

The #YoSoy132 movement and the struggle for media democratization in Mexico

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Abstract

In this article, we analyze through a political economy of communication lens the historical and political contexts in which the #YoSoy132 movement emerged, the concentration of Mexican media system and the possibilities offered by social media to young people, situating the issue of media democratization at the centre of the #YoSoy132 struggle. Drawing on two group and four individual interviews, we also focus on the dimension of students' communication practices in order to provide a more nuanced evaluation of the role played by digital media inside the movement. By blending a political economy analysis with an exploration of media practices, we offer an in-depth understanding of how communication technologies were used and appropriated in order to democratize mainstream media, foster pluralism and trigger important processes related to political culture within the Mexican context. We conclude by assessing the achievements as well as the challenges of #YoSoy132.

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