

Governmental communication during the first months of the Coronavirus in Bolivia

Ingrid Steinbach Mendez, Alvaro M Hurtado Calderon

ABSTRACT

The research describes the communication actions implemented by the Government of Bolivia to inform and communicate with the population between March and June 2020, when the Covid-19 pandemic arrived. Seventy press conferences, 21 messages to the nation, two web pages and six social networks of governmental institutions and of the president of the Plurinational State of Bolivia were analyzed.

The results show a communication that is not very strategic and rather intuitive, based on fear and contaminated by electoral politics. It was a mixture of political communication and health risk communication, where a diversity of political spokespersons or leaders stood out over professional spokespersons or leaders in the health area, and where the population preferred to turn to alternative (virtual) sources of information and not necessarily to the official media and tools created to inform the population about Covid-19.

BIOGRAPHY

Ph.D. Ingrid Steinbach Mendez, is a doctor in Education and Social Communicator. For 32 years she was Dean of the Faculty of Humanities and Communication at the Private University of Santa Cruz de la Sierra, Bolivia. He has experience in academic management, curriculum design, and teaching in social and communicational research methodology. He has investigated in areas of intercultural communication, communication and the city and has advised more than 150 investigations of undergraduate students in corporate communication. She has been director of the Academic Magazine Contributions of Communication and Culture for 30 years.

Magister Álvaro Hurtado Calderón, has specialized in Social Communication with a mention in “Political Studies” and communication strategies for private companies and the public sector. He has been a professor for more than 30 years at Bolivian universities focusing on image, corporate and communication strategies. In recent years, he has been a communication consultant for WHO / PAHO Bolivia (2021) in the Covid-19 information and communications to the people through the Health and epidemiologic Surveillance Viceministry of the Bolivian country; also, for the Transportation Department of BID-Bolivia; and NGOs about education, gender and communication for people with HIV, among others.

3rd European Congress on Immunology, Webinar | September 29-30, 2021

Private University of Santa Cruz de la Sierra, Higher University of San Andrés, Bolivia

Citation: Ingrid Steinbach Mendez, Alvaro M Hurtado Calderon, Governmental communication during the first month of the coronavirus in Bolivia ,3rd European Congress on Immunology, Webinar, September 29-30-2021, 06
