



ANALYSIS OF XENOPHOBIC CONTENT IN THE FAN PAGE OF THE NEWSPAPER THE OPINIÓN IN RELATION TO THE RETURN OF VENEZUELAN PERIOD 2019-2020

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Abstract:

According to the newsletter of Juan Carlos Mejía Llano (2022), for the month of May 2022, the social network Facebook has more than 35.15 million users in Colombia, and the discontent generated by more than 50 years of internal conflict leads to this social network, including samples of xenophobia towards Venezuelan migrants, with recent data of 1,300,000 biometric records, which in the words of the researcher Lida Ximena Tabares Higueta, "latent on the network". Social media networks such as La Opinión are the focus for comments from users with xenophobic thinking and rejection of Venezuelan migrants, as proven by previous studies by researchers such as Santiago Almeida Daza (2020), who studied how xenophobia was legitimized through of the press, taking the newspapers La Opinión and El Tiempo as the object of study, therefore, this research with a mixed methodological approach and non-experimental methodological design analyzes the comments of users on news published on the Fan Page of the newspaper La Opinión that deal with the issue of migration; characterizing the phenomenon through a descriptive level to identify the relationships between variables and developing a picture of the subject, through a case study, establishing cause-effect relationships with the level of explanatory research, with the aim of detecting how xenophobia is generated through of the interactions of the fan page of La Opinión around the news of the return of Venezuelan migrants, between March and September 2020.

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The present investigation analyzed the forms of interaction, reaction and participation of the followers of the official Facebook page of the newspaper "La Opinión", (regional newspaper, with its main headquarters in the city of Cúcuta - capital of North Santander) in the space provided for the participation of Internet users regarding the news content generated by this medium. This from the boom in which social networks are found, such as Facebook, where journalists and many media migrate to these platforms to be able to bring news and information to their different audiences, which opt for these media. to get information quickly. To achieve this, some analysis sheets were made that allowed determining the contents with which a greater interaction was generated by the users, where those contents that are written briefly and with easy-to-understand terminology predominate. On the other hand, it is possible to determine the type of content that generates more interaction on the part of the users, exposed through shares, reactions and comments, the latter allow to identify the type of discourse they handle, the use of verbal and non-verbal language, the type of content preferred by them and the different forms of participation with the content.

Keywords: Social Networks - Facebook - Digital Journalism - Interaction - Discourse - xenophobia - migration.

ANÁLISIS DE CONTENIDO XENOFÓBICO EN EL FAN PAGE DEL DIARIO LA OPINIÓN CON RELACIÓN AL RETORNO DE VENEZOLANOS PERIODO 2019-2020

Resumen:

Según el boletín de Juan Carlos Mejía Llano (2022), para el mes de mayo de 2022 La red social Facebook cuenta con más de 35.15 millones de usuarios en Colombia, y el descontento que generan más de 50 años de conflicto interno se desemboca en esta red social, incluyendo las muestras de xenofobia hacia los migrantes venezolanos, con datos recientes de 1.300.000 registros biométricos, lo que en palabras de la investigadora Lida Ximena Tabares Higueta, "latente en la red". Redes sociales de medios de comunicación como La Opinión son foco para los comentarios de usuarios con pensamiento xenofóbico y de rechazo hacia los migrantes venezolanos, como lo prueban estudios previos de investigadores como Santiago Almeida Daza (2020) quien estudió cómo se legitimó la xenofobia a través de la prensa, tomando como objeto de estudio a los diarios La Opinión y El Tiempo, por eso, esta investigación con enfoque metodológico mixto y diseño metodológico no experimental analiza los comentarios de usuarios sobre noticias publicadas en la Fan Page del Diario La Opinión que tratan el tema de la migración; caracterizando el fenómeno mediante un nivel descriptivo para identificar las relaciones entre variables y elaborando un cuadro del tema, mediante un estudio de caso, estableciendo relaciones de causa- efecto con el nivel de investigación explicativa, con el objetivo de detectar cómo se genera xenofobia a través de las interacciones del fan page de La Opinión en torno a las noticias del retorno de migrantes venezolanos, entre marzo y septiembre de 2020. La presente investigación, analizó las formas de interacción, de reacción y de participación, de los seguidores de la página oficial de Facebook de periódico "La Opinión", (periódico regional, con su sede principal en la ciudad de Cúcuta – capital de Norte de Santander) en el espacio dispuesto para la participación de los internautas referente a los contenidos noticiosos generados por este medio. Esto a partir del auge en el que se encuentran las redes sociales como es el caso de Facebook, en donde los periodistas y muchos medios de comunicación migran a estas plataformas para poder llevar noticias e información a sus diferentes públicos, los cuales optan por estos medios para lograr informarse de manera rápida. Para lograr esto, se realizaron unas fichas de análisis que permitieron determinar los contenidos con los que se generaba una mayor interacción por parte de los usuarios, en donde predominan aquellos contenidos que son redactados de

forma breve y con terminología fácil de entender. Por otra parte, se logra determinar el tipo de contenidos que genera más interacción por parte de los usuarios, expuesto a través de compartidos, reacciones y comentarios, estos últimos permiten identificar el tipo de discurso que manejan, el uso del lenguaje verbal y no verbal, el tipo de contenido preferido por ellos y las diferentes formas de participación con los contenidos.

Palabras clave: Redes Sociales – Facebook – Periodismo Digital – Interacción – Discurso – xenofobia – migración.

ANÁLISE DE CONTEÚDO XENÓFOBO NA FAN PAGE DO JORNAL LA OPINIÓN EM RELAÇÃO AO RETORNO DE VENEZUELANOS, PERÍODO 2019-2020.

Resumo:

De acordo com o boletim de Juan Carlos Mejía Llano (2022), para o mês de maio de 2022 A rede social Facebook tem mais de 35,15 milhões de usuários na Colômbia, e o descontentamento gerado por mais de 50 anos de conflito interno flui para esta rede social, incluindo manifestações de xenofobia em relação aos migrantes venezuelanos, com dados recentes de 1.300.000 registros biométricos, que nas palavras da pesquisadora Lida Ximena Tabares Higueta, "latente na rede". As redes sociais como La Opinión são um foco de comentários de utilizadores com pensamentos xenófobos e de rejeição em relação aos migrantes venezuelanos, como evidenciado por estudos anteriores de investigadores como Santiago Almeida Daza (2020), que estudou como a xenofobia foi legitimada através da imprensa, Assim, esta investigação, com uma abordagem metodológica mista e um desenho metodológico não-experimental, analisa os comentários dos utilizadores às notícias publicadas na Fan Page do jornal La Opinión que abordam o tema da migração, caracterizando o fenómeno através de um nível descritivo; caraterizar o fenómeno através de um nível descritivo para identificar as relações entre variáveis e elaborar uma imagem do assunto, através de um estudo de caso, estabelecendo relações de causa-efeito com o nível de pesquisa explicativa, com o objetivo de detetar como a xenofobia é gerada através das interações da página de fãs do La Opinión em torno da notícia do regresso dos migrantes venezuelanos, entre março e setembro de 2020. Esta investigação analisou as formas de interação, reação e participação dos seguidores da página oficial do Facebook do jornal "La Opinión" (um jornal regional com sede na cidade de Cúcuta - capital do Norte de Santander) no espaço disponibilizado para a participação dos internautas em relação ao conteúdo noticioso gerado por este meio. Isso se deve ao boom das redes sociais como o Facebook, onde jornalistas e muitos veículos de comunicação migram para essas plataformas a fim de levar notícias e informações aos seus diferentes públicos, que optam por esses meios para obter informações rapidamente. Para tal, foram criadas fichas de análise para determinar os conteúdos que geraram mais interação por parte dos utilizadores, com predominância de conteúdos escritos de forma breve e com terminologia de fácil compreensão. Por outro lado, é possível determinar o tipo de conteúdo que gera mais interação por parte dos utilizadores, exposto através de partilhas, reações e comentários, estes últimos permitem-nos identificar o tipo de discurso que utilizam, o uso de linguagem verbal e não verbal, o tipo de conteúdo preferido por eles e as diferentes formas de participação com o conteúdo.

Palavras-chave: Redes Sociais - Facebook - Jornalismo Digital - Interação - Discurso - xenofobia - migração.

1. INTRODUCTION:

The research was developed in the field of studies on migrants, framing itself in one of the least studied lines, which is return migration: as well as in research on hate speech, especially on social networks and with xenophobic content, becoming in a pioneering investigation when dealing with both issues including the topic of return migration, one of the methodological frameworks with the least bibliography due to its complexity; as well as in a mirror and time capsule around the sociocultural phenomena on the Colombian-Venezuelan border between Norte de Santander and the Venezuelan state of Táchira.

The investigations of Lida Ximena Tabares Higueta were able to determine indications about "a phenomenon that is beginning to become latent on the Internet among some Latin Americans due to the political situation in the country." (2018) this being the hate and xenophobic speech in the interactions of Fan Pages of Colombian media on the social network Facebook, a worrying fact in a nation that by March 2022 had around 1,300,000 refugees. Faced with this problem, the main research question was: What types of xenophobic content are generated on the La Opinión newspaper Facebook Fan Page in relation to the return of Venezuelans to their country of origin, between March and September 2020? and to answer it, the contents of the newspaper La Opinión were explored on its Facebook page in the binary interval from March to September 2020, describing the xenophobic comments regarding the return of Venezuelans to their country and interpreting the data coding in their analysis of contents. First of all, the research seeks to demonstrate the need to reduce the xenophobic content that is used when responding to topics such as return migration that greatly affect the Colombian-Venezuelan border between Norte de Santander and Táchira, trying to eliminate the culture of acceptance of xenophobia, in addition to contributing to studies for the reduction of xenophobia in favor of democracy, tolerance and respect and also supporting theoretical construction in border studies, especially in the field of social sciences, as a research model to follow.

Among the international and national precedents, cases were found around hate speech and xenophobia on Facebook, but at the local level it was difficult to find studies on the subject, finding only works around the construction of daily imperfect peace of young migrants in Cúcuta (Andrade, 2022) and identity forms of the border region of Táchira and Norte de Santander (Bustamante de Pernía and Chacón, 2013) emphasizing the importance of being a pioneering investigation around issues of hate speech and xenophobia in social networks and migration of return at the Colombian-Venezuelan border, which according to data from Colombia Migration, for the month of July 2020, 90,000 migrants crossed the Simón Bolívar international bridge and the trails, which led the president of Venezuela, Nicolás Maduro, to use the derogatory term of "Trocheros" against their compatriots, even ordering the army to guard the border.

The methodological focus of the research is mixed, which for Creswell Clark (2006) is a research strategy or methodology with which the researcher collects, analyzes and mixes (integrates or connects) quantitative and qualitative data in a single study or a multiphase program of inquiry, while for Tashakkori and Teddlie (2009 and 2003) they constitute a class of research designs, in which quantitative and qualitative approaches are used in the type of questions, research methods, data collection, analysis procedures and inferences. The research also has a non-experimental and documentary methodological design, because it does not manipulate the variables (Sampieri, Collado and Lucio, 2001) and documentary because the comments of the Fan Page of the newspaper La Opinión were analyzed, taking into account investigative documents that supported the reading, analysis and subsequent writing of the document.

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The level of the investigation is used that of case study and explanatory investigation, when developing an intensive search for a social unit, collecting information about the existing situation, analyzing sequences and interrelationships of the factors to elaborate a broad and integrated picture of the social unit, from a carefully selected sample to reach a conclusion in the midst of a deeper level of knowledge.

This population was 569,000 average readers of the newspaper La Opinión, data based on interactions, delivered in October 2022 in a meeting with the journalist Karina Judex Balaguera, director of La Opinión Digital in person for this investigation and an intentional sample of published news. on even or odd days (it is an example to categorize, have a delimiter) in which the processes of return to their place of origin were discussed; as well as a sub-sample of all the Facebook posts that spoke of the returnee to their place of origin with xenophobic nuances: using non-participant observation and the model of social uses of communication by Jesús Martín Barbero, which combines an analytical research strategy analysis of the reception of media with a theoretical exploration proposal called "study of mediations and uses social uses of communication", combining means and mediations, with the aim of mediating in the face of social and cultural inequalities by being an actor in the construction of a democratic society, and in the case of this work, not xenophobic, taking into account that in Through communication technologies there are more questions than answers.

This project's focus, as its purpose, is to explore the contents of the La Opinión newspaper on its Facebook page in a binary interval (from March to September 2020), on xenophobic aspects, as well as describing xenophobic comments from the ways in which they are presented. (reactions and comments), regarding the return of Venezuelans to their country on the Facebook page of the newspaper La Opinión, which allows interpreting the coding of the data in the content analysis.

Based on the social problems evidenced in the return of Venezuelan citizens, taking as a reference the content disseminated on the Facebook fan page of

the newspaper La Opinión, we will proceed to investigate the presence of messages with xenophobic content on social networks to carry out a classification of the different reactions of netizens, proceeding to identify them and carry out a study that allows them to be known; with the aim of reducing the xenophobic content used when responding to topics such as return migration that affect the Colombian-Venezuelan border between Norte de Santander and Táchira.

The importance of studies regarding the scope of freedom of expression in social networks are highlighted in the accessibility of the medium so that people can give their opinion without a filter, prioritizing aggressive comments, where even these are cheered, in a culture of acceptance of xenophobia, and this work is justified as an investigative contribution regarding social phenomena that occur on land borders such as the Colombian-Venezuelan one between Norte de Santander and the Táchira State and its permeability in social networks, providing a theoretical framework for research around studies on border issues, social networks and studies to reduce xenophobia, given that users believe in total freedom to speak, demean and dishonor because it is also easy to react negatively through the multiple options it provides the social network and it turns out that if it lends itself to triggering different opinions, there is the option of eliminating it and making sure nothing has happened, because there is still no duly standardized control.

It is expected to make a contribution to the analysis studies focused on the reduction of xenophobia in social networks around issues that concern the Colombian-Venezuelan border between Norte de Santander and the State of Táchira, benefiting not only the construction of an academic discourse in pro democracy, tolerance and respect, but also supporting theoretical construction in border studies, especially in the field of social science research. The importance of identifying the problem leads us to point out that the research was developed in the field of studies on migrants, framing itself in one of the least studied lines, which is return migration: as well as in research on the discourses of hate, especially on social networks and with xenophobic content. In terms

of degree projects, research has been carried out that somehow approaches topics such as xenophobia, hate speech and migration, but this research is pioneering in dealing with both topics, including the topic of return migration, one of the methodological frameworks with less bibliography due to their complexity.

According to the changing nature of the topics covered in this research, the possible evolution will be observed in the analysis of the bibliographic sources and the study material, which are the comments on the Facebook Fan Page of the newspaper La Opinión, on a date determined, becoming a mirror of these sociocultural phenomena on the Colombian-Venezuelan border between Norte de Santander and the Venezuelan state of Táchira. Facebook is a social network in which different media have ventured seeking to reach their audience in a more timely and rapid manner, becoming an information tool that transcends, being the future of communications. In everyday life people express their feelings through comments, judgments and opinions about the reality in which they find themselves; Facebook has 2,936 million users worldwide for the first quarter of 2022, approximately, while in Colombia it has more than 15 million users, being a country that has suffered from violence for more than 50 years and although many people do not live this problem up close, their reaction to certain situations becomes violent or aggressive most of the time, in this case, using Facebook as a means to vent their discontent with the phenomenon that is migration as shown by the investigations of Lida Ximena Tabares Higueta, who developed a work entitled —Analysis of violent and hate speech in two Facebook groups against Rodrigo Londoño Timochenko's candidacy for the presidency of Colombia where it was even found, among 42 messages analyzed from a Facebook group called —Antiuribista a message of hate focused on Venezuelans, where they are called "donkeys", which the researcher determines as discrimination against migrants, stating that a first indication of a phenomenon that begins to become latent in the network among some Latin Americans due to the political situation of the country.

Colombia is one of the countries with the most immigrants in the world, according to data published by the UN in 2019, by March 2022, around 1,300,000 Venezuelan refugees and migrants completed their

biometric registration to access the PPT, and More than 2 million people have already registered to access the PPT, exceeding the initial goal of 1.8 million migrants and refugees.

Due to these situations, many are the news that are published daily by the newspaper La Opinión showing the different social realities and circumstances that are constantly seen, where netizens react to these through comments, which usually show xenophobic thinking and rejection. , due to the massive presence of Venezuelan citizens in all parts of the country, taking up the words of Ximena Tabares Higueta: —phenomenon that begins to become latent in the network among some Latin Americans due to the political situation in the country. (2018) many are people who feel fear, since they are accused of being the main perpetrators of different crimes and the focus of infection and exacerbation of the current health situation in the country.

Seeking to analyze this social phenomenon, the following question was raised: What types of xenophobic content are generated on the La Opinión newspaper Facebook Fan Page in relation to the return of Venezuelans to their country of origin, between March and September 2020?

2. THEORETICAL BACKGROUND:

There are works such as those of Mónica Dzul and Ernesto Payán that analyze xenophobia in virtual networks, such as Facebook, from the perspective of a group of university students from Mérida in Mexico, managing to encompass xenophobic discourse in the normalized public debate. by the press: as well as the investigation by Yulieth Torvisco and Giancarlo Gomero, where they analyzed a case of racism on social networks against the Peruvian congresswoman Martha Chávez, which shows that people respond to cases of racism with racist comments, demonstrating that it must delve into each modality of racism that is normalized in social networks.

In the national investigative field, we have the work of Lida Tabares, where she was able to confirm how the presence of hate speech in Facebook groups stems from the positions of the groups and their forms of content. Also included in the state of the art is the

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campaign by UNHCR emphasized in the media, as a basis for generating citizen awareness above labels, as well as support for migrants, deflating stereotypes that show a conflicting image. of migration, thinking of the Venezuelan as a person and not as a herd.

The state of the local art is what allows us to glimpse the need for investigative work, finding an investigation by Natalia Andrade on rebellion as a way of building everyday imperfect peace in young migrants in Cúcuta, which shows the advances that human mobilization brings to peaceful coexistence, interculturality and conflict transformation, recognizing migratory movements as scenarios of peace. Also counting the investigation of Ana Bustamante de Pernía and Edison Chacón on identity forms in the border region between Táchira and Norte de Santander, which manages to show points in common between the citizen of the border area, who above all does not want obstacles in the crossing border, also evidencing phenomena and symbols typical of the border area.

The research work locates the issue of xenophobia in the public debate, as it is an ideological behavior located in history, which remains beyond the social and cultural particularities of human groups, normalized, where it is thought that what is alien to the environment it is bad. The research tends towards the creation of a culture of inclusion and equality, taking into account the social nature of which human beings and, particularly, young people are a part, as generators of change and movements that have shaken their closest circles. , even the institutions that make up the society in which they develop.

3. METHODOLOGY:

The methodological focus of the research is mixed, which for Creswell Clark (2006) is a research strategy or methodology with which the researcher collects, analyzes and mixes (integrates or connects) quantitative data and qualitative in a single study or a multiphase research program, while for Tashakkori and Teddlie (2009 and 2003) they constitute a class of research designs, in which quantitative and qualitative approaches are used in the type of

questions, methods of research, data collection, analysis procedures and inferences.

The research also has a non-experimental and documentary methodological design, because it does not manipulate the variables (Sampieri, Collado and Lucio, 2001) and documentary because the comments of the Fan Page of the newspaper La Opinión were analyzed, also taking into account investigative documents that supported reading, analysis and subsequent writing of the research document.

The level of the research was case study and explanatory research, when developing an intensive search for a social unit, collecting information about the existing situation, analyzing sequences and interrelationships of the factors to develop a comprehensive and integrated picture of the social unit. , from a carefully selected sample to reach a conclusion in the middle of a deeper level of knowledge.

The population object of the investigation is cited in 569,000 average readers of La Opinión Digital where the intentional sampling classifies the sample of those news located on the days, where issues of return to the places of origin are dealt with. After determining the stratification of the sub-sample, the affixation is carried out, choosing all those Facebook publications that deal with the returnee to their place of origin with xenophobic nuances.

The ways in which comments are presented on a Facebook page are: reactions (I like it, I love it, it makes me angry, I care, it makes me sad, it amuses me) where there are 6 types where one of its objectives is directly proportional to the comments that possibly they were given to the post in question. Additionally, the reactions allow generating more accurate statistics in relation to the impact on audiences, the delimitation of niches and determination of content of interest.

Comments, which are an initial Facebook tool, allow users to textually express their reactions to the post to which they want to refer. The information collected and analyzed was temporarily delimited to 7 months taking

into account a binary delimitation (allowing the time of 2 months to elapse) being related to xenophobia in the return of Venezuelan citizens in 2020, time of COVID 19.

From the instruments and the article, a proposal is built for the writing of news that promotes a state of imperfect peace, starting from the positive comments that were not altered in the third instrument, where the need of Internet users for moderation of news is connoted. the messages that are transmitted in the mass media, in order to build the proposal from the same results.

The proposal has the name of "Communication strategy in favor of the generation of positive spaces in defense of human rights and respect for diversity from the ethical task of social communication before the publication of news about Colombian-Venezuelan migration" and was created from the comments taken in the third instrument, who point out examples of how, for example, the headlines are the ones that lead to the violent reactions of Internet users.

The same comments pointed out how the handling of the news from the titles is what leads people to react violently, not giving way to discussion, and not manipulating the comments allows the construction of peace to be done from the authors themselves. social being studied. An example is the comment of the Internet user Luz Marina Castañeda regarding the news: "Discriminatory publications in networks increase 347% after statements by Claudia López" which reads as follows:

"POLICITIZING INSECURITY, DEATH AND CRIME AGAINST COLOMBIANS AND ON THE OTHER HAND THE PAINFUL SITUATION OF THE VENEZUELAN BROTHERS LEADING A STATEMENT BY THE MAYOR TO EXTREMISMS" which shows how, from the headline, playing with the politicization of social phenomena leads to comments loaded with xenophobia against the migrant population. The comments are not manipulated so that the construction of the strategy starts from the same social subjects that are studied in this project, which are the Internet users.

Internet user Quintana Quintana's comment on the news item "Migratory flows in Norte de Santander will be reviewed" highlights the need to use reliable statistical data to prepare the news item: "Of every

100 crimes committed in Colombia, 1 is committed by a Venezuelan, that is, 99.91% of Venezuelans are not criminals."

The news of Friday, November 18, 2020 "Venezuelan Christmas exodus" generated a good amount of positive comments, where the need for a more empathetic discourse on migration and public health issues was demonstrated, above political agendas. .

Comments like Johann Torrado's: "I see a lot of people who read the news and don't understand it... Read and understand! People are dissatisfied with the Venezuelan government for not opening on that side... And those who are dissatisfied with Colombia is because they are patients with terminal illnesses" reflect the need to also generate a culture of correct reading of the news, beyond statements, for a better understanding of social phenomena.

In the third instrument, favorable comments are highlighted, which received negative reactions from Internet users, such as those who propose different solutions to the violent responses that are read in the comments, demonstrating that there are more solutions, apart from jail, the return to their country of origin, and the stigma of insecurity to which walkers are subjected, summing up, for the moment, in three options that were based on the instruments.

The "Communication strategy in favor of the generation of positive spaces in defense of human rights and respect for diversity from the ethical task of social communication before the publication of news about Colombian-Venezuelan migration" is based on three principles: 1) Non-politicization of the topics to be dealt with from the headlines, which could be called "Writing of objective news headlines" 2) Management of reliable statistical data to avoid generalization and 3) Recommendations for concise reading of news to generate more objective comments, more beyond the heated spirits.

What the positive comments reveal is the need for a minority on social networks to generate a debate with better arguments for more democratic and empathetic social networks.

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4- RESULT :

Due to the results obtained through the applied instruments, the communication strategy is proposed in favor of the generation of positive spaces in defense of human rights and respect for diversity from the ethical task of social communication before the publication of news about the Colombian Venezuelan migration.

Thanks to the comments, the discussion of the management of information in journalistic media that manage social networks around ethics and social responsibility of veracity is proposed, being the same comments and reactions those that indicate, in the midst of xenophobia, how to build a positive and truthful environment on sensitive issues such as xenophobia, return migration, the pandemic, among others.

The same comments pointed out how the handling of the news from the titles is what leads people to react violently, not giving way to discussion, and not manipulating the comments allows the construction of peace to be done from the authors themselves social being studied.

The study of these comments were what allowed us to take into account the contexts of xenophobia and discrimination for the analysis, as well as the favorable comments that received negative reactions from netizens, these are the ones that were highlighted to celebrate these points of view against negative comments such as those who ask for jail, return them to their country of origin or stigmatize them as sources of insecurity due to their presence in Colombia.

This research concluded that although studies on return migration and hate speech on social networks are a subject under construction, the proposed research becomes a theoretical support for its development in the phenomenon that occurred at the border. Colombian Venezuelan between Cúcuta and San Antonio del Táchira offering a proposal that allows building a communication strategy for the defense of rights and respect for the diversity left by migration, starting from the means of communication

that is studied, which leads to the conclusion that each The proposal for a culture of peace must arise from the same object that is being studied, in this case, the Facebook fan page of La Opinión and the comments and reactions of netizens, where future researchers are recommended not to generalize, as one does. of the approaches of the state, by the authors Ana Marleny Bustamante de Pernía and Edison Chacón called "Identity forms in the border region of Táchira (Venezuela) - Norte de Santander (Colombia)" which, although it reflects the rejection of border citizens towards the state authorities, this work shows that these attitudes should not be generalized, and that little by little credibility is recovered in public entities, which demonstrates the changing nature of the migratory phenomenon. Unlike the aforementioned work, this analysis goes beyond trite border issues such as smuggling, micro-trafficking, crime and the presence of armed groups.

This project ends with a proposal that starts from the comments identified as results in the applied instruments to generate a better discussion framework around the management of information in the journalistic media for more ethical and responsible treatments of the news, where veracity is essential. The one that should take precedence over issues such as xenophobia, return migration and pandemics; Topics that continue to be the subject of research in the social sciences.

5- CONCLUSIONS:

It is concluded that although studies on return migration and hate speech on social networks are a subject under construction, this work becomes a theoretical support for its development in the phenomenon that occurred on the Colombian-Venezuelan border between Cúcuta and San Antonio del Táchira because it offers a proposal that allows the construction of a communication strategy for the defense of rights and respect for the diversity that migration leaves, starting from the means of communication that is studied, which allows us to conclude that each proposal for a culture of peace it

must arise from the same object that is studied, in this case, the Facebook fan page of La Opinión and the comments and reactions of netizens.

The debate revolves around the academic construction of return migration and hate speech and xenophobia in social networks due to the dynamics of the Colombian-Venezuelan border between Cúcuta and the state of Táchira, making this thesis a turning point in the studies that are carried out in the same border area, when talking about the return migration that was generated after the Covid 19 pandemic.

Taking the state of the art, the intention of the research by Mónica Dzul and Edwin Payán was respected —Youth and xenophobia in virtual social networks: present or not? The case of Facebook from the perspective of a group of university students" that tends towards the creation of a culture of inclusion and equality, but goes beyond the fact that only young people are the generators of change, opening it to a larger spectrum, netizens.

The work also attends to the studies of Yulieth Torvisco and Giancarlo Gomero

—Public opinion in the face of a case of racism in social networks, the case of congresswoman Martha Chavezll that recommends researchers to analyze the contexts where xenophobia is normalized, as well as the modalities of racism. The project goes beyond the approach to violent discourse on social networks that was evidenced in the thesis of Lida Ximena Tabares Higuita —Analysis of violent and hate speech in two Facebook groups against the candidacy of Rodrigo Londoño —Timochenkoll for the presidency from Colombia.

The premise of this work that advocates generating reconciliation processes for the change towards a less violent language was taken, for this reason a proposal that arose from the data collected during the investigation was chosen. The data from the UNHCR campaign —Venezuelan in Colombia: Strategy and creativity in communication and mediall served as an input to disseminate proposals that start from the same citizenship that supports the migrant population, seeking to deflate the stereotypes that show a negative image of this Social phenomenon.

Natalia Andrade's thesis —Rebellion as a daily imperfect way of building peace for young migrants in

Cúcutall contributed to the justification of the research because it studied the advances of human mobility for peaceful coexistence, interculturality and conflict transformation towards the construction of imperfect and daily peace, recognizing migratory movements as scenarios to promote empathy, interculturality and solidarity based on daily relationships between the migrant and host communities.

The data from Ana Marleny Bustamante de Pernía and Edison Chacón's thesis —Identity forms in the border region of Táchira (Venezuela) - Norte de Santander (Colombia)ll also gained importance in order to identify the inhabitants of this Latin American region, without ignoring the socioeconomic situation of both nations that lead the inhabitants to adopt identity traits at their convenience, assuming a position of border citizen.

Although this thesis reflects the rejection of state authorities, this work shows that these attitudes should not be generalized, and that little by little credibility is recovered in public entities, which demonstrates the changing nature of the migratory phenomenon.

Unlike the aforementioned work, this work goes beyond hackneyed border issues such as smuggling, micro-trafficking, crime and the presence of armed groups.

This project ends with a proposal that starts from the comments on the results of the instruments to generate a better discussion framework around the management of information in the journalistic media for more ethical and responsible treatments of the news, where veracity is what should be prime on issues such as xenophobia, return migration and pandemics; topics that continue to be the subject of research in the social sciences.

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