

Hugo Chávez, his Philosophy of Communication and TeleSur

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"Because of the deceit they have dominated us more than by force". Simon Bolivar.

In the communicational philosophy of Hugo Chávez, truth and freedom play a central role and more is played by the meticulous work of producing intelligent and intelligible information. It is a huge challenge, although some do not see it at first glance. TeleSur, for that reason, has managed to gain unquestionable positions in the emancipatory communication experience of Latin America. No one has said that it is "perfect". That Philosophy belongs to us continentally because it is not a Venezuelan idea, but a Socialist integration project in which it is the premise of its being to be an internationalist. This is one of the greatest and best splendors in the TeleSur praxis that Chávez always yearned for and that is why he was, no doubt, his greatest promoter, follower and constant critic.

The Philosophy of Hugo Chávez with respect to TeleSur is inspired by contributing to critical thinking and action, capable of broadening the interpretations of facts, themes, causes and social movements. Approximately, 80% of TeleSur programming is based on "informative" content and is completed with documentary films or special programs that, generally, it is impossible to see on other television channels. "Our North is the South", is much more than a motto or flag that has been flying since 2005, it is a Revolution of the "look", of informing oneself and critically intervening thanks to the expressed integration, from Caracas, by the governments of Venezuela (51% of the shares), Cuba, Argentina, Bolivia, Ecuador and Nicaragua. And, especially, because of the political will and clarity of Hugo Chávez who, from the first moment, he dreamed of a television station that would allow our Southern peoples to spread their realities and values, producing their own image, with their own ideas and problems. Audiovisual and free and fair communication.

Today, TeleSur is one of the best sources of information in the entire planet. TeleSur increasingly exceeds, according to some sources, an average coverage of between five and six million people. TeleSur is not only a democratic "good idea" of television, it is a strategic political decision of transcendental importance in the path of changing the informative paradigms that our people need in the construction of their independence and semantic and revolutionary sovereignty.

As Hugo Chávez wanted, TeleSur must advance in the transformation of television that informs not only in terms of aesthetics, narrative, rhythm and style ... but in the very choice of content and approach to information. It is not a naïve adventure; it is a dynamic project that understands the features and rhythms of a television station whose complexity of objectives must advance in very harsh and often unprecedented terrain. It is necessary to inform about the struggles of the peoples their progress and their challenges.

In a continent sequestered by the media chains of the oligarchy, country by country, nothing is easy to be a tool at the service of the ideal of Latin American and Caribbean integration, that is, a television for integration and as an informative powerhouse that does not require competing with monopolies private, and their bourgeois ideological ballast, but make visible all the revolutionary theses in the social, scientific, academic, artistic and communication. Hugo Chávez, demanding as he should always be, wanted a free TeleSur that, in his words, "will maintain its independence. TeleSur does not depend on any government, on any fixed line, but Telesur is free to navigate in the waters of truth."

The leader of the Venezuelan Revolution wanted TeleSur in permanent vigil to facilitate our visibility on the struggle of the peoples. I wanted it to become a communicational banner of informational rebellion and also a great school towards the formation of new professionals in emancipatory communication. Hugo Chávez insisted on calling us to watch TeleSur and to promote it to enrich the production and reception of our informative stories as a vanguard responsible for making visible the revolutionary protagonists of our time.

In his logic, and his aesthetics of information, Chávez reflected a thousand times on how to always improve TeleSur, how to turn it into a key lever for the construction of our new revolutionary identities in synchrony with the most complex global news challenges, breaking the media sieges more stubborn and penetrated the most inhospitable and risky information territories. In short, from his Philosophy of Communication, Comandante Chávez wanted TeleSur to be an invaluable continental mirror to look at our most significant achievements and weaknesses. Without going through the discourse of the empire. And, besides mirror, I wanted TeleSur a tool of political intervention, on reality, by way of information released from the dictatorship of the merchandise. Against all machinery of bourgeois lies, against the "news" deformation of consciences, against the maelstrom of the apparatuses for destabilization, assassinations and coup d'état ... TeleSur has the responsibility of being a smart television, enemy of ennui, powerful and revolutionary from the saying to the fact, from the concepts and even the forms. Champion of a semiotic fight against the concepts or hegemonic meanings, and against the "War of the Fourth Generation".

TeleSURtv is a "sword of Bolivar, who walks and walks through Latin America." A semiotic, aesthetic and dialectic struggle that looks to the future and sows socialist expressive freedom with the winds of revolution that vibrate from factories to consciences. Hugo Chávez, like few leaders, kept alive his pertinacious preoccupation

with communication tasks and deposited in TeleSur some of his best ideas, strategies and hopes animated by all the traditions of emancipatory struggle at the service of the revolution, together with the discipline of the organization and the unity of the peoples. It is not small thing.

For an entire continent it is important to know what TeleSur represents in the process of transforming communication itself, but that is not all, it is also imperative to realize that TeleSur has a magnificent defense able to avoid the defeat of emotional strength, of culture, tradition and the democratic will of the people. This must be studied as a new social communication phenomenon determined to transform the conscience of the peoples and to defeat the ideology of the ruling class.

Hugo Chávez bet, with TeleSur, to break with any permissive attitude in front of the media powers accustomed to lying. That greatly displeased a President who, in addition to his political leadership, Latin American and world, also became a communicational leader of the "Great Homeland" able to make work an old dream, and many, at the service of all. It was clear that one of the ways to transform the "informative" discourse was to change the actors of the discourse and make visible and audible those who lead the fight against tyranny, against exploitation, against the depredation of the planet ... Chavez spoke, and he always insisted on the renewal of the informative story, on the aesthetic problem, the type of "shots", the type of music, the modulation, the voice inflections, the accents, the modalities ... without those intermediaries who explain to us how reality is and, in exchange, let reality itself speak to us. TeleSur is an integration tool whose "north is the south" and whose north is also socialism, a fundamental strategic line that has generated solidarity with the revolution and, in addition, is generating a television model to change the ways of communication and communication. raise awareness with the media. Your "north" is, also, the truth. it is generating a television model to change the ways of making communication and of becoming aware with the media. Your "north" is, also, the truth. it is generating a television model to change the ways of making communication and of becoming aware with the media. Your "north" is, also, the truth.

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