

Abstracts

Who supports to parties in Mexico? An analysis of partisan social bases after the democratic alternation

Esperanza Palma

The purpose of this essay is to analyze the social foundations of the three principal political parties in Mexico after the 2000 election, by taking into account variables such as the personal income, education, the level of political information of citizenship, the perceptions towards the presidency of Vicente Fox and the position concerning democracy, among others. For this revision, it is used a national survey sponsored by IFE and UAM-A in 2004. The basic assumptions are as follow: the universe of partisan supporters has decreased dramatically after the year 2000, and that the social and cultural cleavages during the democratization period still explain the partisan diversity.

Key words: Political parties, Partisan and no partisan supporters, PAN, PRI, PRD, political trust, social cleavages

Methodological proposal for the analysis of political identities

Laura Loeza Reyes

The document analyzes the political socialization and the identity dynamics of the elite leader of a national network of civil organizations in Mexico: The Convergencia de Organismos Civiles por la Democracia. The study resorts to stories of life of the leaders, centered in its political participation trajectories. The vector of the analysis is the influence of religious socialization during early socialization of the leaders and the influence in their political identities. The narrations of leaders are compared with the narrations of a group of ex guerrilleros, actives in the same period and geographical area, in order to analyze the correlation between religious socialization and the non political radicalization of leaders.

Key words: political identities, religious identities, political socialization, democracy, civil organizations

Political communication and electoral campaigns. Analysis of the political television spots as a communicational tool

Virginia García Beaudoux y Orlando D'Adamo

This paper analyzes the main features of political communication aimed to persuade voters in the context of a presidential campaign, via a specific mass media such as television, and by means of a particular communication tool which production is completely controlled by political parties and candidates: the political spot. Their characteristics and prevailing contents are discussed. Spots of the presidential campaign 2003 in Argentina are used as examples.

Key words: political communication, political spot, electoral campaign

Geostrategic considerations of European and South American integration: testing the neorealist hypothesis

Mikahil Mohammeddinov

This article examines the development of the EU and Mercosur as two regional counter-hegemonic projects. The study uses a neorealist framework and confirms the neorealist assumptions of regional integration being either a measure of adaptation to overwhelming hegemony or a measure of resistance against a contracting hegemony. However, it also points to important differences in the agenda of the US-EU and US-Mercosur relations and the differences in the character of integration in the two blocs that have been predetermined by the different nature of problems the two regions have in their relations with the superpower.

Key words: Mercosur, European Union, integration, neorealism, counter-hegemony

Globalization and Exclusion. Readings from the Other

María Cristina Menéndez

The present paper works from the perspectives of cultural sociology and political philosophy, the study of the interaction generated between globalization and social exclusion in the current world. For

instance, problems such as the lack of recognition, toleration, solidarity, the depth of economic inequalities and the opinionated imposition for an unipolar hegemony as the rationale of control, make necessary to explore where the Other is located, to provide a subject capable to create a different alternative. Thinking on this neglected dimension is the premise to define some points of reflection for enhancing a comprehensive change within the public life.

Key words: globalization, exclusion, values in crisis, social change