

Three Visions of a Conflict: The Case of La Araucania, Chile

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Abstract : The article focuses on the analysis of three images of the last five years that represent different visions of social groups in the context of the so call "Conflicto Mapuche" in la Araucanía, Chile. Using a multimodal social semiotic approach, we analyze the meaning making of these images and the social groups strategies to achieve visibility and recognition in political contexts. We explore the making and appropriation of symbols and concepts and analyze the different strategies that groups use to built hegemonic views. Among these strategies, we compare the use of digital technologies in design these images and the influence of Chilean Estate's vision on the Mapuche political conflict. Finally, we propose visual strategies to improve basic conditions for dialogue and recognition among these groups.

Keywords : visual culture, power, conflict, indigenous people

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