

***The political, discursive and cultural construction and consolidation of the process of the Menemist hegemony (1989-1995).
Proposal for an interdisciplinary analysis***

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Abstract:

During the government of Carlos Menem in Argentina were carried out extensive structural changes. Nevertheless, the menemism managed to form, and then maintained over time, a large and heterogeneous hegemony. The following work investigates the process of construction and consolidation of that hegemony during his first term (1989-1995). To carry out this task, part of a triple analytical dimension that includes the plans of the dynamics of political alliances, disputes discursive and ideological interpellation. In this context, pursuing a strategy of interdisciplinary analysis, that integrates the contributions of post-Marxist theory of hegemony of Ernesto Laclau, psychoanalytic theory of the ideology of Slavoj Žižek, some specific contributions of Jacques Lacan, and the theoretical aspects of social semiotics of Eliseo Veron.

Key words: Menem, Hegemony, Politics, Interdisciplinary analysis, Argentina.

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