



Relaciones estratégicas - Comunicación internacional. El Caso Chile (Poliedros) (Spanish Edition)

Carla Avendaño Manelli

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Las Relaciones Internacionales, por su especificidad de teorizar sobre la cambiante realidad internacional, se nutrieron de distintas disciplinas. Este análisis intenta revelar la importancia del abordaje de la Comunicación Estratégica para materializar las decisiones comunicativas de los países y su inserción en el mundo globalizado. El análisis de caso, combinado con las categorías analíticas de abordaje propuesta por Comunicación Estratégica, ha sido la metodología a través de la cual se abordó la realidad de Chile y su propuesta de “Marca País”. Este trabajo se compone de dos partes: la primera, de carácter teórico–metodológico, desarrolla algunos conceptos y estructuras para enmarcar el objeto de estudio dentro de las Relaciones Internacionales. La segunda, aborda casuísticamente la realidad comunicativa chilena.

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