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The rhetoric of entertainment in Chile and Argentina

Chile and Argentina share a border of more than 5,000 kilometers, the third longest in the world and one marked throughout history by distinct milestones that connect one side of the Andes Mountain Range with the other. These include dictatorships, border conflicts, the rise of social movements, and periods of transition tied to cultural memory.

Due to these interactions, both countries present overlapping literary and cinematic rhetorics that are being analyzed in the investigation "Rhetoric of entertainment: Links between the novel and cinema in Chile and Argentina," led by Luis Valenzuela, PhD in Literature and researcher for the Department of Humanities, Faculty of Humanities and Social Sciences at Universidad Andrés Bello. The project, which is in its first stage and which is funded through a Fondecyt Initiation Grant, aims to analyze the rhetorics put forth in the novels and cinema of Chile and Argentina between 2001 and 2015. Dr. Valenzuela notes that the hypothesis of this research is that, "literature and cinema are forms of rhetoric that articulate the ways of seeing or showing daily, public, and intimate spaces through scenes or images."

Regarding this, Dr. Valenzuela explains that the primary research objective is to connect rhetorics through the identification and understanding of literary and cinematic constructs present in both countries. For this, the concept of entertainment will be explored in each critique, and the written-visual frameworks that elaborate a discourse around this concept will be analyzed. This will first be based on stories and ways of structuring cultural memory and history; then, on physical expressions such as leisure activities, dance, and work; and, lastly, on certain types of technological devices of intimacy and writing.

Finally, this project aims to establish connections between Chilean and Argentinean cinema and literature, elaborating on distinct systems of significance related to entertainment and interpreting these topics as ways in which one presents themselves and as ways of seeing from the perspective of a contemporary subject.