



## RESEARCH IN COMMUNICATION IN ANTIOQUIA-COLOMBIA

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### SUMMARY

In the knowledge society, research has been the foundation for generating innovation. This paper discusses about the scope and emphasis of the action research developed in the field of communication, and also presents research trends in Antioquia-Colombia.

It is found that the subfields where more investigation is being conducted are: **organizational communication, socio cultural studies and educommunication**, and the emerging topics of research interest such as: **communication and entrepreneurship, marketing communication, audiovisual, communication and family development**, as well as communication, **technology and development**.

**Keywords:** *Research on communication, research on Antioquia, research field.*

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## Introduction

Communication research in Antioquia, Colombia (2010-2011) is a project being conducted by the Research Group on Communication -GIC of the Faculty of Communication of the Politecnico Colombiano Jaime Isaza Cadavid, a pilot study of the Observatory of Communication has been implemented in this institution [1].

The lack of consolidated information that might enable communication research dimension carried out in the department of Antioquia, is among the issues of the study. This can contribute to the decision making and the problem solution in the region.

Document analysis was used in the research, the senior theses conducted between 2010 and 2011, by different programs of the universities or institutions of higher education of the region were systematized : Universidad de Antioquia - U de A; Universidad de Medellín -U de M; Universidad Cooperativa de Colombia- UCC, sede Medellín; Politécnico Colombiano Jaime Isaza Cadavid-PCJIC; Fundación Universitaria Luis Amigó- FUNLAM and Universidad EAFIT.

Then, an introduction of the research reflections, scope, and emphasis developed on communication field will be presented.

According to Searle (1997) "While communication studies have been focused on various objects of study, reflection on the theoretical, methodological and epistemological frameworks on which their research practice is based, have not been enough. The result: the large gap between theoretical research and applied research."

Fuentes [2] suggests 3 axes of analysis for communication research: 1. **History of the field**, proofreading and rewriting to guide the renewal of the fundamental utopias. 2. **Scientific Level**: Relevance of a methodology as axis to articulate theory and practice of research. 3. **Community Building**: Trends of dissolution or disciplinary consolidation of communication studies.

"The construction of guiding maps before the increasing complexity of the field, is an important prerequisite for the generation of clear professional options (academic) and for recognition of the background, foundations and needs of the development of the thought and the action ..." [3].

In the work "La investigación en comunicación en los programas académicos de la región centro" (2009) [4], ("Research on communication in the academic programs of the central region" ) the findings lead to reflect on the importance of conducting quality research, it is said that although there are many investigations in terms of quantity, the quality is very little related to the academic programs that produce less but with high quality standards. In regards to the coherence towards the study object of communication, the research points that some of the analyzed projects fit better in programs such as law or sociology, which can be a call to the programs to be more careful respecting to the pertinence, viability and coherence of their projects. Related to the objects of study, the predominant is the mass media, specially the press. It is emphasized that although for the workforce the exigency is in organizational communicators, and public relations managers, the graduate works are oriented toward communication in everyday life.



About the reflection of communication research, Fuentes [5] conducted the study “Communication research in Latin America conditions and prospects for the XXI century”, and gives an overview of the main field researchers and their inquirements, it is noted that in 1974, Luis Ramiro Beltran presented the main areas of concentration of the subjects, he highlights the trends related to the topics and the research findings. Beltran indicates the studies were focused on the conceptualization of the field and they were based on proposals from Europe and the US. The outstanding issues were the **history of journalism, communication law** (European perspective), **agricultural extension**, structure and function of the media, educational communication in TV, radio and audiovisual (US. perspective). Regarding to the methodological approach most studies were **descriptive**.

In 1985, Anzola conducted research in social communication in Colombia (1872- 1984) [6] and established priority thematic for research. Luis Evelio Alvarez Jaramillo [7] published in 2009 his doctoral thesis “Styles of knowledge in media communication studies in Colombia 1962-1990” [8], in which he considered the issues addressed in the studies emphasizing on the functionalist knowledge styles - diffusionist, ecclesial and socialist that permeated the CI at different times in history. There are other studies that advance on this purpose: “Communication Research and Development in Colombia in the XXI Century: The contribution of communication programs of the universities” [9], in which the theoretical framework, the thematic lines, the approaches on research and development concepts were overviewed. This analysis shows that the concept of

citizenship became in a frequent object of study in the projects and it is still present in issues such as: **environment, participation, coexistence** etc.

Another relevant aspect is around issues on **communicative forms, peace processes and conflict**, determining the concern from the academy to approach and understand the armed conflict and its consequences. In relation to the approaches, the most used are those of qualitative type. This study noticed a hopeful outlook for those interested in communication research and development; showing the efforts made in this field and indicating, they have been detached from the development model to migrate to a concept of integral, sustainable human development. Model which takes into account the social and cultural dimension of the communities involved in development processes with communication components. It is generated from this perspective an invitation to systematize the research done by other units: organizations and institutions related to this field.

The findings of the research “*Estado del arte sobre la investigación en medios de comunicación en Colombia 1980-2005*” [10] (State of the art about mass media research in Colombia 1980-2005) shows data from a map that states, how **media** is investigated in the country. The most prominent concerns are related with the **media** involvement with **politics, television and culture**. It is pointed that the approaches are not strict and range from the qualitative, quantitative and mixed. It meets the need of reflecting more about **local media**, and the **information and communication technology**.



Maria Isabel Cortes from the National Open and Distance University -UNAD-, through the article “Research on social communal communication: a pedagogical experience” [11], makes a reflection about what research has meant for the education processes, which are conducted by the program of Social Communication of the UNAD. She has highlighted some research projects that from the cultural appropriation have contemplated the communities in which they performed, and let their life experiences became relevant.

The paper aims to understand the role of culture in communication processes and how this concern is reflected in the senior theses of future communicators. There are other compilations by areas of interest within the media, as developed by Martha Isabel Hernandez, “State of the art, generation and use of knowledge on **digital terrestrial television** (DTT) in Colombia” [12], which seeks to respond the research inquire question “What are the challenges facing by producers and users with the advent of digital television to Colombia? [13], it indicates the need to understand and reflect on the importance of DTT for this country.



In the same way, the research: “Los estudios de recepción en Colombia: De las mediaciones -otra vez- a los medios”, is an approach to what **the reception studies** have meant, and how over time the issues and the study objects have been

transformed from **popular culture** to the **education for the reception**. Here, the new paths of reception studies are outlined. 74 senior theses conducted between 2000 and 2009 are revised. And it is found, the role of the media as a power support and not as a cultural agent. It is evident that most of the analyses turn around television.

The study “Características, alcances sociales e impactos del servicio de radiodifusión de interés público en Colombia” [15], (“*Characteristics, social scope and impact of the broadcasting service of public interest in Colombia*”) shows the lack of interest on doing **research on this subject**. It points out the relevance of strengthen the participation of **the local radio stations** as well as those from **the universities**, in order to make research proposals that allow to improve the **research action**. In addition to this valuation in the communication field, there are some generations from other knowledge lines that also contribute to the communication area. One example is a valuation about the knowledge generated on **youth in Colombia** [16]. This project faces the main problematic presented in youth, **the cultural consumption** is one of them. In other axes, as **informal education, political participation and even job opportunities present communicative elements that evidence the presence of this field in a cross-cutting way**.

In the Article Comunicación Social en Colombia: Estudios realizados y tendencias en líneas de investigación (2006-2013)<sup>18</sup>, (**Social Communication in Colombia: Studies and trends in research lines** (2006-2013)<sup>18</sup>), Zambrano and Barrios present trends in research lines in this field of



study. 80 identified undergraduate programs of Social Communication academic programs were taken as a base. The inquires allow identifying 17 disciplinary fields and 3 new research lines in communication. Among the fields are: cultural factories, communication and daily life, communication and social and economic development, democratization, public service of communications, alternative communication, and social sustained development. In regards to the research lines trends, there are: **Communication as a concept means as material support, meaningful instances and as social historic institutions, and research of communication as social practice.** Documentary methodology was used [17].

Then, it will be presented the trends of research on communication conducted in the region of Antioquia-Colombia 2010 – 2011.

## 1. Findings

### Research in communication conducted in Antioquia Colombia (2010-2011).

Preliminary analysis number of research projects registered this study (139), indicates that during the observation period (2010-2011) on average, Universidad de Antioquia is the institution with the highest number of communication senior theses, in relation to the other observed institutions, followed by Universidad de Medellín, Universidad Cooperativa, Politécnico JIC, Institución Universitaria Luis Amigó and EAFIT.

## Senior theses in communication (2010-2011)

### Institution of higher education and universities of Antioquia



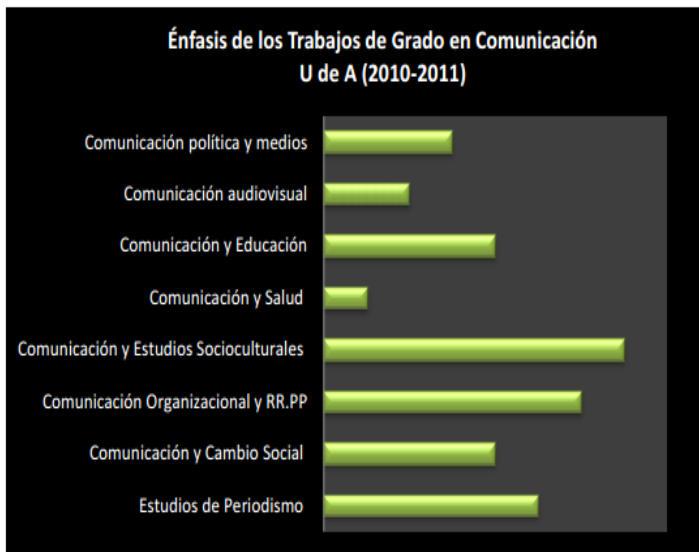
Antioquia and Medellín Universities presented a significant increase in research projects. However, Politecnico, Institución Universitaria Luis Amigó, Universidad Cooperativa and EAFIT reported decrease, as a result of the students' interest on participating in an internship, instead of doing a research paper. The institution that shows the highest increase in research papers was Universidad de Medellín, with 12 papers in 2011.

Universidad de Antioquia is an institution of departmental order, created by the LXXI law in December 4, 1878. It has programs in almost all areas of knowledge. The Faculty of Communication involves the departments of Linguistics and Literature, Journalism programs, Communication, audiovisual and multimedia communication. It also has the Social Communication program in the municipalities of Carmen de Viboral and Cauca. Journalism is offered in the municipalities of Turbo and Andes.

At the University of Antioquia, the axes of the theses, related the area of communication were: **communication and cultural**



**studies, organizational communication, journalism studies, communication and education, communication and social change, political communication and media, audiovisual communication, and communication and health.**



**Emphasis of senior theses in communication U de A (2010 -2011)**

- Political communication and media
- Audiovisual communication
- Communication and education
- Communication and health
- Communication and social studies
- Organizational communication and public relations
- Communication and social change
- Journalism studies

In studies of journalism, analyses of massive newspapers, cultural journalism, and analysis of electronic publications are found, and the political agenda of the regional TV. Research papers about organizational communication were also representative. These are focused on administrative communication, communication in college, communication planning, communication indicators, communication and crisis, organizational environment and organizational culture. Communication and social change studies are focused on communication and development of public institutions in charge of those issues, also the importance of environmental communication, environmental management, and sustainable development in Antioquia. The subject about the environmental communication arises timidly from the approach of the organizational communication. Related to mass media and communication, political

discourse analyses, political cartoons, and public opinion research were found.

These studies come from the School of Communications; many of them are from the communication undergraduate program, followed by the journalism program, the Master in Linguistics (1) and the undergraduate and audiovisual communication program.

70 % of the senior theses referred to communication and cultural studies come from undergraduate social work problems. Observed approaches are around young people on democracy issues, body, citizenship, lifestyles, aesthetic surgery, youth culture, identity, social interaction, social representations, cultural, youth and media. It is observed, studies from the School of Communications of Universidad de Antioquia, that address violence against women, and production of screenplays and documentaries about everyday life topics, youth gangs and other social problems



(Audiovisual communication). By Social work academic program, studies about communication and health are observed, though there is just one study on this line, it could be said that these topics are relevant for the School of public health of Universidad de Antioquia, and it is expected, they should be research object in later. Research papers on Communication and Education were also found in Universidad de Antioquia, these have been led by the Art School, having as research lines: Communication, arts, media and culture, public studies and museum communication.

In summary, the Social Work program presents a greater number of research papers in the axes of communication and cultural studies and communication and health. The Faculty of Arts is the leader in communication studies and education. It is also noted that communication and the environment is at the agenda of communication and social change, with studies from the School of Communications. It is noticed, the largest numbers of papers are focused on journalism studies, followed by the organizational communication axe, and both approached from the traditional topics.

## 1.2 Universidad de Medellín

Universidad de Medellin was founded on February 1st in 1950, and it is of private nature. The faculty of communication includes the programs: Communication and Corporate Relations (2004), it presents three emphases (Public Relations, Public Communication and Development Management, Event Management, shows and contests). Graphic Communication and Advertising (2005), its emphasis are (Brand, Advertising, Web). Communication and Audiovisual Languages (2012), its emphases are: (screenplay, editing, Audiovisual Business Administration). They also offer Technology in Television Edition.

### Emphasis on Communication research areas U de M (2010-2011)



- Comunicación and socio-cultural studies
- Communication and Education
- Advertising communication
- Organizational communication



A large number of research papers of organizational communication line can be found at Universidad de Medellín, followed by advertising communication, communication and education and sociocultural studies. These papers are produced by Communication and Corporate relations program, and advertising graphic communication program.

Organizational communication addresses strategic virtual communication (Web, social networking, PR) for different types of organizations: public sector (Mayor of Medellín Metropolitan Area, Municipality of Guatapé, Mayor of La Estrella municipality, University of Antioquia. In the private sector (Universidad de Medellín, Bancolombia, MSME, Protection SA, ISAGEN, Medellín City Cluster Project, ARKIX SA, RSEEN CABOT COLOMBIANASACOLORQUIMICA SA, Film Academy, University IPS) and foundations of Medellín. Studies also include approaches around: marketing plans, organizational change, eGovernment, management of human resources in MSME, organizational information systems, evaluation of communication, assertive communication, communication for environmental management, internal communication planning, analysis of interactive media.

In **advertising communication**, it is found researches conducted on the use of ICT in advertising campaigns (political communication and media), measurement campaigns, analysis of advertising, graphic communication as a didactic strategy, advertising effectiveness, institutional advertising, social marketing, impact of graphic communication, analyses of micro

entrepreneurs about the media (audience analysis). In relation to **Communication and education**, few papers were observed, one of them is the development of strategies for higher virtual training, in the line of **communication and sociocultural studies**, it stands out: Medellín imagined in tourism websites.

In summary, it is found that the research papers related to communication issues are registered at the Faculty of Communication. The issue of organizational communication stands out with the largest number of studies during the observed period. The approaches: ICT, information systems, and, communication for environmental management, a new innovative element. In the line of advertising communication, Graphic communication arises as a didactic support. From the program of communication and audiovisual languages there are no papers registered.

### 1.3 Universidad Cooperativa

Universidad Cooperativa de Colombia, Medellín is created in the 90s when the university opens branches in several cities of the country. The faculty of Communication Sciences started since 1996, and the curriculum includes programs such as Public communication and politics, in addition to traditional lines of communication (organizational, audiovisual and journalistic) in a cross cutting methodology.





The university also has Faculty of Education with programs like Bachelor of Education and Technology and informatics. 70% of the research paper in communication of Universidad Cooperativa- Medellín, came from the Faculty of communication sciences, and the other 30% from the Education faculty.

### Emphasis on Communication research areas- Universidad Cooperativa (2010-2011)



- Communication and Education
- Political communication and media
- Journalism studies
- Organizational Communication

Organizational communication conducts research about crisis communication, organizational development, strategic planning and organizational culture. In political communication and media, works about political education in media and culture, the network use in political campaigns, political information in media are found. In communication and education studies related with logical thought, ICT, augmented reality, didactic and strategies from ICT are presented.

**To conclude**, in Universidad Cooperativa –Medellin, senior theses are carried out by the faculty of Communication Sciences and faculty of Education. The approaches of the research graduate works at organizational communication level as well as political communication are little innovative. Graduate works under methodological approaches on communication and education emphasized on ICT stand out. It is not observed studies in audiovisual communication area, which is other emphasis of study in the faculty of communication sciences in the mentioned university. In general, studies have been conducted to the same educational institution, for the municipalities of Sopetrán, Envigado, Medellín, for Comuna 13, the private sector is not very representative. Some newspaper analyses are also presented: El Colombiano, El Mundo, El Tiempo.



## 1.4 Politécnico Colombiano Jaime Isaza Cadavid

Politécnico Colombiano Jaime Isaza Cadavid is an institution of higher education of public nature. It has faculty of audiovisual communication, and Informatics Engineering, a program that designs and implements system of information and belongs to the Engineering faculty. During the observation, a large number of senior theses related to communication, technology and development are presented, followed by audiovisual communication and receptive studies.

### Emphasis on senior theses in communication -Politecnico CJIC (2010-2011)



Communication, technology and development.

Receptive studies

Audiovisual communication

In communication, technology and development, 80% of research projects have been conducted by informatics engineering program and 20% by the faculty of Audiovisual Communication. The most relevant studies are the development and implementation of internal communication systems for different types of organizations, communication with IP telephony and videoconferencing, mobile agent for information retrieval, digital libraries, documentation and information in organizations, corporative intranet implementation, web 2.0 applications and Cyber newspapers.

In the faculty of Communication research studies in **audiovisual communication** are outlined, these are approached to the Colombian movies, thematic conceptualization, design and production of short films, documentaries and TV shows, as the short film "Hágase tu voluntad" among others. Receptive studies on public, readers, and TV viewers where consumption, routines and ownership are also evident.

**In summary**, in Politécnico Colombiano Jaime Isaza Cadavid, there is an emphasis of studies about communication, technology and development, mainly from the Faculty of Informatics Engineering. From the faculty of Audiovisual Communication audiovisual products and reception studies are highlighted. Communication studies, technology and development are mainly implemented to private and public enterprise. This line of study is presented by Alaic Interest groups, in the category of Digital, Networking and communication Processes. Audiovisual products have a strong cultural content. Taking into account that research action in the faculty of audiovisual communication are conducted by educommunication, organizational communication, sociocultural communication, audiovisual communication and communication and ICT lines; it is



needed to increase research work in relation to these lines. It is important to underline that the internships carried out by the students of this faculty, involves making depth thematic documents besides the systematization of experience. Documents that were not part of the research inquiry, and evidence the research lines mentioned above.

## 1.5 Fundación Universitaria Luis Amigó

Fundación Universitaria Luis Amigó is an institution of higher education, created and managed by the Congregation of The Capuchin Tertiary Friars, its head office is located in Medellín and it also has four regional centers located in the main cities in Colombia. The Funlam has Social Communication and Advertising faculty, this program was created in 1998, fostering the relationship Communication - Education as its emphasis and academic offering. This institution also has the Faculty of Psychology and Social Sciences that includes the Family development program.

### Emphasis on Communication senior theses Funlam – Medellín (2010-2011)



Communication and family development  
Communication and Sociocultural studies  
Organizational Communication  
Popular communication, communitarian

**Organizational communication** studies are directed mainly to NGOs, planning and communication strategies, application of ICT for internal communication projects are included. **Popular communication** refers specifically to alternative media, and **sociocultural studies** address to tattooing, body and senses. All of these papers come from the Faculty of Social Communication and Advertising. Additionally, there are a series of works around communication and family development, referred to dialogue and communication with young people,

developed from the Family Development Program, of Psychology and Social Sciences faculty.

In short, The Faculty of Social Communication and Advertising of Fundación Universitaria Luis Amigó does not present studies in its own emphasis, communication and education, either in communication and advertising. The evident approaches are in organizational and alternative communication, although with no much innovation. It is emphasized that these studies have been applied to NGOs



and some communes of Medellin as the number 8 commune and organizations like: AFMI Communications ,Therapeutic Community Uniendo esperanzas, cooperative sector Funlam.

## 1.6 UNIVERSIDAD EAFIT

### Emphasis on Communication research areas

#### EAFIT (2010-2011)



- Communication and entrepreneurship
- Communication and discourse
- Journalism studies
- History of Communication
- Education and Communication
- Communication advertising
- Communication and socio-culture studies

EAFIT is a private university that offers a program in Social communication of the School of social sciences and humanities. It started in 2004, and in 2007 the program carried out a change into the context of the academic reform and curricular modernization developed by the university, in which 9 semesters were implemented. The number of students has increased along the years, the first graduate cohort was in 2008-I. The undergraduate program in Social communication aims to educate social communicators and journalists specialized in communication and information technologies. EAFIT has school of Law and also a school of Management, which includes Marketing among its programs.

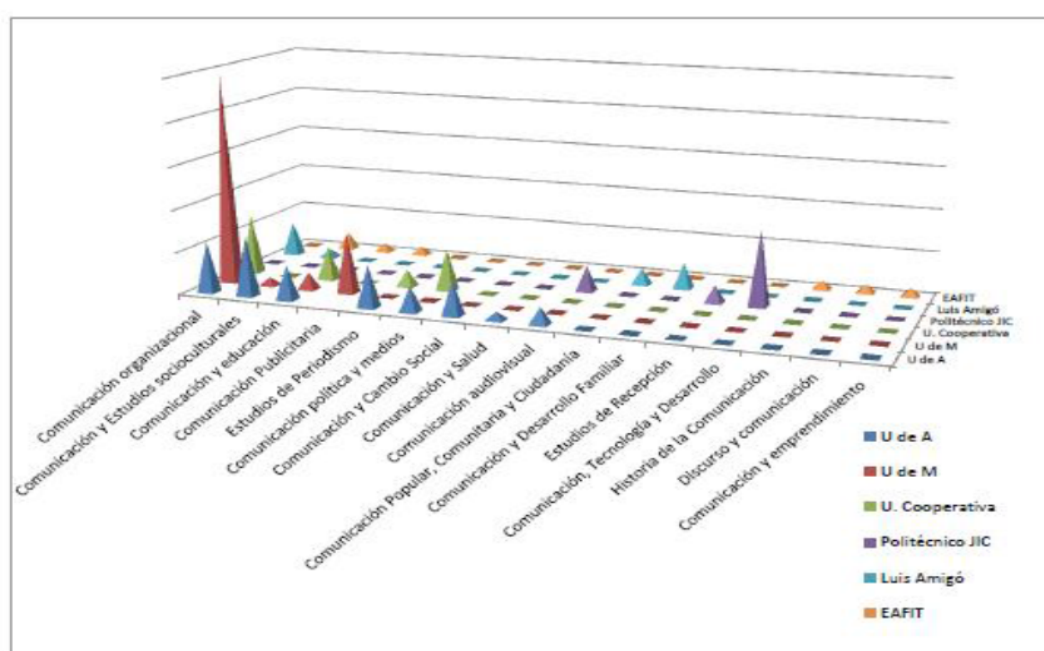
In the category of communication and discourse, it is found the research paper “El lenguaje jurisprudencial: hacia una Comunicación Jurídica orientada al ciudadano” (“The jurisprudential language: Towards a citizen-oriented legal communication”), from the school of Law. In advertising communication the graduate project “BTL, una herramienta para recordar y fidelizar” (BTL, (below the line) a reminder and customer retention instrument), from the Marketing program, that also produces a research work about feasibility to set up a company in communication and informatics technology sector, placed in the category of entrepreneurship in communication.



Communication and education emphasis are presented in the senior thesis addressed to CIT applied to E-learning. In the category of Communication and socio-cultural studies are placed the projects: “La representación de la mujer en la telenovela colombiana” (Women’s representation in the Colombian soap opera) and “Cuerpos bonitos es lo que uno ve en televisión”. In the category Journalism studies, the cybermedial journalism is approached. As in the history of communication the selected topic is the history of the TV in Antioquia. These papers come directly from the social communication faculty.

## Conclusions

### Emphasis of senior theses in the Universities of Antioquia (2010-2011)



*Organizational communication, Communication and socio-cultural studies, Education and communication, Advertising communication, Communication, politics and media, Communication and social change, Communication and health, Audiovisual communication, Popular communication, community and citizenship, Communication and family development, Reception study, Communication technology and development, History of communication, Discourse and communication*

*Communication and entrepreneurship.*

The findings of this study showed that the main emphasis of Communication senior theses in the department of Antioquia-Colombia, are related to the **organizational communication**. Universidad de Medellin, corporative communication faculty is the most representative among the observed universities, followed by Universidad de Antioquia, Universidad cooperative and Universidad Luis Amigó.



The addressed subjects in these studies are similar: Communication planning, communication and crisis management indicators, organizational culture, communication management, organizational development. U of M stands out by the organizational communication emphasis in relation to ICT: Web, social, PR, online government, SMEs, evaluation of organizational communication, interactive media. The types of organizations that are assumed in the studies are public, private, NGO. In regards to the U of M, it is observed a trend to study the private, the government sector and SMEs and. Instead of U of A, Cooperativa, and Funlam with a tendency towards corporations, the university, municipalities, and, cooperatives.

In communication and socio-cultural studies the most representative college, in terms of senior theses, is Universidad de Antioquia, and they come from mostly by the Social Work program. The approaches are observed around young people on issues focused on democracy, body, citizenship, lifestyle, cosmetic surgery, violence against women, as well as screenplays production and documentaries on everyday topics, youth gangs and other social topics (Audiovisual Communication and Multimedia program).

Universidad de Antioquia, also leads **communication and education** studies, developed mainly from the Faculty of Arts, approached from visual culture, public studies and museum communication. The School of Communications conducts **journalism studies, communication and social change**, in which the environmental communication is timidly introduced. Universidad Cooperativa de Medellín

has leadership respected to **Politics Communication and media**, where teaching strategies and learning from ICT is highlighted. EAFIT reports e-Learning and entrepreneurship in communication studies.

Politécnico Colombiano Jaime Isaza Cadavid has leadership in **audiovisual communication, studies of reception, communication, technology and development**. In relation to **advertising communication**, Universidad de Medellín is the institution with more studies. Zambrano y Barrios present some trends in Communication research lines in Colombia **(2006-2013)**<sup>19</sup>, 17 disciplinary fields and 3 new lines of research were highlighted. Among the fields are: Cultural industries, daily life and communication, communication and socio-economic development, democratization and public service of communication, alternative communication, and sustainable social development. Regarding to research lines, the trends are: **Communication as a concept. Media as supporting material, meaningful instances as socio-historical institutions. And the research action on communication as a social practice.**

Few connections among the identified fields by Zambrano and Barrios (2013) are shown in these results. Also, there are few theses connected with the 5 strategic priorities of the Development Plan of the Government of Antioquia (2012-2015) 20: Legal, Education as Transformation Engine; Safety and Violence Prevention; Social Inclusion, Development, Environment and Sustainability; Regional integration with Urabá y Antioquia sin fronteras [18].



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## NOTES

[1] This project is based and dimensioned in light of the proposal "Theoretical Review and Critical Analysis of Social Communication Research in Colombia (1985-2011) suggested for implementation by a group of researchers and the Association of Schools of Communication-AFACOM, in 2011, which it was suspended and only reached few levels of development. The main researcher of the project participated in the formulation of the proposal, and she would perform as its coordinator in Antioquia and incorporate the spirit of the initial inquiry, she also would reformulate in order to make observation of the phenomenon of interdisciplinary research in the regional context, and in relation to the needs and problems that are presented in Antioquia Development Plan (2012-2015) and with the intention of implementing the Antioquia Observatory interdisciplinary communication research.

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- [15] S.A. S.f. Characteristics, scope and social impact of the broadcasting service of public interest in Colombia.
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- [17] The documentary research is characterized by the use of documents. It collects, selects, analyzes and presents consistent results. It is characterized by: Using logic and mental processes of any investigation; analysis, synthesis, deduction, induction, etc. It performs a process of scientific abstraction, generalization based on the fundamentals. Taking adequate data collection that allows  
rediscovering facts, suggesting problems, guiding to other research sources, directing forms to develop research instruments, formulating hypothesis, etc.
- [18] The introductory findings of this study were presented in the XXII ALAIC- Lima Perú congress. Available in: <http://congreso.pucp.edu.pe/alaic2014/wp-content/uploads/2014/10/GT9-M%C3%B3nica-Mar%C3%ADa-Valle-FI%C3%B3rez.pdf>

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