La participación de los colectivos y la comunicación gubernamental en torno a temas medioambientales

The participation of the collective and Government communication on environmental issues

A participação de grupos e comunicação do governo em torno de questões ambientais

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Resumen

En los últimos cuatro años, los gobiernos estatales, en pro de promover actividades empresariales -ya sea de carácter industrial o de servicios- que generen una derrama económica significativa, han expropiado tierras de cultivo, bosques y hasta terrenos con casas habitación. Estas acciones han representado una seria afectación a la flora, la fauna y en general al medio ambiente en el espacio donde se ejecuta la expropiación. Las poblaciones afectadas han manifestado su preocupación acerca del medio ambiente a través de la formación de grupos sociales, en algunos casos llamados *colectivos*. Dichas

agrupaciones han buscado formas y medios de hacerse escuchar por el gobierno y la sociedad, para defender lo que consideran debe ser respetado: la tierra (su tierra), sus hogares, su familia y sus usos y costumbres. Paralelamente, han promovido el respeto y el cuidado de la naturaleza y el beneficio común para toda la comunidad. El siguiente artículo integra un seguimiento de la voz de algunos *colectivos*, a partir de un análisis cualitativo basado en los mensajes emitidos por los voceros durante el Segundo Coloquio de Medio Ambiente organizado por el CA "Comunicación y Sociedad" en 2015. Este documento tiene por objetivo comprender la percepción que tienen estos grupos sobre las autoridades relacionadas con la expropiación (actores), los canales de comunicación y los medios de acercamiento al gobierno, llevando a cabo un proceso de investigación de acción participativa. Asimismo, se evalúa el proceso comunicativo que se tiene entre los *colectivos* y el gobierno. Finalmente, se establece la tendencia que se ha puesto en práctica entre la Comunicación Gubernamental y la Participación Ciudadana. Los resultados que se encuentran en el análisis es que el Modelo de Comunicación Gubernamental en la relación gobierno-sociedad es el *Swarming*, en cambio los colectivos, de acuerdo a los procesos que realizan, tienen características del modelo de *Risk Communication.* El uso de este modelo se puede observar en la variable de Acción Colectiva, donde estos actores cuestionan la toma de decisiones gubernamentales, situación que a su vez cruza con los datos de participación, que es más activa y organizada.

Palabras clave: comunicación gubernamental, participación ciudadana, colectivos, medio ambiente, comunicación participativa.

Abstract

In the past four years, State Governments, in favour of promoting business activities - whether of industrial or service - which generate a significant economic impact, have been expropriated farmland, forests and even land with houses. These actions have represented a serious impairment to the flora, fauna and in general the environment space running the expropriation. The affected populations have expressed their concern about the environment through the formation of social groups, in some cases so-called *collective*. These groups have sought ways and means to make their voices heard by the Government

and the society, to defend what they consider should be respected: land (their land), their homes, their family and their uses and customs. At the same time, they have promoted the respect and care of nature and the common benefit for the entire community. The following article integrated track of the voice of some *collective*, from a qualitative analysis based on the messages coming from the speakers during the Second Symposium of Environment organized by the CA "Communication and society" by 2015. This document aims to understand the perception that have these groups about the authorities related to expropriation (actors), communication channels and media approach to Government, carrying out a process of participatory action research. In addition, evaluates the communication process that is between the *collectives* and the Government. Finally, settle tendency that has been put into practice between the Governmental Communication and Citizen Participation. Results that are in the analysis is that the Model of Government communication in the government-society relationship is the *Swarming*, instead the groups, according to the processes that perform, have the features of *Risk Communication.* The use of this model can be seen in the variable Collective Action, where these actors question governmental decisions, situation which, in turn, crosses with the participation data, which is more active and organized.

Key Words: governmental communication, citizen participation, collective, environmentally-friendly, participatory communication, participatory development communication.

Resumo

Nos últimos quatro anos, os governos estaduais, pro-e promover atividades de negócios é de natureza industrial ou serviços- que geram um impacto econômico significativo, terra expropriada, florestas e até mesmo a terra com casas residenciais. Estas acções têm representado uma perturbação grave para a flora, a fauna e do meio ambiente em geral, no espaço onde a expropriação é executado. populações afectadas têm expressado preocupação com o meio ambiente através da formação de grupos sociais, às vezes chamado coletivo. Estes grupos têm procurado formas e meios para fazer suas vozes ouvidas pelo governo e sociedade, para defender o que consideram ser respeitados: a terra (a terra), suas casas, suas

famílias e seus costumes. Em paralelo, eles têm promovido o respeito e cuidado pela natureza e benefício comum a toda a comunidade. Segue-se uma faixa a voz de alguns grupos, a partir de uma análise qualitativa com base nas mensagens enviadas pelos alto-falantes durante a Segunda Colóquio do Meio Ambiente organizado pela CA "Comunicação e Sociedade", em 2015. Este documento é teve como objetivo compreender a percepção desses grupos às autoridades relacionadas com a expropriação (atores), canais de comunicação e abordagem de mídia para o governo, a realização de um processo de pesquisa-ação participativa. o processo comunicativo tem entre coletivo e o governo também é avaliada. Finalmente, a tendência tem sido implementado entre Comunicação do Governo e Participação Cidadã é estabelecida. Os resultados encontrados na análise é que o modelo de comunicação do Governo em relação sociedade-governo é a pulular, no entanto coletiva, de acordo com os processos que eles executam, têm características de modelo de comunicação de risco. O uso deste modelo pode ser visto na Ação Coletiva variável onde esses atores questionar a tomada de decisões do governo, uma situação que, por sua vez cruzados com dados de participação, que é mais activa e organizada.

Introduction

Government Communication

The importance of the use of the governmental communication as a management tool, is a Government needs to establish effective communication flows with its citizens, through a strategy. Elizalde explains that "The need to organize a communication process from the State and the Government towards society (far more than in the other direction) originates in the demands of society over the State; on various demands which must be met by the

State apparatus and those who have the responsibility of managing it" (Elizalde and Riorda, 2013, p. 149).

Government communication, according to Elizalde, is "the process of influence that the incumbent Government attempts to update the general public, the press, the opposition social protest groups, diplomats and leaders of other countries, judges, legislators, etc., to make policy management more efficient" (2013, p. 146).

In other words, the Government Communication are all activities that a Government carried out to maintain control on citizenship which governs and represents, much of these acts for his own image.

In addition, expressed that government management must accompany and enhance the effectiveness of the management of the State, i.e., must develop and produce some amount of public policy effectively. However, this type of communication is rather an applicable tool for the analysis of a specific scenario, in this case the relationship between society and the State (Elizalde, 2013, p. 149).

In other words, the State has as one of its main objectives the social needs of citizens through actions that help the optimal development of the people therefore it is a regulatory body must be at the service of the people, has also the duty to listen and take into account their requirements. The relationship between the State and society is tightened when the first take to perform actions that would satisfy the public, is that the problems appear.

This perspective of Government communication proposes a tool capable of improving a political governance processes. Improvements in the understanding of who wanted better conditions for the preparation of proposals for new public policies by the State (Elizalde, 2005, par. 1). In this sense, communication is used as a tool that aims to help the image of the Government as well as its most important tasks.

In addition, the importance of government communication is such that Riorda (2011, paragraph 16) mentions that government communication plays a key role in building a particular political culture. The desired role of the attributes of citizenship is cultivated and, in addition, material and non-material conditions are created to support that citizenship, through the development of symbols and myths that make up elements of identity. That purpose is also a goal.

The importance of citizen participation for a government is essential because it is a vital factor for the governmental management exercised by the State; Guillen, Saénz, Badii and Castillo (2009) explain that "participation is at the center of society. Participation means that people are able to be actively present in the decision-making processes that affect the collective that define the course of our State. " Before this vision is necessary to mention that the commitment of the State is to take into account the opinion of the citizenship to define the direction of a country. However, just as the State has defined its tasks, citizens must also understand that their commitment is to maintain a constant dialogue with the State, it is this type of presence that Guillén et al. As long as citizens remain alert to the course and decisions taken by the State, it will be easier to establish a cordial relationship between the two agencies that depend on each other.

Communication Models

To talk about communication models, it is necessary, in the first instance, to understand what a model is. For this, it is necessary to start from the definition of Rodrigo (2014, p.1), in which he asserts that a model is "an instrument that reveals certain elements that it considers significant of the analyzed phenomenon. Therefore, every model is a reductionist view of reality. " From Rodrigo's point of view, a model is simply an interpretation of reality (2014, p.2), which means that a model only takes the fundamental points of reality to make it a tangible object of study. This view also refers to the concept of model as a new way of interpreting reality, in this case that of a specific phenomenon that has been observed. The author adds that a model:

> It is a postulate of interpretation of reality: it describes and explains the definite reality. This description and explanation is made from a rational principle that is the one that gives the model congruence. This rational principle is what determines the significant elements for the model and which are not going to take into account (Rodrigo, 2014, p. 2).

In this way, the starting point is centered on the vision and interpretation of the reality of a model and its passage through a selective process of information; That is, it is the model

itself that delimits the characteristics and scope of this vision. These scope appear in function of answering certain doubts referring to the phenomenon that observes.

Elizalde, in co-authoring with Riorda, have already proposed eight models of government communication. These have already been analyzed by Molina, Curro and Ruiz (2015) in order to know the processes to generate consensus on the part of a government, especially on environmental issues, which are an important area of opportunity for communication.

In a second analysis, these models are more clearly defined that are suitable for use in environmental issues, which are listed in Table No.1.

Table 1. Environmental Communication Models

Modelo	Descripción
De difusión y política de "enjambre" (*Swarming*):	Se basa en la construcción y el envío de mensajes a través de diversos canales de comunicación, con el fin de informar a la sociedad respecto a diversos temas, entre los que destacan los de interés público.
De identificación o identidad:	Todo mensaje que es enviado a la sociedad debe tener un emisor plenamente reconocible por ésta, ya que el principal objetivo de dicho modelo es influir en la percepción que la ciudadanía tiene respecto al gobierno, poniendo énfasis en su credibilidad.
De relaciones con agentes:	Plantea un proceso de negociación con grupos de presión y afines a las ideas del gobierno. Este hecho hace que el Estado influya en los intereses de tales grupos con la finalidad de prevenir escenarios de crisis en un futuro.
De *marketing communication*:	Sugiere el envío de mensajes de manera diferenciada al comprender que dentro de la sociedad existen diferentes tipos de audiencias. Este hecho obliga al gobierno a conocer a las personas, para así influir con ideas que puedan ser aceptadas por la ciudadanía.
De *risk communication*:	Propone un proceso de negociación con la sociedad estableciendo un diálogo con el fin de conocer la percepción que la ciudadanía tiene del riesgo. El objetivo principal del uso de este modelo es establecer un concepto único del riesgo.

Source: Jiménez, 2016.

Before this deepening realized by Jiménez (2016), it was possible to determine which of these models are propitious for its application in subjects of environment:

- Swarm model or diffusion policy; Due to its diffusionist nature, it is possible to establish communication flows as an information bridge for society.
- Identification or identity model: because the issuer is fully recognizable and voids any possibility of rumor about the information sent to society.
- Marketing communication model: thanks to its intention to understand all the audiences that exist within a single social group, seeking to unify them in a single message, is of an inclusive nature.
- Model of relationships with agents: thanks to its inclusiveness, it allows an analysis of the society in order to know its position on certain issues, seeking to unify them within the same group without leaving aside the interests of each of these audiences.
- Risk communication model: because it intends to carry out an analysis of the society to know its concept of risk, unifying these into a single idea capable of improving the messages sent to society.

Thanks to these analyzes sits the antecedent to be able to apply any of these models in a strategy of communication capable of including all the individuals of a society in order to improve the environment.

Participatory communication

Participatory communication is related to different areas, such as development, social change, peace and health. All these manifestations can be considered as alternative communication. The theoretical-conceptual approach, as well as the application methodology assigned to it, will determine its correct distinction. Participatory communication questions the current model of democracy in Latin America, which promotes participatory democracy, as well as participatory communication.

The profound changes brought about by globalization accentuate the debate between capitalist and peasant agriculture. In effect, rural poverty and productive intensification, with consequent ecological imbalances, are part of the heritage of the "green revolution", a clearly capitalist, as well as transnational, strategy that established a dependence of Latin American countries on transnational corporations From United States (Del Valle, 2007, p. 117).

Participatory communication openly discusses diffusionist and extensionist practices that break communication in communities by emphasizing hierarchical and clientelist fields. The participatory approach links civil society with communication in a public environment, in the networking of communities, promoting effective communication for social change. The tendency is to generate the appropriation of the communicational processes of the communities.

This challenge is being taken on by Non-Governmental Organizations (NGOs) and the academic sector creating emerging spaces for communication, participation, social change and development. Participatory communication must focus on the importance of the human factor, so that they can appropriate communication processes; As communication must approach development processes in ways that are sustainable. It should move away from the vertical and unidirectional model of communication by the negative effects of it. The innovation diffusion model and the social marketing model are excellent examples of this. Participatory communication aims to reduce problems in the systematization of processes in the global context of interaction between communities, the media and the State. The technological proliferation supports this dialogue between communities avoiding incompatibility, inaccessibility and disinformation (Barranquero and Sáez, 2012).

As a substantial part of the participatory communication is the communication related to health, which includes communication strategies designed to inform and influence individual and community decisions that lead to improvement actions in the individuals of a community. The use of the media has been proposed in a systematic way so as to be a support tool to promote functional collective behavior. This increases awareness about specific individual and collective issues in the area of environment and health.

A participatory communication is distinguished by the type of people involved, that is, they imply social needs. This in turn implies messages that foster attitudes and practices that benefit the community. The information should be aimed at influencing politics and adopting public policies, that is, the promotion of health in all types.

The elements to be investigated are audience, message, source and channel. Components of research and participation. Prioritize audience segmentation, accurate messaging, and high-reach channels. Other variables to consider are health journalism, interpersonal communication, risk communication, social marketing.

Participatory communication is based on the fact that those affected by decisions must be involved in decision-making. The effectiveness of programs and communication campaigns aimed at changing attitudes and behaviors depends on the active participation of the affected community in the implementation of prevention or promotion strategies that in turn take into account social reality and culture Of the community. Horizontal communication is a priority, and is based on dialogue, with traditional and modern media (Del Valle, 2007).

Participatory communication is shaped by different stages: planning, action, evaluation and re-start. It is a process of reflection and awareness that generates collective knowledge among the participants, making them: interpret, know and transform realities. To understand this process and the way it manifests itself in those that make up a society, it relies on two approaches that define the course of those who undertake to work together for a common purpose. On the one hand, theories of reasoned action, which explain the change of a specific behavior, are mainly determined by the force of personal intentions to perform that behavior. The intention to perform a specific behavior is seen as a function of two factors: personal attitudes towards behavior, and the individual's subjective norms about behavior (which wants to do so and how does it communicate with behavior).

On the other hand, and in a complementary way to the reasoned action, is the social learning approach proposed by Alberto Bandura, who mentions that it is learned by observation of the others. It is another person who performs the action and experiences its consequences. Bandura gives importance to thought, insofar as he considers that the individual responds to a situation according to the meaning that he himself gives, and this is true whether he is involved in the action or not (Bandura, 1982). The most interesting thing

is when it is not only integrated into activities that involve human beings, but that explains the relationship with their environment that maintains with their behavior.

Environment

The environment provides an environment where the individual develops, provides resources and receives the waste. The resources it provides, the natural ones, are a source of wealth that are exploited and converted into economic goods, functional for a society. These resources are different according to the needs of the population or culture, or time. However, the exploitation of these resources must be taken into account and be congruent with the political, economic, social and cultural structures of society.

The environmental problem has multiplied in recent years, affecting the quality of life and health, while noting the serious damage to natural sources that provide sustenance to humans. Environmental damage, before being considered as such, goes through a process of evaluation, filtration and social construction, which is developed from the knowledge of social norms and symbols, with which individuals, social groups and / or communities recognize or They ignore the facts that are occurring. "A striking fact is the dissociation between the magnitude of the deterioration or environmental damage observed, described and analyzed by the specialists and the relevance that it acquires at the level of the public conscience and of the governmental programs instrumented to face them" (Lezama, 2008, p.9). However, the environmental damage is observed with greater gravity and urgency in each country, city, region or community; Which translates into responses by individuals making them aware of these damages and arousing more continuous and evident protests.

These responses to environmental damage, these protests, could be termed "pro-environmental behaviors" that seek to counter environmental problems. Martínez-Soto (2004) points out that these behaviors in the literature are called in various forms such as "environmental protective behavior", "ecological behavior", "responsible environmental behavior", "friendly environmental behavior" and other terms, but Have come to completely unify the criteria. However, Martínez-Soto resumes Corral Verdugo and Obregón Salido, who propose a definition of pro-environmental behavior in order to adequately channel environmental intervention proposals. For this author, these are intentional, directed and effective actions that respond to social and individual requirements

resulting from the protection of the environment (2004, p.5). "Behaviors have two fundamental characteristics: they are influenced at multiple levels (by intrapersonal or individual, interpersonal, institutional or organizational, community and public policy factors), and are of reciprocal causality with their environment" (Pan American Health Organization [OPS], 2001, p.18). Personal or individual factors - beliefs, personality traits; The interpersonal ones that are related to the primary groups - family and friends; The institutional - rules, regulations and policies - in formal structures that can limit or encourage recommended behaviors; The community-networks or social norms, both informal and formal, that exist between individuals, groups or organizations; And, finally, those of public policies to all those laws and policies that are implemented at local, state or federal level (OPS, 2001).

> Thus, the care and improvement of the environment is the work of individuals, communities, companies and institutions; Where all accept their responsibility and participate equitably in the care of the environment.

It is true that local or national governments bear the greatest burden, because they must regulate and implement specific measures on care and behavior towards the environment, and who may lead the greatest decision making. However, the cooperation of the social sphere is also required, since the actions taken on the care and protection of the environment are related to the rights of individuals.

It is understood that the effort that is made in the field of communication and environmental education from different instances, from the government, private agencies and the third sector, face two serious limitations: on the one hand, the tendency towards the adoption of character models Vertical of diffusionist cut, of little efficiency, frequently centered in mass-media communication; And on the other, the lack of information on the aforementioned subjective aspects, which would allow both the best basis for plans and programs and the establishment of parameters for their evaluation.

The significant changes demanded by the complexity of environmental issues involve all levels of society, from the individual, family and neighborhood, to society as a whole, through the State, private organizations and third sector. In these transformations,

communication, understood not as the mere propagation of ideas towards the public but as the search for substantive changes based on the conscience and the construction of consensuses and mechanisms for citizen participation, plays a preponderant role.

Collective and collective action

From the insertion of the neoliberal model, the life condition of the population in general has been deteriorating. Contemporary society, as an information society, has become heterogeneous and inconsistent; Rather, it encompasses large tensions generated between economic and technological globalization and local identity (Bokser and Salas-Porras, 1999).

Collective identities have emerged in a variety of settings and in diverse scenarios that emerge from a global context. Under these circumstances, collectives interact, intersect and overlap, and re-articulate. At the same time, these groups are confronted with local, national and global scenarios, representing a myriad of interaction networks more in line with the diversity and complexity of social life and constructing diverse identities (Bokser y Salas-Porras, 1999).

Collective action is defined as the congruence of interests of different actors of civil society that are activated to reach an objective. Social issues such as environmental issues, provision of public services, urban densification, among others, find in collective action a justification for understanding the behavior of the collective in favor of a specific policy (Villaveces-Niño, 2009).

Melucci (cited in Delgado-Salazar, 2011) states that collective action refers to a series of activities and behaviors geared toward the achievement of specific ends, which can be simultaneously emitted by a social group. The members of this group demonstrate common characteristics, giving meaning to a system of social relations; Which entails the construction of a collective identity.

Villaveces-Niño (2009) conceives of collective action as the answer to the orthodox position of public policies centered on the State and that leave aside the rest of society. For this reason, it is necessary to counteract the reductionist vision of the state before a world full of rational, optimizing and continuous individuals (Villaveces-Niño, 2009). Delgado-Salazar (2011) adds that social or collective groups are educational spaces that contribute to

the construction of new social realities. In addition, these conglomerates constitute a space for reflection where moral criteria are proposed to assess situations of exclusion and domination; And even intervene in the generation of changes in social relations, the conception of citizenship, or in cultural stereotypes.

Collective action involves activities that require a coordinated effort of two or more individuals. So it is a product of multiple individual interactions. Such coordination may be spontaneous, based on the relationship that exists between different individuals, or may require the intervention of a centralized institution, a government, that provides the collective good. From his perspective, Delgado-Salazar (2011) points out that collective action has basic components: frameworks of injustice, collective identity, expectations of success and effectiveness, the relationship established between individuals with a purpose, in space and time Determined.

For the construction of these collective identities, a process of defining borders and trust and solidarity among its members is necessary. Thus there is an attribute of similarity among individuals, despite the range of personal perspectives. Therefore, collective identities are shaped by different codes by which social precepts of society influence the definition of social interaction and issues of interest (Bokser and Salas-Porras, 1999). Moreover, Melucci (1994, quoted in Delgado-Salazar, 2011) points out that group movements appeal to the solidarity of their members to build a collective identity; Share the vision of injustice about a concrete fact that legitimizes collective action; Therefore, action seeks to break the limits of the order in which it occurs.

Collective action can be understood from different theories. For example, Kahan (2002 cited in Villaveces-Niño, 2009) asserts that the individual's decision to cooperate or not would be determined by the perception he has of his counterpart and the consistency in the cooperation of other members of the collective. Likewise, non-cooperation can generate behaviors guided by revenge and resentment. Table 1 summarizes some of these approaches to this phenomenon, which seek to understand this type of mobilization of different actors for a specific purpose.

Table 2. Compendium of theories that explain collective action.

Nombre de la Teoría	Descripción
Teoría Olsoniana	El individuo no participará en acciones colectivas a no ser que implique un incentivo realmente relevante para él.
Dilema del prisionero	Representa los resultados de la no cooperación, la cooperación o la cooperación unilateral. Los individuos se enfrentan a dilemas sociales al tomar la decisión de formar o no parte del colectivo.
Juego de la gallina	La participación en el colectivo se logrará si hay un proceso de negociación, dado que todos los individuos tienen intereses diferentes.
Juego de seguridad	Cada individuo coopera pues da por supuesto que los demás cooperarán; hay consenso en la dirección que debe tomar el colectivo.
Juego privilegiado	Plantea que la acción colectiva será exitosa, ya que un miembro determinado dentro del grupo tiene incentivos suficientes para suministrar el bien colectivo.
Dilema del altruista	Desde esta perspectiva, los individuos del colectivo son altruistas, y todos cooperan porque es lo que los otros esperan que haga.
Reglas heurísticas	Asume reglas de cooperación dentro del colectivo, donde los individuos continuarán colaborando a mayor nivel si observan que los demás lo hacen.

Source: Villaveces Niño (2009).

Collective action, citizen participation and government communication

Public policies that emanate from collective action imply a state that shows itself as a rational agent, and which appeals to the result of selective incentives for the emergence of cooperation (Villaveces-Niño, 2009).

Melucci (cited in Delgado-Salazar, 2011) argues that collectives are systems of action because their structures are constructed through communication, negotiation and conflict around many definitions, such as their interpretation of unfair events; And from this they propose the insertion of social and cultural practices against oppression and exclusion. Collective actions take various forms of struggle - such as marches, strikes or manifests - and at different levels of combativity - whether local or national. Its impact is related to the

actors that integrate the organizations, the support of public opinion, the institutional climate, among others (Villaveces-Niño, 2009).

Collectives have been a major challenge for state authority. The State has lost efficiency in regulating and applying sanctions to International Non-Governmental Organizations; These organizations involve communities and identities beyond national boundaries, and rethink the links between the local, national and global. Therefore, the sovereignty of States has lost strength in sharing the task of governing with international public, non-governmental, private and civic organizations. At the same time, the states face new forms of regrouping civil society, political participation and the construction and reconstruction of citizenship. These facts demand efforts to redefine some core concepts such as citizenship, the insertion of democratic life, the competition of the public and private, and the relations between civil society and the state (Bokser and Salas-Porras, 1999).

Method

In the state of Puebla, specifically, there have been considerable environmental problems that have provoked social movements by groups in "pro-environmental" defense of their territories. Making a little history, in 2014 begins the construction of a gas pipeline - Gasoducto Morelos- whose objective is "to produce electrical energy for industry, through a thermoelectric project of combined cycle using natural gas and steam", which would cross The states of Morelos, Tlaxcala and Puebla, almost immediately several social groups protested against this construction, presenting a complaint to the Commission on Human Rights, where they requested that an investigation be conducted into the 'violation of fundamental rights of peoples'. By June 2014, these same groups file an amparo before the federal court to order the suspension and cancellation of the work in a definitive manner.

In November of 2015, in the 2nd Colloquium of Environmental Communication organized by the Academic Corps "Communication and Society" of the Faculty of Communication Sciences of the BUAP, some of these social groups called "Colectivos" who exposed the problems of This pipeline that are affecting their communities.

Methodology and analysis of results

The methodology used in this research is qualitative, cross-sectional and from a sampling for convenience (Hernández, Fernández and Baptista, 2006); As it was done considering as input the transcription of the shares in said colloquium.

From the transcripts, an analysis of the discourse of the groups was carried out, in order to concentrate the information of interest in several matrices and a checklist designed according to the study variables: Government Communication, Citizen Participation, Collectives, Environment, And Participatory Communication. The presence of dimensions and indicators of each of them was distinguished, and a theoretical crossing was made with the two approaches used. The results reinforced what was established by the relationships between variables, indicators, dimensions and perspectives and theoretical models.

Results and discussion

Government Communication Interpretation

In the analysis of the participation of groups or social groups in favor of the care and defense of the environment, specifically of the regions from which they come (Sierra Norte of the State of Puebla), a cross-cutting of information is carried out within a classification table Where are the characteristics of the Government Communication Models that can be used for the environmental theme. Thus, the cross-reference between the information provided by the collectives about how they communicate with both the government and society in general indicates that the first model, Swarming, attempts to explain how communication flows can be established to distribute and Produce information regarding the image of the government and the relationship with the media and opinion leaders. This information can be consumable by society as a whole. In the analysis of the model it is found that the vast majority of speeches fulfill a diffusion character, establishing lines of communication through which information flows with respect to the image that public opinion has of the government. What these speeches lack is an impact on the media, so they lose strength. Collectives have no characteristics of the use of this model.

The second model of Identification or Identity, tries to unify criteria and basic attributes of the issuer in order to identify it. In the analysis it can be seen that most of the speeches seek to unify criteria and make clear who is responsible for the messages, always seeking

understanding of communication. In the case of the Collective, it is their search for recognition of the work they are doing for the defense of their lands, the environment. On the part of the government, it also wants to make clear that THEY are the ones that carry out strategies of support for the care of the environment. The speeches are based on the fact that each actor defends his image, that is, they try to appeal to the credibility around the issuer, using the media as a channel to position themselves.

In the analysis of the third model we find that the governmental discourse focuses on the Marketing Communication Model, that is, its objective is to inform, persuade or motivate behavioral changes. None of the groups thinks of positioning as an agent of change; Only one of them has some characteristics of this model, which is the use of mass media to foster acceptance of social ideas, positioning themselves in the minds of citizens. However, this does not mean that they really want a change in social behavior. In general, they are more focused on defending their lands and on them and that the government takes them into account, than in changing the whole context.

With respect to the Agent Relations model, it is a process of negotiation through dialogue in which agreements are established that benefit the image of the government. In this sense, the contributions made by the government do not determine that it uses this model; It is only explained that communities are being supported to protect the environment, but they do not determine whether they have spoken to the actors in those communities. On the contrary, collectives, if they need and need to be in contact with the government, in fact, request that they pay more attention and dialogue with them to avoid crises in their communities, the environment and the relationship with the government.

The Risk Communication model is used to establish information about the risks, especially of natural disasters, whether they exalt or minimize the effect of this disaster, depending on the interests of the government. Thus, in the speeches you can see that it is the one they are using in their messages to take care of the citizens of a natural disaster, with respect to the situation that is being lived in the Sierra Norte de Puebla. Although the groups have more characteristics in the use of this model, they only take the risks in question of the care of their communities, and they want that through the dialogue a negotiation on the situation is reached. They also require that they be informed clearly and be close to the media and the government to obtain that information first-hand.

In summary, the Model has the characteristic of Risk Communication, due to the dialogue and negotiation that can be established between the government and social groups. However, the government definitely takes more care of the image it gives to the whole society. The relationship with the media is very important to issue information that keeps it in force, so look for the support of opinion leaders, that is, the model most used by the government is the Swarming.

About Collective Action

Another area that was evaluated was the way collective action was presented within organizations. For this, the characteristics that covered these conglomerates were observed. The following table shows this evaluation, where it is emphasized that the organizations that were included in this study fulfill almost all the characteristics.

Table 3. Characteristics of Collective Action

	Colectivo1	Colectivo 2	Colectivo 3	Colectivo 4
Manifiestan un interés común	Sí	Sí	Sí	Sí
Identifican una injusticia como motivo de reunión.	Sí	Sí	Sí	Sí
Su objetivo es una problemática social como la cuestión ambiental, provisión de servicios públicos, la densificación urbana, entre otros.	Sí	Sí	Sí	Sí
Realizan una serie de actividades y conductas orientadas hacia el logro del fin específico planteado.	Sí	Sí	Sí	Sí
Se observa una construcción de identidad colectiva.	No	No	No	No
Sus acciones constituyen una respuesta a la posición ortodoxa de las políticas públicas centradas en el Estado.	Sí	Sí	Sí	Sí
Se perciben como espacios educativos que coadyuvan a la construcción de nuevas realidades sociales.	Sí	Sí	Sí	Sí
Se cuestionan sobre el concepto de ciudadanía y participación ciudadana.	Sí	Sí	Sí	No
Hay una expectativa de éxito en el colectivo.	No	No	Sí	No
Existe un sentido de solidaridad y confianza entre los miembros del colectivo.	Sí	Sí	Sí	Sí
Han desarrollado diversas formas de lucha.	Sí	Sí	Sí	Sí

Source: elaboración propia

Likewise, an assessment was made of the transformative impact these social groups have reached. As can be seen in Table 4, the impact of these groups has been primarily local. Nonetheless, these groups have been able to make clear alliances and coordinate to achieve the goals they proposed as the axis of action.

Table 4. Transformer Impact

	Colectivo 1	Colectivo 2	Colectivo 3	Colectivo 4
De impacto local	Sí	Sí	No	Sí
De impacto nacional	No	No	Si	No
De impacto internacional	No	No	No	No
Han tenido un impacto social significativo	Sí	No	Sí	No
Concretaron alianzas con otras organizaciones o colectivos	Sí	Sí	Sí	Sí
Existe una coordinación clara de parte de la organización.	Sí	Sí	Sí	Sí

Source: elaboración propia

Considering both evaluations, one can conclude the following:

A. They manifest a common interest that integrates them as a group. There is also a sense of solidarity and trust among its members. However, it was observed that there is no collective identity in any of the groups.

B. These groups clearly show that their objective is to address an environmental social problem. In addition, the various activities they have been doing focus on solving the problems that affect their interests as citizens. These activities also constitute a response to the orthodox position of public policies centered on the State.

C. Likewise, based on articulated discourse these subjects are conceived as educational spaces that contribute to the construction of new social realities.

Only a few divergences were reported. As for the expectation of success, only one of the four groups stated that it hopes to obtain the results expected by its organization. Likewise, three of the four groups are seriously questioning the concept of citizenship and citizen participation in society.

Interpreting Participatory Communication

After analyzing the content of the comments made during the II Colloquium on Environmental Communication, the presence or absence of "participatory communication" was reviewed, based on the operationalization of variables such as: elements, themes, approaches, stages, knowledge Collective, and from the theoretical perspectives related to participatory communication: reasoned action and social learning. Each of these was revised from its dimensions as follows:

Participatory communication

The variable participative communication contributed the dimensions of: social change, participatory democracy, provocation of actions of improvement in the community, participatory communication based on dialogue, health promotion, and decision making by those affected.

The elements of the participatory communication that were established for its analysis were: audience / segment, precise message, source, high-reach channels, components of research and participation.

The topics of participatory communication that were considered were health journalism, interpersonal communication, communication about risks, and social marketing.

Regarding the Approaches to participatory communication, relational culture, active participation, social communication programs, reflection, and decision-making were considered.

The stages of participatory communication that were reviewed were planning, action, evaluation and if this cycle starts again. While in the collective knowledge was inquired whether it is interpreted, achieved knowledge, and achieved a transformation.

As for the theoretical approaches, it was revised from the theory of reasoned action that there are intentions of change, personal attitudes towards change, if subjective norms of the individual are established on the behavior, and if the individuals of society are motivated To make changes. About social learning focused on reviewing whether there was an observational learning, or whether there were responses based on empathy with problems.

Based on this, it is defined that the groups are effectively working under parameters of participatory communication, as they manifest actions of participatory democracy for the benefit of the community, based on dialogue, promote health and make decisions. They

have exercised their rights before the State and pressed against the work that threatens the community by questioning the democratic action of the government.

In relation to the elements, it is clearly perceived each of those involved, such as: audience, message, source, channel, components of research and participation. The topics they address refer to participatory communication when considering health journalism, interpersonal communication, risk communication, and social marketing. They report more than two thousand five hundred community water systems, they report on the risks that run the communities that do not consider the actions of the governments.

The type of participation they carry out is active and is manifested in the organization they have among their members, in addition to that they have started to walk different community programs demonstrating teamwork, considering the needs of the inhabitants. Its programs comply with the stages of planning, action and evaluation; Are inclusive and proactive in the sense that they collaborate in the elaboration of the development and ordering plans of their communities.

This type of groups shows the intention to change in an organized way and with a view to the extension. Their behavior is reasoned and motivated for the common good. The systems they have generated have no interference from the government, it is the work of the inhabitants alone.

CONCLUSIONS

In conclusion, the government communication model used by the government is the Swarming model, where the information they give is always in favor of the government, which only limits itself to sending information according to their interests, always taking care of their image before society . In this model, the government only protects its image and interests. With regard to the protection of the environment that the groups are requesting, there is no favorable resolution due to the lack of consensus in both the dialogue and the governmental communication model used.

Instead, the results show that the groups use the Risk Communication model, which works to generate a government-citizen relationship based on negotiation and dialogue, with a protection background in which both actors are "protecting" their interests, Therefore, collectives use it to interact with the government because of its preventive nature in order to

have proactive participation and establish channels of communication based on negotiation and dialogue. But apparently they lack information on how this model works in specific, so you can see that they do it in an empirical way and they learn according to their experience. This is interspersed with the results of the Collective Action variable, where it can be seen that collectives seriously question the way in which the government makes decisions regarding environmental problems; There is a more vertical cut and little inclusive communication. From what can be inferred that these groups have decided to integrate as independent organizations that show their disagreement before the state measures. Likewise, the type of participation that they carry out is active and is manifested in the organization they have among their members, in addition to that they have started to walk different community programs demonstrating teamwork, and considering the needs of the inhabitants. Its programs comply with the stages of planning, action and evaluation; They are also inclusive and proactive in the sense that they collaborate in the elaboration of the development and ordering plans of their communities.

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