

**León, P. y Reyes, P. (2016). *The print media at election time, in: Medios de comunicación. Regional elections and the peace process. Bogotá: Universidad Nacional de Colombia.***

The objective is to show how the press of national diffusion does not fulfill its social function of guaranteeing the adequate handling of integral, impartial and balanced information, especially in electoral times.

Contains a brief historical review of El Espectador and El Tiempo; Observation of the written media: El Tiempo and el Espectador; and public opinion as a concept.

The national press, one of the mass media, does not fulfill its social function of guaranteeing the adequate handling of integral, impartial and balanced information whose objective is to create audiences and flows of sufficiently illustrated public opinion that are not used by actors or interest groups that distort their autonomous judgments, which deteriorates the consolidation and deepening of democracy.

The regional elections of 2015 in Colombia were characterized by peacefulness. The unilateral cessation declared by the FARC allowed for a certain amount of tranquillity in several areas of the departments of Antioquia, Cauca, Caquetá, Nariño, Valle del Cauca, Norte de Santander, Arauca, Putumayo and Meta. For its part, the country's electoral authority reported the highest historical participation rates in the departments of Atlántico, Bolívar, Boyacá, Casanare, Córdoba, Meta, Nariño, Santander and Sucre, departments characterized by a strong presence of the insurgency, specifically of the FARC.

The regional and local elections made headlines in the country's major media during the peace negotiations between the national government and the FARC guerrillas. However, the media showed a very marked bias by some candidates to the detriment of others, which was evident in the mayoral elections in Bogota where the establishment's candidate was favored and finally elected for the period 2017-2020.

On the other hand, the media are an important part of the processes of forming public opinion and therefore have a decisive role in politics, democracy and even in government decisions. Furthermore, politics is subject to the scenarios offered by the media where ideological competition is less and less, programs are less visible, the opinion of future voters is pre-formed and the needs of society are transmitted to the government through them.

The paths taken by politics in the context of globalization are witnessing the collapse of the public square, patronages and electoral bosses as mediators of politics and culture, all of which were gradually changed by the media.

The existence of communication technologies in the configuration of the public sphere requires major changes in mentalities, languages and policy design. It is also a mistake to consider that technologies can be neutral, since they are the place where the economic and political interests of the country's business and political elites are concentrated.