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Routledge Research in Media Literacy and Education

MEDIA EDUCATION IN LATIN AMERICA

Edited by
Julio-César Mateus, Pablo Andrada
and María-Teresa Quiroz

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ROUTLEDGE

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PART 1

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5 Media education in Chile. A digital leap that abandoned the study of media¹

*Pablo Andrada, Cristian Cabalin,
and Rayén Condeza*

5.1 Sociopolitical Context

Media education in Chile over the last 30 years has taken place during a process of democratic recovery, where we find an increase of school coverage on the one hand, and the pursuit for higher educational quality on the other. In relation to the field of communication, we observe the absence of a state policy and the predominance of private media. Also, during this period, the population has increased their access to new digital technologies. In this context, the media education situation in Chile is governed by the digital literacy paradigm that in recent years has been questioned due to the low results obtained by students on international tests of digital competencies.

During the 1990s and the first half of 2000, the educational field concentrated on increasing its budget. This was done without touching the public schools' municipal system, where the state only had a guiding role. The participation of the private sector grew during this period due to the schools that were subsidized by the state. As of 2007, student enrollment in these schools exceeded that of municipal establishments. In 2016, 1,942,222 students were enrolled in subsidized schools, 1,273,530 in municipal schools, and 288,964 students in private schools (Mineduc, 2017b).

The government carried out an educational reform during the 1996–2000 period, which has as its central axis a constructivist curriculum, the professionalization of teachers, and the installation of a full school day.

In 2006, a process to pursue quality education began, leaving behind the goals of better coverage and resources from the previous period. The 2006 and 2011 student mobilizations demanded higher quality education, forcing the political system to seek solutions. Thus, during the 2011 and 2017 period, ten laws were approved that sought to improve the Chilean education situation.

In the communication field, the decision of the governments of the coalition of parties stands out, which decided that democracy does not have a communication policy, allowing the market to be the media