

Economía & Sociedad

Economy & Society

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Resumen

El Instituto de Investigaciones Económicas y Sociales del Sur (IIESS) es una Unidad Ejecutora de doble dependencia del Consejo Nacional de Investigaciones Científicas y Técnicas (CONICET) y la Universidad Nacional del Sur (UNS) en Bahía Blanca, Argentina. La difusión, extensión y transferencia de conocimientos e información es uno de sus objetivos específicos.

A principios del año 2012 la UNS puso en marcha el antiguo proyecto de su propia emisora radial en amplitud modulada (AM). Los miembros del IIESS se interiorizaron del tema y decidieron presentar su programa de radio.

El 26 de octubre se emitió el primer programa, denominado "Economía & Sociedad". De allí todos los viernes, de 19:30 a 20:00 hs., en el aire de AM1240, Radio Universidad, y en la web <http://servicios.uns.edu.ar/radiouns/> se lleva adelante el ciclo. Con la entrevista como

eje, "Economía y Sociedad" se apoya en la sugerencia de los oyentes para abordar temas de interés, estrechamente vinculados con la tarea del IIESS y el CONICET.

Este proyecto apunta a generar un espacio donde los investigadores puedan dar a conocer los resultados de sus trabajos, al tiempo que los oyentes se nutren de conceptos y análisis bajo un lenguaje comprensible y acorde a una amplia audiencia.

Palabras clave/Keywords IIESS – CONICET – difusión – conocimientos – información – investigadores – Radio Universidad.

Abstract

The Institute of Economic and Social Research South (IIESS) is a dual-execution unit under the National Council for Scientific and Technical Research (CONICET) and the Universidad Nacional del Sur (UNS) in Bahía Blanca, Argentina. The dissemination, extension and transfer of knowledge and information is one of its specific objectives.

In early 2012 the UNS launched former draft their own radio station in amplitude modulation (AM). IIESS members became familiar topic and decided to present his radio.

Key words: IIESS - CONICET - diffusion - knowledge - information-researchers – University radio.

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Fecha aceptación: Junio 2011

Introduction

"Economy & Society" was born under the concept of giving a greater diffusion to the work carried out by the more than 40 researchers that the Institute of Economic and Social Research of the South (IIESS), an executing unit of double dependency, both of the National Council for Scientific and Technical Research (CONICET), as well as the National University of the South (UNS) of Bahía Blanca.

It was recognized as such in 2010 (CONICET Res.) and develops its activities as a member of the Bahía Blanca Scientific and Technological Center (CCT-CONICET).

This radio program that is broadcast every Friday, from 7:30 p.m. to 8:00 p.m. on the air of AM1240 Radio Universidad, and through the web at <http://servicios.uns.edu.ar/radiouns/> makes a combination between current economic and social issues that have influence in Bahía Blanca and the region; and uses the interview as the axis of the scene.

Developing

"Generate a communication infrastructure that makes the results of scientific and technological activities understandable to all sectors of daily life" (Primary Objectives of CONICET – Period 2011/13).

Research is no longer referred to laboratories in remote locations. Today, those who carry out this noble task are looking for the best and best alternatives to publicize the results of their studies. Among the primary objectives of CONICET (period 2011/13) counts precisely "Generate a communication infrastructure that makes the results of scientific and technological activities understandable to all sectors of daily life" (CONICET Resolution).

The dissemination, extension and transfer of knowledge and information is one of the specific objectives proposed by the Institute of Economic and Social Research of the South, and hence the constant search to bring the results of its activities closer to society.

Following this line established by CONICET, IIESS found a way to pave the way for its members to have a daily place to comment, not only on the results of their research, but also on the steps they are taking.

At the beginning of 2012, the Universidad Nacional del Sur launched an old project: its own radio station in amplitude modulation (AM), frequency obtained in 1958, ratified in 1994 obtaining the acronym LRI 218 and whose test transmissions only materialized in October 2011, where he obtained the technical/legal conditions required by article 84 of the Law on Audiovisual Communication Services of the Argentine Republic. This means of communication is located in the area next to classroom number two of the Department of

Agronomy of the UNS, within the campus that the university owns on Calle San Andrés at 800, in the Altos de Palihue neighborhood.

The Casa de Altos Estudios, in mid-June 2012, opened the call for programming proposals for all members of the university community and the UNS Middle Schools, whether as chairs, research groups, unions, centers and lists of students, or interested parties grouped for this purpose. Radio Universidad AM1240 made its official inauguration on August 28, 2012 at 11:00 a.m., although it would not be until October that the main programming would go on the air.

“The programming of any radio basically has two objectives: to inform and to entertain. In the case of a university radio, to these two must be added that of training. For this reason, the station's content grid must be organized in such a way that the distribution of the spaces pays attention to these three functions: Inform-Train-Entertain, both in the insertion of specific programs in it, and in the profile of each program, these analyzed as programming microunits” (University Radio Contents - Official Bulletin, UNS).

The more than 40 researchers that make up the IIESS, together with the Board of Directors chaired by its Director, applied within the established deadlines (between June 18 and July 13, 2012) to present a half-hour radio program and weekly frequency. After the time stipulated by the UNS, the IIESS was informed that it would have its space.

Ratifying through a mass medium of communication the firm objectives of dissemination that it coined, on October 26 the first program of the IIESS was broadcast, with the name "Economy & Society". From that day on, every Friday, from 7:30 p.m. to 8:00 p.m., on the air of AM1240, Radio Universidad, and throughout the world through <http://servicios.uns.edu.ar/radiouns/> the Institute of Economic and Social Research of the South carries out a quality cycle, devoted to scientific dissemination.

With the interview as the axis of each broadcast, "Economy & Society" is based on the suggestion of the listeners to address topics of interest, closely linked to the work of IIESS and CONICET. In turn, and seeking to maximize the available tools, the tab “El IIESS en Radio

AM 1240" was created within the Institute's website <http://iies-conicet.gov.ar/index.php/el-iess-en-radio-am-1240> which is exclusively referred to the radial cycle.

There, the broadcast programs are exposed, with a brief review of their content. Listeners have simultaneously at their disposal the different channels of communication, to share their concerns, or directly by browsing the site, clear several recurring queries. In this way, the generated product can be heard when and how many times the listener wishes, as well as having the possibility of having a direct connection with the members of the IIESS.

The vision of this project aims from its genesis to generate a space where researchers can present the results of their research work, while listeners are nourished by concepts and analysis in an understandable language and according to a wide audience.

In relation to this, the mission of the program is to position the work carried out by the members of the border institute outside the academic field, in order to fulfill another of its primary objectives, which is "Coordinate and organize extension tasks, development and transfer of knowledge" as well as "disseminating the results of its activities by the means it deems appropriate in order to contribute to the promotion of universal knowledge and the relationship between science, technology and society" (Resolution of the CONICET Internal Regulations of the IIESS).

For "Economy & Society" as for the IIESS, one of the main values is to promote the multidisciplinary integration of research activities, either from the institute itself, as well as from other researchers in the area of social and human sciences. with activity in the National University of the South (UNS) and in other disciplines of the Technological Scientific Center (CCT-CONICET), providing them with the radio space to make them known.

Last Friday, December 21, "Economy & Society" closed its first season on the air, which was made up of nine broadcasts. In turn, on Friday, February 8, the second season began, managing to count already, despite its short life, with interviews with international researchers, as was the case of Dr. Álvaro Aguinaga from the National Polytechnic School of Quito, Ecuador.

Conclusions

Although within the DNA of the Institute of Economic and Social Research of the South the strong convictions towards the work carried out are one of its most salient characteristics, the results obtained in such a short time have exceeded the expectations of the most optimistic of its members.

"Economy & Society" was loved by all the members of the IIESS from the beginning, fully understanding the reason for its creation. The researchers knew how to take advantage of this communication tool generated for them, and their enthusiasm was transformed into an expansive wave that soon paid dividends.

His interest created a chain that is still effective because it is old: word of mouth. In this way, the researchers told their family, friends, acquaintances and cyber contacts about this new product and they replicated it to many others. The network thus generated made it possible to discover that there was a marked demand in Bahía Blanca and the region for a product with these characteristics, and that "Economy & Society" met the requirements to satisfy it.

On the other hand, the solid and sober product presented generated such a pleasant impression on the Programming Council (CdP) of Radio Universidad that it was made known on more than one occasion through the head of the UNS press area, Mr. Marcelo Tedesco. Underpinning this, and using the same route, the CdP offered the renewal of the cycle throughout the year 2013, before the IIESS holds the meeting where the request for renewal of the space would be discussed, at the express request of the researchers.

Lastly, "Economy & Society" received another compliment, knowing that it heads the list of possible programs to be added in the month of March on other university radio stations in the country, such as the cases of Córdoba, Mendoza and Río Gallegos, whose Programming Councils, after listening to the cycle, they petitioned to add it to their grids.

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