opinion article Jose Jara | A book... An hour | The author highlights the damaging potential of the Internet, but also highlights its usefulness as a tool for personal growth. We recommend the podcast "One Book, One Hour" on YouTube, which offers summaries of classic works in 55-minute episodes, promoting enrichment and educational distraction. The books are presented as journeys that stimulate the mind and improve various skills. |
| 03/04/2023 Chimborazo Press Newspaper (2023c) | People's opinion | How important is sport to maintain very good health? | Elena Guevara highlights that sport is essential for health, both psychologically and for family unity, as it eliminates stress and promotes joint participation in sports activities. Jacqueline Ortega mentions that sport helps to relax and eliminate stress, so it should be part of daily life. Bryan Toapanta emphasizes that sport is essential for all people, as it helps to de-stress and recommends its practice to enjoy very good health. |
| 04/13/2023 Arevalo (2023b) | Opinion article Fernanda Arevalo | Maintain public order | The author mentions that it is essential to maintain public order in the midst of the social unrest and political instability we face. Respecting the fundamental rights and public freedoms guaranteed by the Constitution is essential to maintaining peace and coexistence. We must value the democratic system and reject both dictatorship and anarchy as political and social options. Preserving harmony and mutual respect is vital for our society. |

Table 1

Findings obtained with the application of the content analysis matrix(continuation)

| Date | Gender | Qualification | Why do you say it? |
|--|--------------------------------|--------------------------|--|
| 04/22/2023 Chimborazo Press Newspaper (2023d) | Editorial | Civility and pride | The author mentions that, during the commemoration of the 201st anniversary of a historic battle in Riobamba, a sense of civic spirit and pride was felt in the community. The importance of transmitting these values to the new generations is highlighted in order to overcome corruption and indifference, and to form leaders committed to public service and the common good. |
| 04/28/2023 Chimborazo Press Newspaper (2023e) | Editorial | Let unity be strength... | The editorial highlights the growing indignation of citizens in the face of crime and the increase in citizen action to combat it. It mentions the lack of confidence in the institutions in charge of enforcing justice and highlights the empowerment of neighborhoods. It emphasizes the importance of citizen unity to achieve real progress and demand changes from future authorities. |
| 05/25/2023 Chimborazo Press Newspaper (2023f) | The good, the bad and the ugly | From organic farming... | The author highlights the benefits of organic farming, such as soil fertility, water conservation, climate change mitigation and promotion of biodiversity. However, he mentions that the lack of in-depth knowledge can lead to higher costs in the inputs used compared to traditional farming. In addition, he points out the problem of "cross-contamination" when organic farms are close to conventional ones. |

Table 1

Findings obtained with the application of the content analysis matrix(continuation)

| Date | Gender | Qualification | Why do you say it? |
|--|-----------------------------------|---|--|
| 05/30/2023 Chimborazo Press Newspaper (2023g) | The good, the bad and the ugly | From the markets of the city of Riobamba | The author points out that the city of Riobamba has 10 markets and squares where people can buy the products they need for their homes. However, he mentions the competition between formal and informal merchants as a negative aspect, which is detrimental to the former. He also points out that the lack of order in the marketing of products can cause disorder and affect the mobility of people and vehicles. Finally, he criticizes the generation of garbage and the lack of adequate collection. |
| 05/30/2023 Chimborazo Press Newspaper (2023h) | Open Tribune | Cultivate sympathy! | The free forum highlights the importance of cultivating sympathy and kindness towards others. It is stressed that genuine sympathy arises from true love and can have a positive impact on people's lives. It encourages offering a friendly and smiling welcome, and suggests that a lack of kindness towards difficult people may indicate a lack of kindness in general. |
| 09/06/2023 Chimborazo Press Newspaper (2023j) | I think about the people | What to do to preserve the environment, which is at latent risk | In her opinion, Sara Osorio suggests avoiding litter, recycling and being conscious of our daily consumption to preserve the environment. Franklin Tid highlights the responsibility of both citizens and authorities in regulating environmental aspects. Iván Cando mentions the importance of stopping using polluting cleaning products. Together, we can take care of our environment. |

Table 1

Findings obtained with the application of the content analysis matrix(continuation)

| Date | Gender | Qualification | Why do you say it? |
|--|----------------------------------|------------------------------------|---|
| 03/06/2023 Chimborazo Press Newspaper (2023i) | Editorial | About the Person of the Year... | The editorial focuses on recognizing and applauding the effort, commitment and contribution of the citizens of Chimborazo to the progress of the region. The reason for this recognition is the thirty-first anniversary of the Media and the outstanding participation of the winners in social events. The objective is to express gratitude and motivate to continue working for the benefit of the community in 2023. |
| 06/17/2023 Guambo (2023) | Opinion article Miguel Guambo | My expression and my right | The author discusses the topic of freedom of expression and its importance in the context of human rights. He highlights how progress has been made throughout history in the protection of these rights and how the Universal Declaration of Human Rights establishes diversity in unity as a fundamental basis. |

Note:Chimborazo Press Newspaper

Fredy Lozada, in his opinion article (La Prensa, 01/29/2023, An apathetic society), invites the inhabitants of Riobamba to become aware of the importance of evaluating the proposals of the candidates for the dignities that will be elected at the national and sectional level. An attitude that they cannot evade. Meanwhile, the editorial of the Riobamba newspaper (La Prensa, 02/21/2023, Regarding the industry without a chimney), approaches the takeoff of the tourism sector as an activity that must be valued and as a development mechanism for the region. The protection and respect of gender rights was the reason chosen by Fernanda Arévalo (La Prensa, 03/09/2023, Always raising the VOICE), to demand respect for their struggle and not mix it with politics for the commemoration of Women's Day.

It became essential to also take into account the content presented in two micro sections (Opinion of the people and The Good, the Bad and the Ugly) of the newspaper, which involve the participation of citizens who answer a formula question; they are chosen at random and this shows perspectives that can even be differentiated from the editorial line of the media. As an example in Opinión del pueblo (La Prensa, 04/03/2023, How important is sport to maintain very good health?), Eleana Guevara, Jacqueline Ortega and Bryan Toapanta agree that sport is the escape valve for youth. In this same context (La

Prensa, 05/25/2023, On organic agriculture), presents in The Good, the Bad and the Ugly the benefits of a clean agriculture that protects the planet and holds citizens responsible for the risks of climate change.

The medium chosen for this manuscript also finds in the celebrations of the anniversaries the reason to raise awareness about the importance of civility; this is why the editorial (La Prensa, 04/22/2023, Civility and pride), highlights the importance of keeping values alive from generation to generation, and emphasizing the search for a better society. And finally, the editorial (La Prensa, 04/03/2023, Regarding the Person of the Year), encourages and motivates the preservation of values such as respect, work and dignity, as inspiration for a more just, more equitable, more democratic and egalitarian Society.

Interviews

This section contains similarities in the criteria of the experts consulted. The first point in Table 2 is the panel of experts that justifies their presence in this research.

Figure 4

Collection stage, gathering and writing of findings with the interview



Table 2

Panel of experts consulted in this research

| Carlos Mauricio Larrea | Juan Carlos Oswaldo Chimborazo Gallegos |
|---|---|
| <p>Profile</p> <p>Bachelor of Social Communication Sciences. Master in Public Policies for Development with Social Inclusion. Master in Political Communication and Marketing. Specialist in Public Policies for Equality. Specialist in Political Communication Management.</p> <p>Institutions where he/she studied:</p> <p>Latin American Faculty of Social Sciences Argentina. University of La Rioja, Spain. Latin American Council of Social Sciences Brazil.</p> <p>Scholarships:</p> <p>Scholarship from the Anti-Corruption School of the Citizenship and Development Foundation. NewLab Scholarship from the Ecuadorian Institute of Political Economy.</p> | <p>Profile</p> <p>Bachelor of Computer Science and Sciences from the Central University of Ecuador. Professional Experience: Journalist with experience in print media and radio. Announcer and public relations specialist. Former official of the National Congress. Author of the works "Hacienda for Sale with Indians and Everything" and "Two Different Worlds," based on the Leprosy Hospital in Quito in 1985. Official of the newspaper "La Prensa."</p> |

Table 3

Matrix of coincidences of the interviewees

| Category | Carlos Mauricio Larrea | Juan Carlos Chimborazo |
|----------|---|--|
| Policy | - Mentions the influence of the media on the political agenda and the role of citizen movements in it. | - Description of the media's openness to diverse political opinions. |
| Social | - Emphasizes the importance of citizen participation and citizenship development. | - Mentions community participation through projects and surveys. |
| Economic | - Highlights the importance of financial education and inclusive economy. | - Describes projects that promote interaction and motivation in the community. |
| Cultural | - It refers to the massification of cultural and artistic groups. | - Organizes events to preserve and revitalize cultural traditions. |
| Sports | - Advocates for citizen participation in sport and the importance of sport as a platform for citizen participation. | - Promotes citizen participation through sports projects and benefits the community. |

Conclusions

- By effectively fulfilling its function of informing, educating and entertaining society, Diario La Prensa contributes positively to the life of the community. In addition, it stands out as a key mediator in the process of strengthening citizenship, by encouraging the participation of the population and maintaining public interest, insisting on the formation of a democratic, informed and conscious citizenry, as shown in the results.
- Research shows that La Prensa Riobamba not only informs the community, but also actively involves citizens through projects and activities with a focus on educational values, fair sport, environmental care, respect for cultural identity and inclusion.
- In conclusion, the identification of the contribution of the print media through the thematic axes it handles, transformed into projects that involve the participation of citizens, underlines the importance of La Prensa in the construction of an active and conscious citizenship in the local community. By addressing fundamental issues such as civic values, education, sports, environment and culture, the media not only informs, but mobilizes the community towards participation. These projects not only strengthen local identity, but also encourage collaboration and civic awareness, contributing to the development of a solid and committed citizenship.

Conflict of interest

There is no conflict of interest in relation to the submitted article.

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