

افغانستان آزاد – آزاد افغانستان

AA-AA

چو کشور نباشد تن من مباد
بدین بوم و بر زنده یک تن مباد
همه سر به سر تن به کشتن دهیم
از آن به که کشور به دشمن دهیم

www.afgazad.com

afgazad@gmail.com

European Languages

زبانهای اروپایی

Victor De Currea-Lugo

27.09.2022

Why Petro didn't go to the appointment with Biden and other tricksters

We need channels that say, in real time, what the government is up to... As long as the Petro government does not understand the "already" of the urgency of the communication challenge, its works will help little. No, for their works they will not know them, but for their ability to show what they did.



That there is a panic in health, that the Minister of Mines confused hydrocarbons with carbohydrates, that Petro was late for an appointment with Biden, that France is from the ELN, that thousands of Cuban doctors are about to arrive in Colombia, that the health budget decreased, that the economy is dollarizing, [Petro spoke while drunk](#) in the United States...

www.afgazad.com

afgazad@gmail.com

"Slander, slander that something remains," they often say in Spain. And the problem is that what is at stake is not little: the legitimacy of the Government of Gustavo Petro. This democratically elected project represents a series of proposals for change that are indispensable for the vast majority that already has an Achilles' heel: its communication with the country.

Just as invasions are already done more with checkbooks than with soldiers, coups d'état begin with a model of constant communication that, like a drop on a stone, ends up fracturing it.

To annihilate the Jews there was a previous step: reduce them to lice; to murder street dwellers the first thing they did was to call them "disposable"; to overthrow Salvador Allende, it was first necessary to generate an economic panic that combined the press and shortages, among other strategies.

In the same vein, people voted against peace in Colombia because a very effective media campaign convinced them that if she won the plebiscite we would become homosexuals and atheists. It's that amazing and that simple. The media is capable of that and much more.

In Rwanda, after a successful negotiation process and the signing of a peace agreement, the government's enemies did not hesitate to kill the president and carry out genocide against the Tutsi. That was organized through a broad social mobilization orchestrated by a radio station, Radio Mil Colinas, which turned a part of the country, the Tutsi, into cockroaches that were to be eliminated. Again, it's that amazing and that simple.



Before attacking the health reform in Colombia they need to create fear, no matter the size of the lies or how illogical they seem, the goal is to save the business of the EPS that handle more than 70 billion pesos. Before creating new paramilitary groups, there is a need to justify the fear of cattle ranchers, to make them victims, to generate panic.

We need channels that say, in real time, what the government is up to. If this information vacuum is filled by openly anti-Petrist political propaganda channels, then the government does not complain about the consequences.

The popular saying goes that "not only do you have to lay the egg, but you have to cackle it." To this is added the immense expectations of change and the rush to materialize. Any delay, any confusion, any information vacuum is going to be used by the enemies of the government to take advantage, and that adds up.

As long as the Petro government does not understand the "already" of the urgency of the communication challenge, its works will help little. No, for their works they will not know them, but for their ability to show what they did.

Irene Vélez is still reduced to her tennis shoes, while her management with the community of the El Guavio dam is barely mentioned; the opening of Colombian-Venezuelan relations is blurred because Leyva slipped into a number; the health crisis moves in time, suggesting that before August 7, 2022 the entire health sector worked like a charm until Carolina Corcho arrived who speaks in a fool that entrepreneurs do not like.

I do not believe that the march of September 26 will attract many people, but this rhythm of attacks and fake news will feed a wave of opposition that has nothing to do with the truth or what the government does, but with what the media builds at the service of big capital.

And the government? It seems that well, thank you. A model of communication strategy had to be thought and put into practice before the first round, today it is already late. The lady in the corner of my house and the man who sells the avocados are not watching the congressional debate or the minister's Twitter, no, they are watching RCN.

In a world where reality is not what dictates the political agenda but the media versions, where Iraq was invaded because there were weapons of mass destruction, where it is generalized to say that all Colombians are narcos, where all Muslims are terrorists, it is very possible that the Petro Government is not reflected in what it does or does not do but in what is said about what it did.

There are minor things, such as gossip, that become big and even "real"; there are important things and urgent things. As long as the Petro government does not understand the "already" of the urgency of the communication challenge, its works will help little. No, for their works they will not know them, but for their ability to show what they did.

It is not enough, moreover, to counter false and malicious information. The government MUST (so in capital letters) create the media agenda, produce the news, lead the information and not just play defensive. And that's not just done on Twitter. End of press release.

[Victor de Currea-Lugo](#), September 24, 2022

La Pluma. Net 26.09.2022