



THE CONSTRUCTION OF AN ETHOS DYNAMIC COMPOSITE AND DYNAMIC IN THE PRESIDENTIAL FIGURE: Álvaro Uribe Vélez (2002-2010) in the cartoon of Matador.

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DOI:doi.org/10.22395/angr.v17n34a4



RESEARCH

This work seeks to characterize the image of President Álvaro Uribe Vélez (2004-2010) built in the Matador cartoons published in the Colombian newspaper El Tiempo during three relevant periods in his two governments (2004, 2006 and 2010).



OBJECTIVE

From a semiotic perspective attentive to the visual and verbal signs that make up the cartoons, we analyze the satirical framing from which the political cartoon operates, attending to the topics discussed, the characters represented and the personality traits identified in the character presidential.



TOOLS

The application of a Correspondence Analysis - multivariate analysis technique also allowed us to study if there are variations between the personality traits identified in the Uribe Vélez character in each of the periods considered.



RESULTS

It is concluded that political cartoons were constituted in a symbolic struggle for the representation of the president, since Matador focused on the negative aspects of his actions, associated some of his decisions judged as positive by public opinion with negative facts and traits, and questioned the ethos built by Álvaro Uribe Vélez in his speech.

