

Mediatizing higher education policies: discourses about quality education in the media

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Resumen

This article presents a critical-political discourse analysis of the media debate over quality assurance in higher education, which occurred in Chile after the 2011 student movement. Students criticized the privatization of higher education and the multiple flaws of this sector, which included corruption scandals during the process of quality assurance certification. After the end of the movement, the government announced a new quality assurance system, triggering public discussion over this issue in the media. The most influential newspapers and educational authorities participated actively in this debate. Through editorials and columns, these education agents constructed quality assurance discursively as a domain for experts, who have to design and administer quality standards for all educational institutions and actions. These procedures regulate and discipline educational practices, but professors and students are excluded from this debate. Thus, this quality assurance discussion reproduces the traditional neoliberal power relations in education and does not problematize the role of education in society.


Palabras clave

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