



## Argentina PR Country Landscape 2004

# Global Alliance for Public Relations and Communication Management

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## Background

The capital of the Republic of Argentina is Buenos Aires and the official language is Spanish. The country has a high literacy rate of 97.1 % (CIA The World Factbook, 2003 est.). Argentine peso is the country's currency and 16.3 percent its unemployment rate (Instituto Nacional de Estadísticas and Census [www.indec.gov.ar](http://www.indec.gov.ar)).

Argentina has a population of more than 36 million inhabitants, including some 1.5 million foreign born (2001 Census). The population's race composition is as follows: 97 % White (mostly Spanish and Italian descendants), and 3 percent Amerindians or other nonwhite groups. The predominant religion is Roman Catholic 92 % (less than 20 % practicing), Protestant 2 %, Jewish 2 %, and other 4 %.

With a diverse climate—mostly temperate; arid in southeast; sub Antarctic in southwest—, the country possesses rich plains of the Pampas in northern half, flat to rolling plateau of Patagonia in south, and rugged Andes along western border. Argentina covers 2,766,890 square kilometers filled with a diverse climate of vegetation and topography. Natural resources: fertile plains of the Pampas, lead, zinc, tin, copper, iron ore, manganese, petroleum, and uranium.

## History

The two main indigenous groups in Argentina before the European arrival were the Diaguita near Bolivia and the Andes and the Guarani from further Southeast. These two groups constitute the origins of permanent agricultural civilization in Argentina. Both are known for cultivating maize, and the Diaguita are also remembered for preventing the Inca from expanding their empire into Argentina. The native people of Argentina carried out a long campaign against colonization and Spanish rule. The first Spaniard to land in Argentina, Juan de Solis, was killed in 1516, and several attempts to found Buenos Aires were stopped by the local inhabitants. Not until the late 16<sup>th</sup> century was Buenos Aires securely established.

Despite military success, the resistance of the native people was weakened by the introduction of diseases from Europe. However, Spain was more interested in developing Lima and the riches of Peru, and Buenos Aires was not allowed to trade with foreign countries, and the city became a home to smuggling. The restrictions on trade made Spain the villain in the eyes of the colonists.

The British attacked Buenos Aires in 1806 and 1807. The colony managed to fight off Britain's attacks without assistance from Spain. This act of strength helped to foster the region's growing sense of independence.

When the French captured Spain's King Ferdinand VII, Argentina came completely under the rule of the highly unpopular, local viceroyalty. The locals rebelled against the viceroyalty and declared their allegiance to the king. By 1816, the deep division between Argentina and Spain had become apparent, and a party of separatists decided to declare the country's independence. One of the patriots, Jose de San Martin, crossed the Andes and captured Lima. Martin is known as the liberator of Argentina. He also helped in the fights for independence in Chile and Peru. Along with Simon Bolivar, he is credited with ending Spanish rule in South America.

Argentina's early independence was marked by a struggle between two political groups: the Unitarists and the Federalists. The Unitarists wanted a strong central government, and the Federalists wanted local control.

## Culture

European influences have largely affected Argentina's culture. Heavy immigration during the late 19<sup>th</sup> to the 20<sup>th</sup> century has created a melting pot in Argentina and developed a unique national character. Argentina has more than 36 million people. Over one-third of the population resides in Buenos Aires, Argentina's capital. Buenos Aires, along with other urban areas accounts for almost 90% of the total population. The principal indigenous groups within Argentina are the Quechua of the northwest and the Mapuche in Patagonia.

There are 17 native languages in Argentina. The official language is Spanish, but many understand English, Italian, German and French. Many immigrant communities retain their mother languages as a sign of their identity and pride. Roman Catholicism is the official state religion. The Argentine people believe spiritualism and veneration of the dead are extremely important.

Many Argentines receive their education in Europe. Cultural trends involving art, music, and architecture reflect European influences. Argentine literature shows more of a mix of cultures, but they are especially proud of producing writers with international status. One of the most popular expressions of Argentine popular culture is the tango, a dance and music which captures imaginations of romantics around the world. Sports are extremely important in Argentina. Soccer (*fútbol*) is the most popular sport and the most participated in. Soccer has become a national game and was introduced in the 1860's by British soldiers. Argentina won the World Cup in 1978 and 1986. Sports such as trekking, skiing and water sports are also popular. Elite sports including rugby and polo reflect influences from the immigrant societies. The Andes Mountains serve as a popular place for Argentines to enjoy *Andinismo*, which means hiking, mountain-climbing, cross-country skiing and talking wilderness walks.

Argentina surprisingly has very few festivals and fiestas. Most public holidays reflect the Roman Catholic liturgical calendar. Things in Argentina come to a halt during the Christmas to New Year and Easter periods.

Argentina's cuisine is dominated by meat, or "beef". Many places serve mixed grills (*parrillada*), which is a mixture of all the different parts of an animal. Argentine ice cream (*helado*) is known as a favorite and reflects Italian influences. Many Argentines share "*mate*", Paraguayan Tea, as a traditional ritual beverage. The tea leaves, similar to holly leaves, are ornately prepared and served from a shared gourd. When mate is served it is a special expression of acceptance.

According to Hofstede's cultural dimensions, Argentina shows similar cultural characteristics as other Latin American countries. Uncertainty avoidance ranks the highest which indicates a low level tolerance for uncertainty, a society that does not readily accept change and is risk adverse as well as where there is a high concern for rules, regulations, controls, and issues with career security. Other indicators are: high power distance index reflecting presence of inequality of power and health within society and deference to authority figures, low individualism which expresses the collectivistic nature of society with close ties between individuals, and high masculinity pointing out a high degree of gender differentiation ([www.itim.org/geert-hofstede/](http://www.itim.org/geert-hofstede/)).

## Argentina Links

The following are Argentina web sites that provide information on culture, government, social issues, and the communication (public relations and advertising) industry:

<http://www.turismo.gov.ar/>

This is the National Secretariat of Tourism and Sports web site. It offers information about travel agencies and airfare, descriptions of towns and their facilities and detailed descriptions of tours offered throughout Argentina.

<http://www.info.gov.ar/>

This is the official government site for Argentina. It offers information about Argentine government and links to institutions and organizations worldwide.

(In Spanish)

<http://www.buenosaires.gov.ar>

This site offers information about the government of the city of Buenos Aires.

<http://www.indec.gov.ar>

This is the site of the National Institute of Statistics and Census.

<http://www.www.muchnickpr.com.ar.net/>

This site offers information on a variety of areas, such as tourism, weather, mass media, news, etc.

<http://www.redrrpp.com.ar>

This site provides information and resources about the public relations practice to professionals, students and college professors interested in the area.

<http://www.relacionespublicas.com/>

This site offers rankings of public relations agencies, latest publications, academic papers, a list of public relations programs in higher education, case studies, and winners of the Eikon award, among other useful information materials.

<http://www.revistadircom.com.ar/>

This is the site of a specialized magazine, "DirCom", which covers topics of communications, image, graphic design, and strategy.

<http://www.reputacionline.com/>

This site provides information and resources for the public relations and advertising industries (strategic communication).

## Public Relations

For many years Argentina was under a militant rule, with an economy that was wavering and still continues to falter. These two factors have impacted the growth of public relations in Argentina. However, finally emerging as an independent and democratic nation, public relations has become a more prominent fixture in Argentine society. There are currently more than 80 consultants in the market, and two professional councils of public relations.

According to Martin Ravazzani (2003), board member of the Professional Council of Public Relations of the Buenos Aires Province (one of the two professional councils in the province of Buenos Aires), the public relations industry experienced a significant growth during the '90s, but it faced a dramatic downturn with the economic collapse of 2000-2001. "Nevertheless, in quite a few cases, financial limitations were such that, PR management had greater development than advertising in relative terms," Ravazzani said. Today, the public relations business in Argentina "faces a marketplace individualized by disbelieving Argentines, who feel a need to rebuild their hope," Ravazzini concluded.

Currently, there are not provincial associations outside the capital city or a professional association of public relations with a national reach. In contrast, two professional associations are active in the province of Buenos Aires: The Professional Council of Public Relations of the Buenos Aires Province and the Professional Council of Public Relations. Both councils are considered legitimate and active.

The first council was founded in 1997 to represent public relations professionals with university and other tertiary education degrees in public relations or related communication fields. Its membership includes public relations professionals from the capital city, some of the provinces of the country, and different countries of the world; that is, foreign practitioners working in Argentina ([www.relacionespublicas.org.ar](http://www.relacionespublicas.org.ar)). The provincial council's mission is: to position the profession of public relations, to represent and to unite its members, furthering professional development and scientific growth of the discipline under a framework of ethical practices. The objectives of this council are to provide professional development and education, exchanges between formal practitioners and academia, and to build relationships with the media. The organization offers discussions, workshops, classes and conferences for public relations practitioners to aid in the industry's development. It also strives to help legitimize the public relations profession and its functions. Increasing its international presence, since 1998 the Council is a member of the Inter-American Confederation of Public Relations (first headquartered in Uruguay and today headquartered in Argentina).

The second council, also headquartered in Buenos Aires with a chapter in La Plata, represents public relations practitioners with or without university degrees as well as consultancy firms since 1989 ([www.rpp.org.ar](http://www.rpp.org.ar)). To represent the interests of some 230 individual members and 22 consultancy members, the council's governance structure includes a board of directors, a regulatory commission, a commission of consultancies, business entrepreneurial commission, an education commission, and a commission of students and young professionals. This councils

seems to have the best governance structured, visibility and acceptance within the professional community.

Colleges and universities offer five-, four- and three-year programs in public relations. Five- and four-year degrees are called “licenciatura,” which is equivalent to a bachelor’s degree offered by private and public institutions such as “Universidad Austral,” “Universidad Argentina de la Empresa,” “Universidad de Belgrano,” “Universidad Argentina John F. Kennedy,” “Universidad de Morón,” “Universidad de Palermo,” “Universidad de la Marina Mercante,” “Universidad Nacional de Lomas de Zamora,” “Universidad Siglo XXI,” and “Universidad Champagnat” (for a complete list of programs check [www.relacionespublicas.com](http://www.relacionespublicas.com)). The variety of specialized education offerings in public relations generates a significant number of new professionals every year with both managerial and technical abilities. “Universidad Nacional de Lomas de Zamora” is a member of a pan-regional academic organization called ALACUARP [Latin American Association of Universities Careers of Public Relations]. ALACUARP is a group of Latin American universities headquartered in Lima, Peru (Universidad de San Martín de Porres). Its mission is to foster growth in public relations and academia.

*Imagen* [specialized publication on public relations, communication and lobbying] prepares an annual ranking of public relations consultancies. The latest ranking and statistics available online [[www.relacionespublicas.com](http://www.relacionespublicas.com)] introduces eleven firms with the best market performance (i.e., Muchnik, Alurralde, Jasper & Asociados; Estudio de Comunicación; DLC Comunicación; Nardelli & Asociados; Mazalán Comunicaciones; Dell’ Acquilacolombres; PDV Servicios de Marketing; J.A. Llorente & O. Cuenca; Feedback; and Factotum, in that order). Burson-Marsteller (top three ranked agency between 1999 and 2001), Nueva Comunicación, Edelman, Hill & Knowlton, Porter Novelli and Ogilvy PR also operate in Argentina with an international network of public relations firms with both regional and worldwide capabilities.

Similarly, The Jeffrey Group is a public relations firm that has full service offices throughout Latin America, including Argentina. The Jeffrey Group has recruited a staff of public relations and marketing professionals, designers and writers – nearly all of whom have lived and worked in both the United States as well as Latin America. The majority of work that the firm does in Argentina involves media relations and developing regional public relations programs.

## The Role of Media

Argentina is burdened with the legacy of military rule from 1976 to 1983. Freedom House characterizes Argentina’s political and civil liberties as partly free, according to the Freedom in the World Country Ratings of 2001-2002. Similarly, Transparency International classifies the country as highly corrupt, according to the Corruption Perception Index of 2003.

Since the return of democratic rule in 1983, Argentina has achieved a higher degree of freedom but is perceived as “worsening” according to Transparency International. This is definitely not a trend in Argentina, though there have been one or two episodes. Actually journalism in Argentina has a wide space for public denunciations [www.puntodco.com](http://www.puntodco.com) and [www.telenocheinvestiga.com](http://www.telenocheinvestiga.com).

Despite severe economic and political instability since 2001, Argentina continues to be one of South America’s leading markets. Cable TV penetration is among the highest in the world at more than 60 percent. There are dozens of TV stations such as Grupo Telefó Canal 11, Canal 7, Grupo

Clarín Artear Canal 13, Todo Noticias and Grupo InfoBAE Canal 9. TV sets are 289 per 1,000 people.

Literacy of the total population is high at 97.1 percent, and the daily newspaper circulation is 123 per 1,000 people. Argentina has more than 150 daily newspapers such as Clarín, La Nación, Ambito Financiero, El Cronista (belongs to the same group that controls the Financial Times), InfoBAE, Crónica, and Página 12.

Radio has the highest media reach at 595 per 1,000 persons. A sample of Argentine radio stations includes: Radio Nacional, a state-run cultural network; Radio Mitre, operated by Grupo Clarín; Cadena 100, run by Artear; and Radio Continental.

The Argentine market is dominated by media conglomerates, such as Clarín Group. Clarín Group, founded in 1945, is involved in almost all media sectors including newspaper, radio, television, mobile phones, cable, film production, Internet and more. Public broadcasting has not played a large role in the development of TV and radio.

In 2001 there were 3.88 million Internet users and more than 15 million telephones in 2003. In December 1999, there were an estimated 3 million cellular telephones.

## Newspapers

Ambito Financiero—[www.ambitoweb.com](http://www.ambitoweb.com)

Buenos Aires Herald—[www.buenosairesherald.com](http://www.buenosairesherald.com)

Clarín—[www.clarin.com](http://www.clarin.com)

Crónica—[www.cronica.com](http://www.cronica.com)

El Cronista—or [www.cronista.com](http://www.cronista.com)

InfoBAE—[www.infobae.com](http://www.infobae.com)

La Nación—[www.lanacion.com.ar](http://www.lanacion.com.ar)

La Prensa—[www.laprensa.com.ar](http://www.laprensa.com.ar)

Página 12—[www.pagina12.com.ar](http://www.pagina12.com.ar)

La Razón—[www.larazon.com.ar](http://www.larazon.com.ar)

Olé—[www.ole.clarin.com/diariod/hoy/index.html](http://www.ole.clarin.com/diariod/hoy/index.html)

Argentinisches Tageblatt (German language)—[tageblatt.com.ar](http://tageblatt.com.ar)

La Capital—[www.lacapital.com.ar](http://www.lacapital.com.ar)

### Local Press News Sources

Agencia Los Diarios—[www.losdiarios.com.ar](http://www.losdiarios.com.ar)

DYN—[www.dyn.com.ar](http://www.dyn.com.ar)

Noticias Argentinas—[www.noticiasargentinas.com](http://www.noticiasargentinas.com)

Telam—[www.telam.com.ar](http://www.telam.com.ar)

### The Political Structure

Argentina has a federal republican representative form of government (Constitution, s. 1.) Executive power vests in the President (Const. s. 87) who must be either an Argentine national by birth or the “son” of a native if born overseas (Const. s. 89). Section 90 of the Constitution was amended by President Menem in 1994 to facilitate him running for a second term and now provides that the President and Vice President hold office for four years and may be re-elected for only one consecutive term after the four year term expires (Argentina Index, n.d.). The Constitution does not prohibit an ex-President from running for office once a term has elapsed after his last presidency and Menem has indicated an interest in doing this though he has lost some popularity since reports of corruption during his presidency and an arrest for arms dealing in June 2002 (Profile: Carlos Menem, n.d.).

The President is very powerful with responsibility extending to the general administration of the country (Const. s. 99(1)), enforcement of laws (Const. s. 99(2)), granting pardons or commuting punishments (Const. s. 99(5)), granting pensions, retirements and leave of absence (Const. s. 99(6)), concluding and signing treaties and agreements and receiving foreign ministers (Const. s. 99(11)). Under section 12 the President is also Commander in Chief of the Armed Forces and under section 14 he controls and organizes the Armed Forces. He also has some control over military posts subject to the consent of senate under section 13 and the ability to declare war with approval from Congress under section 15. In time of foreign attack he has the power to declare certain places in a stage of siege under section 16, but this power vests in Congress, once it is in session, in times of peace.

Legislative power vests in Congress under section 44 of the Constitution. Congress comprises two houses: the House of Deputies and the House of Senators for the provinces and the city of Buenos Aires (Const. s. 44).

The House of Deputies is comprised of elected representatives one for every 33,000 or fraction not less than 16,500 inhabitants (Const. s. 45). Deputies hold office for a four year term and may be reelected, but the House is renewed by halves every two years (Const. s. 50). The House of Deputies is the only body with authority, through a majority vote with 2/3 of its members present, to



impeach before the Senate the President, Vice President, Chief of Ministerial Cabinet, Ministers and Justices of the Supreme Court in cases brought against them for misconduct or crimes both ordinary or committed in the course of their official duties (Const. s. 53).

The Senate is comprised of 3 senators for each province and 3 for Buenos Aires, jointly and directly elected (Const. s. 54). A Senator must be 30 years, a citizen for at least 6 years, resident in the province for at least 2 years and have an annual income of at least 2,000 pesos (Const. s. 55). Senators hold office for six-year terms and may be re-elected indefinitely, but the Senate is renewed by 1/3 of its constituents every 2 years (Const. s. 56). The Senate sits as judge in public trial hearings of persons impeached by the House of Deputies. Impeachments can take place only through a majority vote in the House, 2/3 of its members being present (Const. s. 59).

## Economy

Argentina's economy, which faces mounting problems, has suffered from a decade of inflation, external debt, capital flight and budget deficits. The country possesses abundant natural resources, adequate infrastructure and sufficient human capital but lacks the conditions to take advantage of such assets. Growth in 2000 was a negative 0.8 percent, as both domestic and foreign investors remained skeptical. Investors have lost confidence in the government's ability to pay debts and maintain the peso's fixed exchange rate with the U.S. dollar. In 2001, Argentina's economy continued its decline with the widening of spreads on Argentine bonds, massive withdrawals from the banks and a further lack in consumer and investor confidence. At one time, Argentina's banking system was one of the strongest in Latin America. However, the number of banks and the scale of banking operations are shrinking. Government efforts to eliminate its deficit, stabilize the banking system and restore economic growth have been unsuccessful in the face of recent economic woes. Argentina has experienced problems with the peso, the exchange rate and inflation.

A large part of Argentina's hope for economic development rests on foreign trade, which has become more important in the last 12 years. Although exports are increasing, current economic uncertainties have prevented foreign trade from reaching its full potential.

Argentina's cornerstone of international trade policy is MERCOSUR, the customs union between Argentina, Brazil, Paraguay and Uruguay.

## Banks

[www.grippe.com.ar/argentina/english/business/banks.htm](http://www.grippe.com.ar/argentina/english/business/banks.htm)

This site contains a list of links for more than 70 banks in Argentina.

Banco Central de La Republica Argentina (Central Bank of the Republic of Argentina)

011-5411-4348-3500

[www.bcra.gov.ar](http://www.bcra.gov.ar)

Banco de Galicia Y Buenos Aires (Bank of Galicia and Buenos Aires)

011-5411-6329-6580

[www.bancogalicia.com.ar](http://www.bancogalicia.com.ar)

Banco Río

011-5411-4345-2400

[www.bancorio.com.ar](http://www.bancorio.com.ar)

Banco de la Ciudad de Buenos Aires (Bank of the City of Buenos Aires)

[www.bancociudad.com.ar](http://www.bancociudad.com.ar)

Banco de la Provincia de Buenos Aires (Bank of the Province of Buenos Aires)

[www.bapro.com.ar](http://www.bapro.com.ar)

Banco Privado (Private Bank)

[www.bancoprivado.com.ar](http://www.bancoprivado.com.ar)

Banque National de Paris (National Bank of Paris)

[www.bnpparibas.com.ar](http://www.bnpparibas.com.ar)

### **Other financial and economic links**

ABA – Asociación de Bancos de la Argentina (Association of Argentine Banks)

[www.aba-argentina.com](http://www.aba-argentina.com)

Created in 1999, the Association of Argentine Banks is an organization of various banks that strives to promote bank development in Argentina while serving the interests of the banking industry. The association also seeks to create public awareness about the necessity of a stable banking system as a fundamental instrument to a country's growth and success.

Comisión Nacional de Valores – (National Securities Commission)

[www.cnv.gov.ar](http://www.cnv.gov.ar)

Argentina's National Securities Commission works to ensure the transparency of Argentina's security markets, to watch over the market price formation process and to protect investors.

Banco de Valores S.A.

[www.bancodevalores.com](http://www.bancodevalores.com)

Banco de Valores S.A. is the top financial entity within the Argentine stock exchange system. It was established in 1978 and performs functions related to investment banking and retailer bank activities. Merval created Banco de Valores S.A. and owns 99.9 percent of the bank's capital stock.

The National Law Center for Inter-American Free Trade Argentina Law

[www.natlaw.com/argentina/argentin.htm](http://www.natlaw.com/argentina/argentin.htm)

This non-profit organization provides topical information along with country specific links relating to Argentine laws and regulations.

[www.grippto.com.ar/argentina/english/business/banks.htm](http://www.grippto.com.ar/argentina/english/business/banks.htm)

This site contains a list of more than 250 business organizations in Argentina.

The following three organizations are interrelated and deal with stocks, securities, investors, etc. in Argentina.

Merval – El Mercado de Valores de Buenos Aires

[www.merval.sba.com.ar](http://www.merval.sba.com.ar)

Bolsa de Comercio de Buenos Aires

[www.bcba.sba.com.ar](http://www.bcba.sba.com.ar)

Caja de Valores

[www.cajval.sba.com.ar](http://www.cajval.sba.com.ar)

## **Business**

*Ministerio de Economía y Producción* - <http://www.mecon.gov.ar>

This site is home to Argentina's Minister of Finance. It provides information on the state of Argentina's economic infrastructure, regulation information and protection for consumers.

## **Business News**

*Diario Ambito Financiero* - [http://www.ambito.com/diario/portada/index\\_free.asp](http://www.ambito.com/diario/portada/index_free.asp)  
Argentina's largest daily financial newspaper updated throughout the day on the Internet

## **Resources**

*National Library of Argentina* - <http://www.bibnal.edu.ar>

*Library for the University of Buenos Aires* - <http://www.sisbi.uba.ar>

*Library for the University of La Plata* - [http://www.unlp.edu.ar/simple/menu/f\\_biblio.htm](http://www.unlp.edu.ar/simple/menu/f_biblio.htm)

*Internet Public Library: Argentina* - <http://www.ipl.org/div/news/browse/ar>

### Think Tanks

*Center for the Implementation of Public Policies Promoting Equity and Growth* - [www.cippeec.org](http://www.cippeec.org)  
CIPPEC is an independent organization based in Buenos Aires that works on four key policy areas: education, health care, fiscal responsibility and public sector reform. The goal of this think tank is to produce diagnoses and proposals relevant to today's Latin American governments.

*Institute for the Integration of Latin America and the Caribbean* – [www.iadb.org/intal](http://www.iadb.org/intal)  
INTAL is also based in Buenos Aires and for nearly forty years has done research on all aspects of regional integration and cooperation.

IDEA <http://www.ideared.org/>

Fundación Mediterranea <http://www.fundmediterranea.org.ar/>

Fundación Capital <http://www.fcapital.com.ar/fcapital/>

### Works Cited / Consulted

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<http://www.argentinachileflyfishing.com/argentina.html>

This site includes information about the history, culture and people of Argentina.

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[http://www.oefre.unibe.ch/law/icl/ar00000\\_.html](http://www.oefre.unibe.ch/law/icl/ar00000_.html)

Argentina Index. (n.d.). Retrieved November 26, 2002 from the World Wide Web:

[http://www.oefre.unibe.ch/law/icl/ar\\_idx.html](http://www.oefre.unibe.ch/law/icl/ar_idx.html).

*BBC News Country Profiles*. Retrieved October 22, 2003 from

[http://news.bbc.co.uk/2/hi/americas/country\\_profiles/1192478.stm](http://news.bbc.co.uk/2/hi/americas/country_profiles/1192478.stm)

The BBC offers country profiles including facts about current leadership, country statistics, government and media.

*Burson-Marsteller*. Retrieved November 27, 2003 from <http://www.bm.com>

The site includes the history of the company, clients, services, locations and honors.

*CIA World Factbook*. (2003). Retrieved November 20, 2003 from

<http://www.odci.gov/cia/publications/factbook/geos/sf.html>

The CIA World Factbook provides detailed information on countries around the world, including Argentina. The site offers details on country statistics, history, economics, politics and culture.

*Consejo Profesional de Relaciones Públicas de la Provincia de Buenos Aires*. Retrieved

November 23, 2003 from <http://www.relacionespublicas.org.ar>

This is the official site for the Consejo Profesional de Relaciones Públicas de la Provincia de Buenos Aires – Argentina. It includes links to the sites for IPRA, CONFIARP and ALACAURP

*Freedom House*. Retrieved November 27, 2003 from <http://www.freedomhouse.org/>

Freedom House provides World Country Ratings pertaining to political and civil liberties on countries around the world.

Geert Hofstede™ Cultural Dimensions. Available at <http://www.itim.org/geert-hofstede/>

*Geography IQ*. Retrieved November 28, 2003 from

[www.geographyiq.com/countries/ar/Argentina\\_economy\\_summary.htm](http://www.geographyiq.com/countries/ar/Argentina_economy_summary.htm)

This site provides an overview of Argentina's economy and the factors influencing its history, development, current state and future outlook.

*Interknowledge*. Retrieved November 18, 2003 from

<http://www.interknowledge.com/argentina/histroy.htm>

This site provides information on Argentina's history and culture as well as explorations and travel tips.

*Lonely Planet World Guide*. Retrieved November 18, 2003 from

[http://www.lonelyplanet.com/destinations/south\\_america/argentina/culture.htm](http://www.lonelyplanet.com/destinations/south_america/argentina/culture.htm)

This site explains how European influences have affected many different areas of Argentina's culture and highlights unique Argentine characteristics and traditions.

*Ministry of Economy and Production – Argentine Republic*. Retrieved December 1, 2003

from [www.mecon.gov.ar/default\\_english.htm](http://www.mecon.gov.ar/default_english.htm)

This site provides an overview of Argentina's economy and the factors influencing its history, development, current state and future outlook.

*PRIMEDIA Reference Inc. World Almanac and Book of Facts on Lexis Nexis (2003)*.

Retrieved November 12, 2003 from <http://web.lexis-nexis.com/universe/document?>

The *Nations of the World* section provides communications, economy, history and government facts about Argentina.

Profile: Carlos Menem. (2001). BBC News. Retrieved December 6, 2002 from

<http://news.bbc.co.uk/1/hi/world/americas/1376100.stm>.

*RRPPnet: Relaciones Públicas en Argentina*. Retrieved November 25, 2003 from

<http://www.rrppnet.com.ar/panoramargentino.htm>

This site gives an overview of public relations in Argentina, the development and some of its functions.

*Transparency International*. Retrieved November 24, 2003 from <http://www.transparency.org/>

Transparency International provides the Corruption Perception Index for Countries around the world.

*Travel Yahoo*. Retrieved November 18, 2003 from <http://www.travel.com>

This site offers information about Argentina's culture, favorite activities and special events that are significant in Argentina's travel tips.

*World of Business Intelligence Report*. Retrieved November 20, 2003. from Lexis Nexis.

World of Business Intelligence Report provides information about a country's infrastructure, economy, history, government, culture, etc. The report includes a section about media and telecommunications.

## Contact information

The Global Alliance is always interested in cooperating with local institutions and associations to provide profiles of the social, economic and media context of member countries, along with details on the local public relations industry, its main activities and tips on successful local practice.

For suggestions and discussion, please contact:

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