

Peña Nieto and Televisa: A Construction of a President?

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Abstract:

The article focuses on a particular aspect of the last presidential election, July 2012, where television, as the hegemonic media, reached undisputed role. For this propose, we focus on the alliance that the candidate Enrique Peña Nieto made with Televisa. We intend to contribute to the theoretical discussion on the links between the political system and media system in an electoral context. We start with a double hypothesis: on the one hand, that the media plays a very important role in the representations that citizens are formed on policy and, secondly, that the relationship between political representative and citizen is configured by the forms of media communication.

Key words: *Democracy, Electoral Processes, Politic Marketing, Surveys, Television*

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