¿ARE THE CONCEPTS OF THE CITY PEOPLE'S FAULT?



Juan Manuel Santos, Colombian president won with 51.43% against one candidate with 48.57%. The concept people have of him is not good at all.



Mariano Rajoy, Spaniard president won with 44.63%, but against more than four candidate, where the next had 28.76%. The concept people have of him is as a real good president.

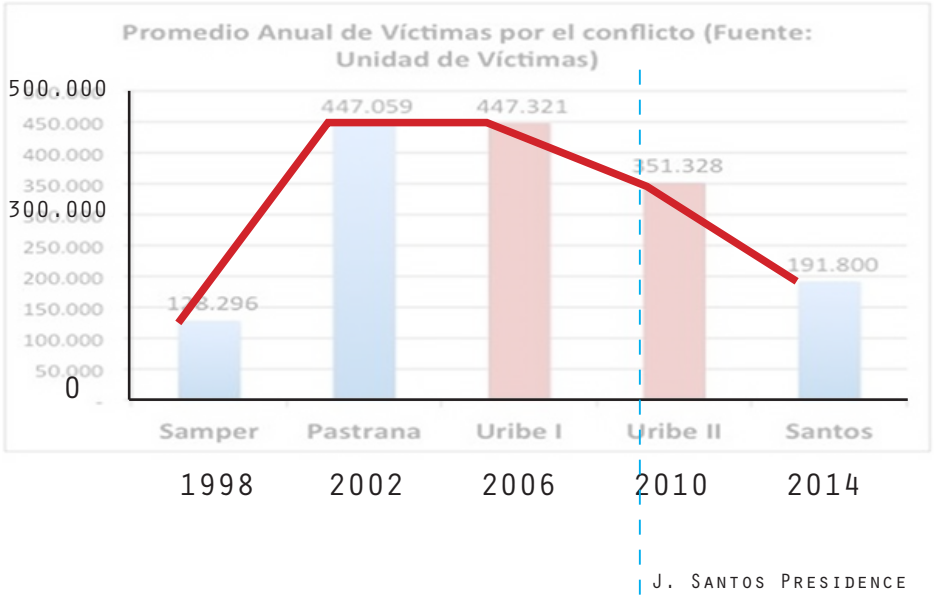
It is said that the mind is the most powerfull weapon we have. Many reseaches have proved that is easier to make people believe or want somenthing that selling it to them.

A month ago I read an article where New York is believed to be one of the most dangeorous cities in the world, that every year is more dangerous, but actually on the oficial reports, numbers and graphics it's shown that it is a lie, that after the mafia was over New York has never been dangerous and it's been the same trough the years. People didn't agree because the media shows something different, and when someone believes something is hard to change it.

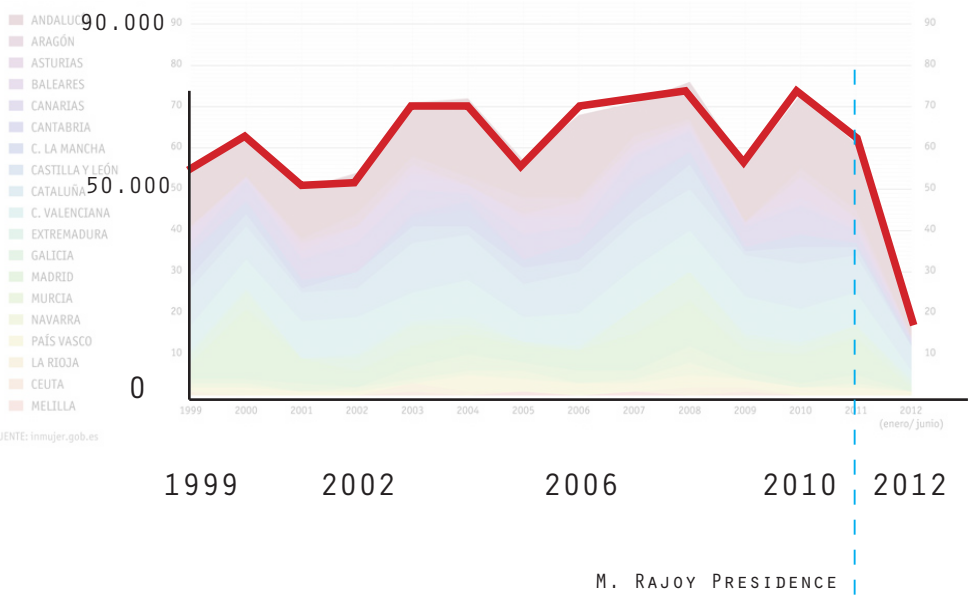
With this statement, I chose two different countries which has different security concepts, Colombia and Spain. Today many people believe that Spain is one of the most safe countries in the world and that Colombia is dangerous. The best way to get into the Colombians and Spaniards heads are through media or political speeches. I chose important speeches of the Colombian and Spaniard presidents to make this research.

¿WHAT DO THE OFICIAL REPORTS SAY?

Anual Victims of Colombia's conflict



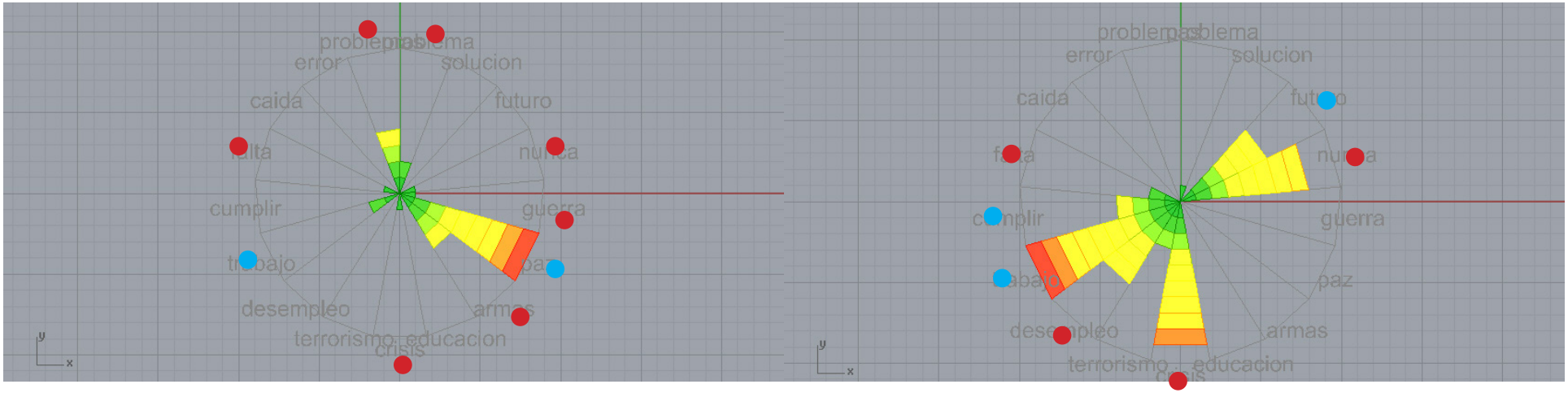
Anual Victims of Violence in Spain



The official reports of each country show in both that violence has gone down in the present. Eventhought Colombia's numbers are in up to 300.000 and Spain's are barely more than 50.000 cases both today are considered safe (in the reports).

¿WHAT DO THE PRESIDENTS SAY?

- Negative
- Positive



For analysing the speeches I chose 17 words, positive and negative, to see which is the focus of the speeches. In both cases the two words most used are the ones related to the present situation in both countries, peace (col) and crisis (Spa).On the other hand I marked with a red ball the negative words and with blue the positive ones, and as a result we can see how the colombian president usually focus his speeches on negative thinks and for Mariano Rajoy the results are different. ¿Is this the reason why we believe that Colombia is a dangerous contry and Spain not?