

UNIDAD EDUCATIVA PARTICULAR JAVIER
BACHILLERATO EN CIENCIAS

MONOGRAPH

“Analysis and study of the populism and its discourse, the Ecuador in its last 30 years.”

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THIRD OF BACCALAUREATE - COURSE “A”

2018 – 2019

Gratitude

Well, first I would like to thank God for giving me everything I can have now, thanks to my unconditional and unfailing support, as are my parents, my example of life and the greatest love that exists, if they had not achieved anything, this reason this monograph is dedicated for them I can not leave behind wonderful people that I can proudly call my family, because this has been a fundamental pillar not only to do this but also throughout my life, good and for last and no less important I would like to dedicate all this to two important people that although it is true I did not know them as children or they are not part of my family but those two people I will always carry in my heart, wherever I go forever I will be with them.

Summary

This monograph is written to be able to have a broad vision of what was, what is and what will continue to be this serious problem in some governments if the necessary measures are not taken to stop this evil, generally originated in Latin American countries. south. But this time we will focus on Ecuador, but before we start talking about this, we have to first get feedback and think are we aware of the true meaning of populism? Where does populism originate? How did populism emerge in Latin America and what were its tendencies? Now if after these questions arose in my head, can feed back and start writing about this problem and what were the first steps of that method of government that began as a solution for all those homeless and ended up being the biggest problem for society and the best solution for "the new rich".

The equator, a wonderful country, with a great biodiversity of flora and fauna, with 4 totally different regions that make it seem as if you were in 4 totally different countries but something that unites us to all the regions of Ecuador is our brotherhood, our will to move forward this developing country that has great potential to be exploited, however there is something that has caused much damage that has prevented the country's growth, this is mainly in the political way of governing our country, our rulers have had a wrong way to administer it and this has had severe consequences in our Ecuadorian politics.

In this monograph we will observe how populism has been highlighted as a negative current for our politics, first with the passage of Jose Maria Velasco Ibarra, one of the maximum referents on populism in our country, next we have seen other populist politicians like Abdala Bucaram and Rafael Correa.

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Introduction

Ecuadorian politics throughout this century and at the end of the last century, has undergone many changes, in the palace of Carondelet there have been presidents who left and in turn other presidents who arrived, a number of revolts, entertainments and demonstrations turn the center historic of Quito in a symbolic place of overthrows, where the people have risen, the malaise of the people has awakened and the people have made their presence felt.

Ecuador is currently experiencing hard times, in this country, as many of the presidents we have had said, that Ecuador is not easy to govern, many people have unfortunately become accustomed to listening to what people want to hear and not reality of how they are or how things went.

Populism in Ecuador was in charge of undoing institutions and entities, wasting power, writing other constitutions, formulating new codes, presenting bills and, above all, not allowing the freedom of expression that everyone, as part of this pluricultural, multiethnic and sovereign we deserve. In addition to restricting all those individual freedoms that every human being has a

right to. Of course, the paradise of wellbeing and economic stability that was promised to the citizens never arrived and only improvements in the level of life of the rulers were noted.

Through this monograph I want to understand my social environment, which is the essence and true meaning of populism as a strategy to get to power, to understand what their bases are like what is discourse since it is a very fundamental part to reach to the town itself. We all know that populism is not the correct way to govern, but personally it seems to me that it is necessary at least in Ecuador to reach the government, it will always be necessary for the great masses and unfortunately the great masses will find themselves in a social class for low, according to INEC figures, the percentage of poverty in the last census was 43.96%, this means that in Ecuador there are more voters with scarce resources, but how can it be done to reach they?.

A very fundamental strategy is the speech that the politician or the person in charge should have since this must be very concrete and precise in what should be said, to the people, and I would believe that not only happens with the Ecuadorian people but also with others countries of Latin America, which is that the people have to be told what the people want to hear, this phrase refers to the populist politicians, since they involve all their discourse, all the bad things and make the people and the ignorant society, that everything is perfect that the poverty rate in the

country is normal, that the external debt has not increased, and thus a number of things that can be made to believe the people, that the country is in perfect conditions, this in a perverse way since what the exhibitor does is to wrap everything up in a way that ignorant society creates it.

Chapter I

Populism worldwide

1.1 Introduction to the method of populist government

When referring to populism, it is very fruitful to have taken into consideration that the word, currently fashionable, applied exclusively to the social issue, although it is widely used in this field, should not only be used in this field, but also It would be convenient to extend it out of ambiguities to a large part of the relations of agreement and specifically to the space of the market in general, in which it has been held discreet. The demonstration is that if populism is understood to conquer the town as a symbol, and when products with the brand name are offered, they are given special consideration by consumers, which facilitates their commercialization, result, an essential piece of marketing and that connects with the compassion of collectivity.

The fact is that populism represents all that framework prepared to conquer the will of the largest number of people located in the land of a State, labeled as a population, to get, from the mass, profitability of any means in the business that someone promotes the idea of populism was already there, generalized, linked to the capitalist consumer society, and in the main capitalism exploits it through its companies to increase sales.

Although it is a latent populism in society, moving between traditional demagoguery and modern marketing, can be cited some example of that met apolitical aspect of the term that, although it does not appear conventionally defined, allows advance the support idea based on mercantilism that dominates the society of masses, from which the most seasoned benefit. And so, in the field of commercial aesthetics, the term "aesthetic populism" has been openly used, as Jameson does to refer to the trivialization of art, with reference to the deterioration of the select, in order to trade argumentatively with the aesthetic emotion provoked at a massive level.

Thus, although the expression, populism or seduction for commercial purposes of the people, using the term people, seems to be annexed to the very essence of capitalist society. Politically, if under the umbrella of mass consumption society began to speak of that inconsistent mass democracy, politics was called to enter fully into the dynamics of the market and therefore populism and its practices were inevitable.

Before beginning this paragraph, we will reflect on "Populism is not a style, it is a popular rebellion against the iron control that large corporations have in our country, including, our economy, government, media and the environment" Hightower Jim (SF).

It should be noted that populism as a form of government is not ideal, especially in Ecuador where some governments have used it and have not done so well. Populism with the only one is to block private enterprise, this causes the economy to decay and therefore the stability of the country decreases.

If in all the centuries the politics came to be the voice of the proceeding of the power that rests in the physical force, the rules change starting from the capitalism consolidates like dominant power from the financial reference. The immediate sequel, beginning in the principles of capitalist thought, power must be exercised according to the political model of a new system, which he intends to create. First, governed by formal legal rules. Second, it is about designing an official zed scope, not necessarily coinciding with the real power, but submissive to its control.

And third, even indirectly, the masses are admitted, in recognition of their state of real strength and support of any dominant minor force. From such approaches the hitherto habitual power is considerably affected. The delivery of the exercise of power to formally pre-established rules in the organizational framework of a State implies an opening of logic, prepared to dismantle beliefs, myths and legends sponsored by tradition. In short, it becomes a way, prospering in the well-being of the people of the town, straightened to predominate the beginning of the physical power as fixed power, tending to place in value the role of the masses.

The establishment of the sensibility of the rule as opening, supposes the dissolution with the particular energy, to happen to make it depend on the objectivity. Linking with the latter is also derived from the perspective of the common and guided by the context of existence. It moves according to the needs and the complacency of the same. As for the former, we must look at the masses as an expression of totality. The second, seeks a meaning used for capitalism as responsible for trying to meet them. Such considerations undoubtedly have an impact on politics.

The populism exercised by the different parties in the dispute to reach power, can come out in the domain of the aspect. If the first of appearances comes with the government populism that claims not to be populist, the others move forward reinforcing their populist plan. The most and most characteristic is seen on the side of the left. By paradigm, declare itself anti-political when populism is particular to politics or contradict the professionalism of it. When their leaders are lullabies or expose their ideals in the dialogue with the bases, although, nevertheless, arguing of bases entails distinction, when this only consists of an attachment treaty in which the situation established by the leaders is not accepted or they are left out of it, to be that reflection of what that model of populism actually offers. As for the populist nationalisms, they simply remain disconnected from the global reality, with what their nation is nothing more than an attempt to try to resuscitate the protagonist.

And to conclude the political populism that has been used not only here in Ecuador but also in some other countries in Latin America and around the world, whatever this tendency is, whether to get the majority of the voters in favor an electoral process, showing the people some proposals that are almost unattainable and easy enough to catch the attention of the voter, these tend to be presented as the only option in an election that person who only with his or her good speech believes that they can solve and face the existing problems from a country.

Chapter II

Discourse and populism: its origins

2.1 The speech and its fragments

The speech is the deep reflection and directed by an individual towards other people is the verbal exposition of some topic, ordinarily with the ending of convincing the others, and this as it is said has three aspects that are: themes, speaker and audience. We all elaborate verbal information in every day situation. for the ordinary we speak spontaneously outside of preventing the neat language or the ordering of what we want to say, that is to say the discourse, but when we speak in public, we try not to neglect ourselves in our speech and even more in our expressions as in the logical distribution used; introduction, development and conclusion. For a serious verbal expression to be visibly understood, it must be carried out in the corresponding linguistic research. There should not be used tricks and the construction of sentences should be very careful, on the other hand the use of vocabulary must be careful, avoiding faults or inappropriate words.

A speech is an event of speaking either on a platform, in an audience or simply to the public, and therefore consists of the very important elements of all speech: in the first part, a locutionary or act, is to explain, the act of saying a saying with a sense of bone refers to speaking with coherence and reference; in the second place, an illocutionary or illocutionary act,

or the set of acts conventionally associated with the illocutionary act; in the last place, a perlocutionary or perlocutionary act, that is, the effects in thoughts, beliefs, feelings or actions of the interlocutor this is more reserved is to say an opinion or a feeling of the speaker or speaker.

Also, we have the encompassing discourse, which must be formed in the loom of experiences, it must be covered with details, illustrations, personifications, drama, experiences of oneself, certain anecdotes and examples can be defined in some cases; and all these expressed in familiar and concise terms which give the right insight and intellect; where what is meant is understood by all, the speaker or speaker must use endings that go according to the public so that it is understood by all those around him. and to conclude this paragraph I would like to reflect on the following; "There are political actors who resort to populism and demagogy, selling in very easy answers the possible solutions to the problems that the world faces today, which is not that simple nor that simple; Taking the reins of a country, assuming the responsibility to govern, is something more than giving simple answers, it is complex and difficult ", (Peña Nieto, 2018, Summit of Leaders of America.)

2.2 Populism and its origin in Latin America

Well after analyzing in depth and being able to recognize many things about the discourse in order to re-focus clearly again on the subject of populism because for this I have come up with certain kinds of questions in my mind, which I will say throughout of the following nowadays, anywhere, anywhere there is talk about "populism" in political debates, the different concentrations of political parties, in the media such as: radios, television or through the Internet through networks social. It has been so much the "boom" on populism that currently there is no day in which the press or journalism is local or international stop talking about this phenomenon, warn us about any populist threat, or tell us that the populist is a liar, that populism impoverishes the country, so many things that are spoken about this issue that has become or better, we have made it so harmful for a state, a country or a nation, always everywhere, everywhere in the world. world from America Latina to North America, from Europe to Asia and so with all the countries with are part of these six continents, usually accuses some politician to be "populist".

But why? We are taking all this populist being as something very relevant to a country as if it were an evil, a plague species of these plagues that are still unknown: they are everywhere and nobody can fully explain how it has expanded so much. That is to say, many populist politicians use the people as their secret weapon, and at the same time their most vulnerable sector, which fill them with fallacies in order to gain power. But how can it be expanded to the whole world if we say that it is so perverse? Why follow a trend like that? But what does

"populism" mean? Is there really a "populist threat" that is affecting democracies all over the planet? "Populism" and the adjective "populist" were academic terms before they became expressions of common use. At the same time, like many other academic concepts, they were born as part of political vocabularies of a specific country.

To start this paragraph, we can take what was mentioned by Paez (2017), "It is the ideology that animates the action of the politician. Without it, its development lacks commitment and social projection; it is simple tareism and not an organic and structured political work" (p.66). The beginning of populism is linked to the difficulty that the Oligarchical State had. The populism happens to a chain of anti-oligarchic movements of medina scale and which these were full of their impetus, rebelliousness and liberal value and the one that looked for to be able to obtain a settlement of the country with a Freeway, being this speaking economically and politically, spreading this way a succession of ideas and changes in an economic way on the economic and political progress of the nation, the associative transformation, democratization, freedom and many other changes that were originating.

Leaving aside all this, this is the new distribution of classes, which were created by society, field-city immigration, industrial development, the growth of the service sector, for all

that is the one that exposes and the looks with cowardice to the whole oligarchic system. In this risk many important things happened that we can emphasize as it is: World War I, Economic Depression of the 30, and World War II, these that worked as structural ruptures in the nations of dependent economy, as they were ours.

Populism in Latin America was a collaboration between antagonistic social classes, in progress of alignment as it is the bourgeoisie on the one hand, and proletariat, peasants and middle classes, on the other this alliance or collaboration that existed between them led me to continue Latin America what today is considered as populism, this guided with the intention of confronting, abatiry sink the Oligarchic State, heir of colonialism, since it dominated in power since the nineteenth century and also predominated in all countries of the subcontinent. If we take it to a case already internationally, we also fought against an enemy called American imperialism.

For the great majority that agree to this way of governing in fact all those people who are in favor of populism, what for them was on the table so to speak was the economic and social degree in which they could be found. On a secondary level, the democratization of organizations and social relations, that is, the people, was placed. In the majority of cases, the point to arrive

was to obtain a good political strategy of national economic growth that required a change in the administration of power structures, the management of relations between the State and society.

Populism throughout Latin America came and appeared as an urban anomaly; its social and economic pedestal is in cities that are well developed and in which the secondary and tertiary sectors have a broad field of dynamism.

For to culminate this chapter I wanted to note that there are also authors who stress that:

Power is not only in the rulers but is dispersed in the most different sectors of society; there is a sum of micropowers that are exercised on a daily basis. One of those powers, as an example, is the disciplinary that is exercised in detention centers that are seen more as institutions necessary for coexistence

Chapter III

Events in Ecuador and actions in this regard

3.1 Ecuador, a country of "riches"

To begin this chapter I want to tell you a little more about our beloved country, Ecuador has 16.5 million inhabitants according to the last census made by the INEC (National Institute of Statistics and Census), with its capital Quito which has 2.22 million inhabitants, territorially our country has 256,370 square kilometers including the Galapagos Islands which are located 1,000 kilometers from the Ecuadorian coast, all this divided into its 25 provinces, this mega diverse, multi-ethnic and sovereign country, has several languages starting from its two official languages, which are Spanish and Quechua, to other dialects of the uncontacted indigenous people, various forms, different cultures and thus an infinity of things that make our beautiful Ecuador a mega diverse country. The eternal Ecuador, united in the defense of its territorial inheritance. The democratic Ecuador, capable of giving historical lessons of humanism, work and freedom. This Ecuadorian Amazon, from always and always. Long live the Homeland! (Roldos, 1981).

3.2 Ecuadorian political situation

Populism in Ecuador is a government current which has taken on great importance since the 1930s, but this is not only in Ecuador this populism can be observed in several Latin American countries, in Ecuador with its first representative figure José María Velasco Ibarra, elected 5 times president of the Republic of Ecuador, this well-known figure at the national level took the affection of the majority of voters to later proclaim himself a dictator, he is still one of the greatest referents of the practice of populism in our homeland.

The study of this remarkable political current focuses on the strength of being able to have leaders who can be in representation of the needs of the most excluded social sectors of the Ecuadorian people, that is, represent the Ecuadorian people that fighting people that bring the bread for his family that looks for a new Ecuador with hope, propitiating through its leader a supposed voice towards the rest of the sectors of a society very divided by a very varied political history.

Teun A. van Dick and Ivan Rodrigo M. when referring to the political ideologies they hold:

While the political systems are at the beginning of the economic and social organization of power, the political ideologies define the socio-cognitive

counterpart of such systems. These are the basic belief systems that underlie and organize the shared social representations of groups and their members.

All this with a leader of a good oratory can be achieved but perhaps with oratory is a country repaired economically? This is the answer is no, that is why the populists do not generally succeed, their economic strategies are diverted by another sense, setting an example, with the triumph of the conservative Sixto Durán-Ballén in the 1992 presidential elections, Ecuador entered fully into a neoliberal economic scheme although Ecuador throughout his journey of Sixtus in the presidency was marked several falls in the economy since we were seriously affected because we were going through the Cenepa war, as well as this decline of the economy by certain factors that one does not I can control, many more have passed another great example is in the government of Rafael Correa Delgado our country experienced one of the most serious natural disasters for the country in this century, and for this not only was affected the place where the earthquake originated but also to the economy of all Ecuadorians.

Returning with Sixto Duran-Ballén in his government tried to control inflation in a way that was not the best and laws were drafted on modernization of the public sector that meant to take power from the State in the control of strategic areas and open to a program of privatizations

, according to the guidelines of the IMF and international organizations. These measures were intended to reduce the size of the State, deregulate markets and open the economy to international trade and finance.

3.3 Social context

Today the Ecuador is going through moments of change, we left a decade where there were illicit associations, corruption, and most of all, lies. My generation has grown under the mandate of a single president, if it is not thanks to books or my parents and grandparents who help me every day to continue acquiring knowledge about the political history of this country, if it were not for them maybe I did not never since I have consciousness to be able to discern that seen only a president, and the truth is that if we think about "the decade won" and did not have the help of the books that my father gave me or did not have the experience that I have now, I think I would not even have written this monograph.

It is said that young people are the future, but I believe that we young Ecuadorians are not the future, rather we are the present, we are those voices that are needed, those fresh and renewed ideas put aside all that old policy because we arrived Young. But how to convince a young man to do politics if it is related to corruption, mafia and all that upon hearing this term. We are the

young people that if we believe in a new Ecuador, we have the option to change that thought, taking to our social circle the true meaning of what it is to do politics. And finally I want to make mention of Paez (2017), "I told me to speak now or street forever; and I chose the callee forever "(p.12)

Conclusions

At the end of this monographic work it is concluded that:

- All theories about populism and its intervention in generally authoritarian, totalitarian, bureaucratic and feudalist governments are linked to a totally negative current. We also conclude that populism has been more commonly adopted by politicians in Latin America, promising things, actions and, most of all, a better life for people who have already lost hope. We conclude that South America has one of the highest rates of poverty and those people are looking for a better future at all costs, politicians join with the people of middle and lower class in search of a solution to their problems and is represented as the Savior of these people.
- In this monograph he concludes that populism has this division in parts. We all elaborate verbal information in each situation of the day, for what we speak spontaneously, outside of preventing clean language and the ordering of what we want to say, that is, discourse, but when we speak in public, we try not to neglect ourselves in our speech and even more in itself is a speech for us. Expressions as in the distributed logical distribution; Introduction, development and conclusion. For a verbal expression to be visibly

understood, it must be carried out in the corresponding linguistic research. No tricks should be used and the construction of sentences should be very careful, on the other hand, the use of vocabulary should be careful, avoiding flaws or inappropriate words.

- Today Ecuador is going through a severe decade for some the "decade won" and for others the "lost decade". During these 10 years the government in charge was in charge of exterminating several entities against the government also divided many groups favoring some and harming others. Populism in our country has been seen for decades with the appearance of José María Velasco Ibarra and another reference of populism and Ecuadorian politics is Abdala Bucaram Ortiz and the most recent in this last century Rafael Correa Delgado, started young with good ideas, but it totally declined since he began to use the people, wrapping him in fallacies, selling his idea disguised as another which the people wanted to hear.

Recommendations

At the end of this work it is recommended that:

1. I recommend that young people should choose their representatives well, they should inquire about each one to be able to choose with good judgment.
2. I recommend that all people should be informed at all times about the political situation in their country since one never knows when they will have to participate in it.
3. I recommend that people always analyze their candidates before making a decision because it cannot always be a screen only to hook them and have their support.

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