

López de la Roche, F. (2015). *Between what is desirable and what is possible in order to live in peace: changes in media communication and in political cultures on the Right and Left wings*, in: Vargas, A. *Transition, democracy and peace*. Bogotá: Universidad Nacional de Colombia

To analyze the challenges for the media and political culture in the current dialogue process, in view of the eventual signing of a peace agreement between the National Government and the FARC.

It brings together the challenges of peace for journalism and the mainstream media, the demand for substantial transformations in the political culture of the Right and the Left wings, and the conclusions.

The reconstruction and democratic renewal that would hopefully bring about the overcoming of the armed confrontation with the FARC and the national reconciliation of the Colombians is not a matter for particular political factions alone, for example, liberalism and the Left. The general public must be involved. That is where the media play a major role. In this respect, the peaceful and democratic reconstruction of the country is a matter for liberals, conservatives, leftists and Uribistas, but it is also a challenge for the media and their role in building democracy in the country.

Achieving peace through negotiation with the FARC guerrillas could substantially contribute to overcoming the characteristics of the media as instruments for official policies of persecution and manipulation of the masses linked to the need for war, in three dimensions: on the one hand, creating the sensation that the military confrontation is being defined in favor of the State; on the other hand, generating psychological and political climates that favor a permissive military jurisdiction over human rights violations; and finally, the stigmatization of social movements by accusing them of being allied with or infiltrated by the armed subversion of the FARC guerrillas.

Peace achieved through negotiation with the guerrillas could substantially contribute to overcoming these three characteristics imprinted by the armed conflict on the communicative regime in Colombia, and thus to less instrumental and less murky communication, and to a climate of political culture that favors the organization and consolidation of social movements as central actors in a renewed democratic culture in a post-conflict context.

The proposal on the transformation of the media, journalism, mass communication and political cultures for the post-agreement and reconciliation of Colombian society, is to contribute and rebuild the country torn by violence and intolerance, with an adequate transitional justice, with informative and deliberative openness that will contribute to the truth and symbolic reparation of the victims of the armed conflict, where it will be necessary to transform the values and political attitudes of the population, to which journalists and the media, academics, educators and politicians will contribute.