

Press coverage of Corporate Social Responsibility in the food industry in Colombia

Tratamiento periodístico de la Responsabilidad Social Empresarial del sector de alimentos en Colombia

Tratamento Periodístico da Responsabilidade Social Empresarial do setor de alimentação na Colombia

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ABSTRACT

Se realiza un análisis del tratamiento que dan los medios impresos de comunicación colombianos a los temas de Responsabilidad Social Empresarial en el sector de alimentos, en empresas como Ingenios Riopaila-Castilla, Ingenio La Cabaña y Colombina S.A. Se trata de un estudio descriptivo en el cual se utiliza un método de calificación binaria para categorías como datos de identificación, temas de interés, escala de Budd, calidad de la información y el enfoque de la información. Los resultados muestran que los medios colombianos no generan un número significativo de publicaciones referidas a empresas con temas relacionados con la Responsabilidad Social Empresarial, sino que tienen un interés marcado por temas económicos.

Keywords: Corporate Social Responsibility, media, food industry, information quality, agenda-setting, framing.

RESUMEN

Se realiza un análisis del tratamiento que dan los medios impresos de comunicación colombianos a los temas de Responsabilidad Social Empresarial en el sector de alimentos, en empresas como Ingenios Riopaila-Castilla, Ingenio La Cabaña y Colombina S.A. Se trata de un estudio descriptivo en el cual se utiliza un método de calificación binaria para categorías como datos de identificación, temas de interés, escala de Budd, calidad de la información y el enfoque de la información. Los resultados muestran que los medios colombianos no generan un número significativo de publicaciones referidas a empresas con temas relacionados con la Responsabilidad Social Empresarial, sino que tienen un interés marcado por temas económicos.

Palabras clave: Responsabilidad Social Empresarial, medios de comunicación, sector de alimentos, calidad informativa, agenda-setting, framing.

RESUMO

Será realizada uma análise do tratamento que dá a mídia impressa colombiana aos tópicos de Responsabilidade Social Empresarial no setor de alimentação, em empresas como Ingenios Riopaila-Castilla, Ingenio La Cabaña e Colombina S.A. Trata-se de um estudo descriptivo no qual é utilizado um método de classificação binaria para as categorias como dados de identificação, tópicos de interesse, escala de Budd, qualidade da informação e o enfoque da informação. Os resultados mostram que a mídia colombiana não gera um número significativo de publicações referidas a empresas com tópicos relacionados com a Responsabilidade Social Empresarial, mas tem um interesse marcado pelos tópicos econômicos.

Palavras-chave: Responsabilidade Social Empresarial, mídia, indústria da alimentação, qualidade da informação, agendamento, enquadramento.

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INTRODUCTION

This research analyzes the news treatment of the Colombian press to Corporate Social Responsibility (CSR), and its possible impact in the construction of the reputation and image of the organizations. CSR has gained a recent interest in Colombia, due in part to the controversial actions of some multinationals, mainly of the primary or extractive sector, that have had a negative effect on society and the environment.

In this line, there are four research questions, related to the theories of agenda-setting and framing: i) how important are the issues of CSR to the Colombian press; (ii) on which topics focuses the information published in the press about CSR; (iii) from what perspective or approach is the information on CSR presented; and (iv) what journalistic genres are used, what sources are used and how much background information is presented in the news on CSR.

Considering the above, the study relies on the postulates of the two mentioned theories on the role of the media in the perception by the audience, regarding CSR activities that the companies of the food sector in Colombia make.

To choose this economic sector, we considered the International Standard Industrial Classification or ISIC Code, implemented by the National Administrative Department of Statistics (DANE, by its Spanish acronym) of Colombia. This analysis focuses on the sector of manufacture of food products as part of the manufacturing sector. We analyze the sugar companies Ingenios Riopaila-Castilla and Ingenio La Cabaña, and the producer of sweets and treats Colombina S.A. The three are listed on the Colombia Stock Exchange.

This research was conducted at the Faculty of Communication of the Universidad de La Sabana, and the Research Group on Journalism (GIP) and the Center for Research on Corporate and Organizational Communication (CICCO) participated in it, in collaboration with Siglo Data. This analysis is part of one major investigation regarding the informative quality of the media on CSR in 43 companies that trade on the Colombia Stock Exchange and which correspond to seven sectors of the economy.

CORPORATE SOCIAL RESPONSIBILITY IN THE MEDIA

Communication is an important instrument for CSR, since it allows organizations a contact with their

target audiences and also creates a positive reputation (Fernández, 2009). In this context, the relationship between media and CSR can be seen from two perspectives: on the one hand, from the media, i.e., the observer analyzes and observes the way in which the media treat the topics of CSR. On the other hand, from the point of view of the organizations which consider media as a stakeholder. In this sense, Abello (2008) puts emphasis on the existence of a relationship of dependency between media and advertisers that arises from the conflict between the goals and the logic of journalism and marketing.

Also, CSR should not be recognized only as content in media or consultancies provided by the different communications agencies; the media must rightly apply CSR and generate contents about this topic (Ferré & Tolotti, 2010).

In this way, it is useful to mention the study on the implications of CSR in enterprises, by Moreno and Capriotti (2006), which examines the way in which corporate websites deal with issues of CSR, sustainable development and corporate citizenship in the 35 companies listed on the Spanish Stock Exchange. The study found that the web has become an indispensable instrument for the communication of CSR, sustainable development and corporate citizenship; however, it observed that more attention is paid to the issue of Corporate Governance and that there is not a mechanism for feedback, since communication is one-way.

In the food sector, López, Contreras and Molina (2011) analyzed CSR in 23 companies of the sector in the State of Guanajuato in Mexico, where it was observed that companies that have responsible behavior are those that have been more time on the market. However, some companies implement CSR as a strategy for economic performance, since it generates great benefits by achieving loyalty, trust, it reduces costs and attracts new customers and investments. The above evidences the need for non-governmental and governmental regulatory institutions to sensitize and encourage companies about the need of socio-economic strategies that adopt CSR integrally; that is, not only as generators of benefits, but as part of the core and *raison d'être* of the company.

It is important to mention that CSR is also correlated with communication: it is usual that the corporate responsibility department has a link with the area of

communication and image, since both aim at the promotion, protection and valuation of the company and its brand (Abello, 2008). In this context, some prefer to communicate CSR actions directly, avoiding the media, while others opt to use it as a vehicle which broadcasts positive aspects of the companies (Abello, 2008).

Now, companies that have CSR policies are valued positively by their users, since these actions generate positive ideas about the brand in consumers and, in some cases, strengthen their loyalty (Berens, van Riel & Bruggen, 2005). This is how a good image related to CSR indirectly influences the intent of purchase, which is motivated both by the satisfaction of a need and the degree of identification provided by the brand (Bigne & Currás, 2008).

COMMUNICATION THEORIES ON THE ROLE OF THE MEDIA IN THE PERCEPTION OF THE AUDIENCE

The agenda-setting theory proposes that people tend to include or exclude from their own knowledge what the media include or exclude of its contents. Equally, the audience tends to assign greater importance to the events, problems, and people who have been treated with some degree of emphasis by the media (McCombs & Shaw, 1972). Also, the agenda-setting finds that the attributes granted by media to the issues or subjects influence the relevance that such attributes will have to public opinion when assessing them (McCombs & Shaw, 1993). In this way, the media focus people's attention and influences corporate reputation, depending on the treatment given to companies (Carroll & McCombs, 2003).

Furthermore, according to Entman (1994), the theory of framing describes the process by which the media frame social events: some aspects of a perceived reality are selected and assigned a concrete definition, a causal interpretation, a moral judgment and/or a recommendation for its treatment. In this way, the concept of framing refers to the way in which the journalist focuses on a theme and sets an agenda of attributes. What is studied, then, is the treatment given to the information from the moment that the journalist made the story (Reese, Gandy & Grant, 2001). Investigations of Valkenburg, Semetko and De Vreese (2000), as well as those from Tewksbury, Jones, Peske, Raymond and Vig (2000), among other authors, have pointed out that the way that a theme is treated influences the perception that the audience develops on that matter.

Therefore, the communication of positive aspects of the companies—among them, the generation of CSR policies as the essence of the business—will have implications for brands, since these are valued by users according to the actions communicated and complied with. Thus an intangible value on the reputation of the company and its brands is generated, an effect which can be reached through a social transformation (Castaño, 2011). In fact, by communicating CSR, an experience of corporate identity is built in people that influences the value attributed to the brand and the intent of purchase (David, Line & Dai, 2005). Also, in research by Dopico, Rodríguez and González (2014) and by Endacott (2004) it is evidenced how the perception and decisions of consumer are substantially influenced by the journalistic treatment given to corporate actions.

CURRENT CONTEXT OF CORPORATE SOCIAL RESPONSIBILITY

In recent years various initiatives that promote the incorporation of social responsibility in business strategies have been developed. It is the case of the United Nations Global Compact in terms of CSR, the Global Reporting Initiative (GRI), the United Nations Program for the Environment (UNEP), the guidelines of the Organization for Economic Cooperation and Development (OECD), the European Multistakeholders Forum on Corporate Social Responsibility and the green paper of the Commission of European Communities. In addition, different standards for the proper implementation of Corporate Social Responsibility have been designed in organizations, so that they assume responsibility for the impact of their activities on society and the environment. These guidelines include the SGE-21:2008 Standard (Ethical and Socially Responsible Management System); the AA 1000:2003 Standard (Sustainability Assurance Standard); and the ISO 26000:2010 Standard (Guide on Social Responsibility).

There are different approaches and definitions of CSR that represent different views and interests of those who apply them. For Barroso (2008), the CSR is the active and voluntary contribution of companies to the environmental, social and economic improvement, which involves a set of practices, business management, and strategies, that create a balance between the social, environmental and economic dimensions. Authors such as Porto and Castromán (2006) suggest

that socially responsible companies are those that have a conscious and consistent commitment to the different expectations of their participants in the social, economic and environmental aspects. They show respect for the values of people, communities, the environment, they are ethical and encourage the construction of the common good. For Barroso (2008), CSR fit practices related to good governance of companies, such as corporate democracy, the spirit of cooperation of the companies with suppliers, customers, governments and competitors, which includes a commitment to transparency towards society.

In the same way, CSR can be understood as “the standard of urbanity that mainly applies to the private sector of the economy, which generates a high index of world’s GDP and is required to evolve from a purely economic and business model to a socio-economic model” (Chumaceiro, Hernández, Yori Conil & Ziritt, 2013, p. 311). On the other hand, from the perspective of Martínez Herrera (2011), it is in the CSR where the company and the directors are seen as moral agents, representatives of different interests or requirements of a group. In this way, CSR embodies not only tangible wealth but also the intangible, as reputation, information, know-how and loyalty. Thus, it symbolizes the commitment of the company on how much to contribute positively to the development, improvement and well-being of the quality of life for those involved in their social environment.

CSR aims to be a tool that generates an asset to the company and society that serves as a tool to verify the impact of enterprises in the development of society becoming responsible for the impact of their actions that exceed the legal and economic framework (Chumaceiro et al., 2013). In this way, it can be understood that CSR is the “ethical ability of the company and its leaders to respond to the challenges of the new globalized knowledge society, which shows a great socio-economic imbalance and is threatened by the global warming of the Earth” (Martínez Herrera, 2011, p. 30).

Starting from the recognition that a company’s activities have various effects and implications in society, which by far exceed the purely economic impact, we talk about a social business function, including the satisfaction of people’s needs in a responsible, jointly and equitably way. The positive activities of the companies are not restricted to the proper handling of their

management, they also include a proper intervention in the social development of the community in which they are inserted. It is in response to such a reality that governments of advanced economies have generated public policies on CSR culture: they have realized that their adoption generates competitive advantages of companies in certain markets, and that they socially favor their context (Chumaceiro et al., 2013).

From that perspective, responsible corporate actions constitute a component of a company’s reputation and image transmitting, adding to its material value to consumers other of emotional type, which makes CSR an important intangible asset of internal competitive development (Villamizar, 2012). For this to operate at its full potential, however, communication of CSR must be moved by a social interest; it must become a central guideline of the reason for existence of the company, and not operate as a way of improving the social perception of the image and business reputation, or as a method to increase profits (Viñaras, 2010).

METHOD

TYPE OF STUDY

We made a descriptive study which analyzed the content of the articles published by ten Colombian media –El Tiempo, El Espectador, La República, Portafolio, El Heraldo, El País, El Colombiano, Vanguardia Liberal, La Patria and Diario del Sur– on enterprises of the food sector that are traded on the Colombia Stock Exchange, that have practices related to CSR and sustainability.

The companies analyzed are Ingenios Riopaila-Castilla, Ingenio La Cabaña and Colombina S.A.

Sugar Riopaila-Castilla is an agro industrial company that was born in the Valle del Cauca, Colombia, with a presence in the national and international market, dedicated to the production and marketing of sugar, molasses and alcohol derived from sugar cane. It has a participation of 22.7% of the domestic market and exports to several countries in the region (Riopaila-Castilla, s/f).

Ingenio La Cabaña is a company located in Cali, producer and marketer of sugar and honey, with sixty years of experience in the market (Ingenio La Cabaña, s/f).

Colombina S.A. was born in the Valle del Cauca in the 1930s as a producer of confetti, and today is a food

industry that produces sauces and preserves, biscuits and cakes, sweets, chocolates, canned fish, pastas and oils, among other products, with exports to more than 70 countries (Colombina, s/f).

SAMPLE

The sample was conformed by 3.911 news articles relating to all sectors of the economy, of which 115 were on the food sector, representing 2.9% of the total analyzed. Thus, there were forty articles published on Ingenios Riopaila-Castilla; nine on Ingenio La Cabaña; and sixty-six on Colombina S.A.. All of them were analyzed in the following media in the data base of Siglo Data: two newspapers of general information and national coverage (El Tiempo and El Espectador); two newspapers specialized in economy (La República and Portafolio); regional media of high-circulation (El Heraldo, El País, El Colombiano, Vanguardia Liberal, La Patria and Diario del Sur). The time universe of this research was from July 1, 2012 from July 30, 2013, i.e., one full year.

INSTRUMENT

The sample was collected through the use of a matrix with a binary rating, in which 1 was the presence and 0 the absence of variables in the following categories: identification data, which contained four variables; topics of interest, with two variables; Budd scale (interest of the media on the subject), composed of six variables; quality of the information, with five variables; and the approach to the information, with three variables, explained later.

PROCEDURE

During the collection of data we considered that the articles published were related to the terms that define CSR from the following aspects:

- Employment and human resources: human resources management, quality of life, working conditions and rights of employees, discrimination.
- Economic impact: local, regional, national and supranational environmental impact; royalties, taxes, transfers, taxation.
- Social action: philanthropy, foundations, donations, community.
- Environmental action: pollution, environment, sustainability, clean technologies.
- Corporate ethics: ethics, corporate values, transparency.

Also, we considered terms as CSR, Global Compact, Global Reporting Initiative (GRI), ISO 26000.

We took as the unit of analysis the headline with its elements (tagline, title and summary), since it is here where we gather the general information about what is the journalistic story published. In relation to the treatment of information and content, the unit of analysis was the body of the newspaper article. The letters from readers were excluded because they are not written by journalists, as well as advertising information, i.e., information paid by companies.

Considering the objective of the research, we created categories which respond to the questions raised in the investigation, as detailed below.

How important are the issues of CSR to the Colombian press?

To determine the importance that each media gives to journalistic stories relating to CSR issues, we applied the adaptation of the Scale of Attention, of Richard Budd (1964), who established four essential elements for this type of analysis (size, space, place on the page and page number). In this case, the maximum interest that could achieve the journalistic text from this scale is six points, result of the scoring of the following subcategories:

- **Size:** one point if the headline is three columns or the letter is more than 65 points of size.
- **Space:** a point if the unit consisting of text, images, and headline has a height greater than the 34 of column.
- **Place on the page:** a point if the journalistic story is located in the upper half of the page.
- **Page number:** a point if the story appears on the first page, the opinion, page, the front page, a special page or full page.
- **Graphic accompaniment:** it was decided to consider the accompanying graphic as an element of analysis, since it is another factor that denotes the greater or lesser relevance that each media gives to specific information. Thus, the notes that are illustrated with photos or graphics, had one point more.
- **Summary:** we considered that journalistic notes that have a summary are more featured, so we awarded one extra point to those who presented this variable.

Considering the above, we determined the scale in the following way:

- 6 points: maximum interest
- 5 points: high interest
- 4 points: medium-high interest
- 3 points: medium interest
- 2 points: low-medium interest
- 1 point: low interest
- 0 points: minimum interest

On which topics focuses the information published in the press about CSR?

Considering the research of Capriotti (2007), we established two great choices of classification: on the one hand, the “economic activities”, i.e., information about the themes or actions related to the business and products of the companies, which include topics such as the presentation of results, mergers and acquisitions, changes in structure or people within the organization, products and services. On the other hand, “social activities”, i.e., information on activities related to aspects of CSR in the company, such as their participation in cultural, social, environmental and humanitarian issues.

From what perspective or approach is the information on CSR presented?

For the analysis of this category we considered the informative story, taking into account the factors of more visibility of the development of the topic, such as headlines, summary or subhead and the first paragraphs.

We used a version with modifications of the scale of Semetko and Valkenburg (2000), which assesses five types of news frames, compound each one through three and five items, shown below:

- **Allocation of responsibility:** it is suggested that the issue or problem requires urgent action; solutions to the issue or problems addressed are suggested; some institution has the power to resolve or alleviate the problem; some institution is responsible for the subject or problem addressed.
- **Human interest:** shows the human face of an issue or problem; uses adjectives or descriptions that generate feelings of grievance, empathy, sympathy, or compassion; it delves into the private lives of

the protagonists; it emphasizes how individuals or groups are affected by the issue or problem; it includes testimony from people involved in the event.

- **Conflict:** it refers to two or more different theme positions or problem addressed; an individual, group, political party, institution or country performs some kind of reproach to another individual, group, political party, institution or country; it refers to winners and losers.
- **Morality:** referred to moral, religious or ethical principles; the story contains some kind of moral message; social regulations that indicate how we should act are offered.
- **Economic consequences:** referenced to the economic consequences of following or not a certain action; it mentions profits or financial losses that can occur in the present or in the future; it refers to the costs associated with a subject or problem addressed.

What journalistic genres are used, what sources are used and how much background information is presented in the news on CSR?

To answer this question we used the model of Added Journalistic Value, by Pellegrini and Mujica (2006), which determines the following classifications on journalistic genres: news, interview, profile, feature, chronicle, editorial, opinion column.

In addition, the following aspects are considered:

- Number of sources cited: none, one, two, three, more than three.
- Type of cited source: official (spokesman of the company); expert analyst, government, testimonial (people who speak for their own).
- Background information: history of the fact, consequences of the fact, solutions for the fact.

RESULTS

We found in media publications on the food sector during the analyzed period, 34.8% articles concerning the company Ingenio Riopaila-Castilla, 7.9% on the company Ingenio La Cabaña and 57.4% on Colombina S.A. (table 1). The media which obtained the largest number of publications was La República, a newspa-

Table 1. Companies of the food sector

Company	Percentage
Ingenios Riopaila-Castilla	34,8
Ingenio La Cabaña	7,8
Colombina S.A.	57,4

Fuente: Datos derivados de la investigación. Elaboración propia.

Table 2. Publications in media

Media	Percentage
<i>El Tiempo</i>	13,9
<i>El Espectador</i>	4,3
<i>El Colombiano</i>	4,3
<i>El País</i>	21,7
<i>El Heraldo</i>	0,9
<i>Vanguardia Liberal</i>	1,7
<i>La Patria</i>	0,9
<i>La República</i>	35,7
<i>Portafolio</i>	16,5

Fuente: Datos derivados de la investigación. Elaboración propia

Table 3. Themes in media

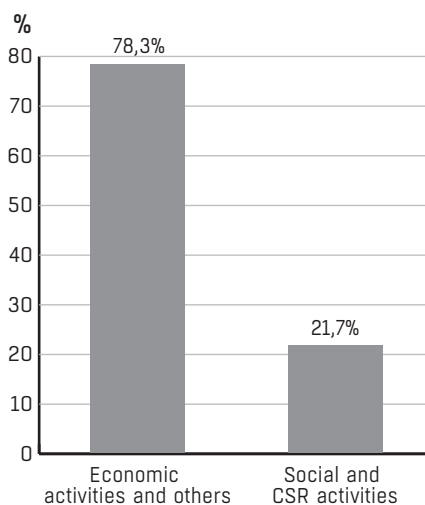
Theme of the story	Percentage
Economic activities and others	78,3
Social and CSR activities	21,7

Fuente: Datos derivados de la investigación. Elaboración propia

per specialized in economic information, with 35.7%; with 21.7% follows *El País*, regional newspaper of the Valle del Cauca, Department in which the three companies are based. Other percentages of publications correspond to the newspaper of economic information *Portafolio*, with 16.5%, followed by media such as *El Tiempo* with 13.9%, and *El Espectador* and *El Colombiano*, which had 4.3% each (table 2).

Only in 21.7% of the cases the stories were related to aspects of CSR, while in 78.3% they were on economic activities related to the business and the products of the companies (table 3 and chart 1). From the total of stories on CSR, 7.8% addresses issues of employment and human resources; 4.3% corresponded to themes

Chart 1. Themes of the activities of the analyzed companies



Source: Own elaboration.

Table 4. RSE themes in publications

RSE themes	Percentage
Not related to CSR	78,3
Employment and human resources	7,8
Social action	4,3
Environmental action	4,3
Corporate ethics	4,3
Others	0,9

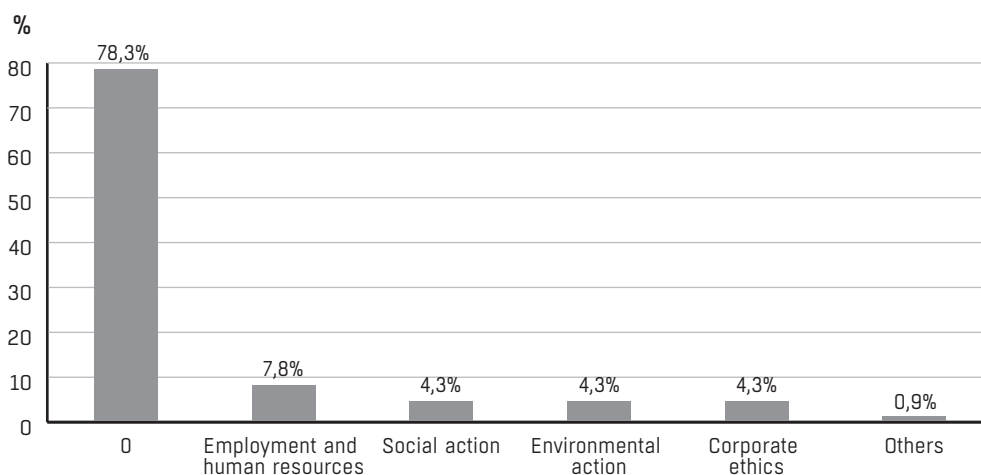
Fuente: Datos derivados de la investigación. Elaboración propia

of social action, environmental action and corporate ethics, while other issues were observed in a 0.9% of the cases (table 4 and chart 2).

In what refers specifically to the framings in the CSR news, the informative framing predominates (58.3%), followed by the assignment of responsibilities (16.7%) and the conflict (12.5%). It is necessary to see it in the whole of the issue more published, employment and human resources because it suggests that the labour demands of employees could be among the issues preferred by the media.

As for the sections of the newspapers where more publications related to the analyzed companies were found, stands out economy, with 64.3%, followed by

Chart 2. RSE themes in the publications of the analyzed companies



Source: Own elaboration

Table 5. Sections of the publications

Section of the publication	Percentage
Economy	64,3
Local news	1,7
National	0,9
Special supplement	6,1
Judicial	4,3
Others	22,6

Fuente: Datos derivados de la investigación. Elaboración propia

the option others, with 22.6%. In the special supplement section 6.1% of publications on the subject in reference was found; in the judicial, 4.3%; in the local news, 1.7%; and in the national, 0.9% (table 5). The above evidences that the media which published the vast majority of the news of the companies analyzed are specialized in economic news, and that the section with more publications on these companies is economy. This indicates that, most articles on the companies studied are related to economic activities, not with aspects related to CSR.

According to the information related to the interest on the subject in study, measured on the Budd scale, it is clear that the media do not consider relevant the activities carried out by enterprises of the food sector, since 82.6% of these received minimal interest in the scale and only 5.2% was located at high and maximum interest levels as shown in chart

Table 6. News with presence on the media front page

Published on the front page	Percentage
No	97,4
Yes	2,6

Fuente: Datos derivados de la investigación. Elaboración propia

Table 7. Presence of images and graphics

Presence of images and graphics	Percentage
No	88,7
Yes	11,3

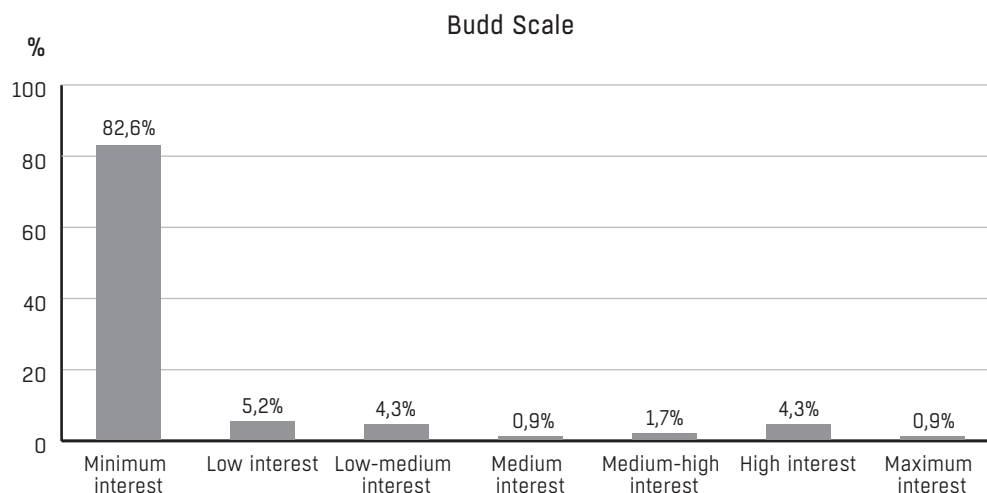
Fuente: Datos derivados de la investigación. Elaboración propia

3. However, it is noted that 25% of CSR news were classified in ranges of interest 1 to 6, i.e., the media gave them more than minimum importance, what does not happen with those that do not belong to this category.

By breaking down the variables of the scale, there is evidence that only 2.6% of the news were referenced on the front page (table 6); 11.3% had images and graphics support (table 7); 9.6% occupied more than three columns (table 8); and only 4.3% had a summary in the newspaper (table 9).

Also, there was an absence of sources in publications on the companies of the food sector, i.e., the media did not go to sources for the articles in 85.2%

Chart 3. Interest in the themes of food sector according to Budd scale



Source: Own elaboration.

Table 8. Size of the publication

Size of the publication	Percentage
Less than three columns	90,4
Three columns or more	9,6

Fuente: Datos derivados de la investigación. Elaboración propia

Table 9. Summary in the publications

Summary	Percentage
No	95,7
Yes	4,3

Fuente: Datos derivados de la investigación. Elaboración propia

of the cases. In this way, only 2.6% had public official sources, 2.6% had government sources, 7.0% had private sources, 3.5% had expert sources and 5.2% had testimonials sources, leaving a gap in the information that media collected from direct sources (table 10).

As to the origin of the information, the publications that were initiative of the source accounted for 10.4%; those initiatives of the media were 3.5%; those corresponding to other media reproductions, 0.9%; indefinite origin, 7.0%; and those of other origin accounted for 78.3% (table 11). Finally, journalistic stories that present a single point of view equals

Table 10. Sources of information

Sources of information	Percentage
They did not go to sources	85,2
Public official sources	2,6
Government sources	2,6
Private sources	7,0
Expert sources	3,5
Testimonial sources	5,2

Fuente: Datos derivados de la investigación. Elaboración propia

17.4%; which have a point of view with marginal reference to another version, 3.5%; several points of view, 0.9%; and those that do not respond to a defined point of view corresponds to 78.3% (table 12). These figures indicate that media do not take the initiative to publish news about CSR actions or contrast different points of view when reporting on them, which reveals their low interest in the matter. Doing so would allow them to develop more objective journalistic texts, showing various angles of the reported situations and their effects not only for companies, but for the social environment in which they operate.

Table 11. Origin of information

Origin of information	Percentage
Other origin	78,3
Indefinite	7,0
Reproduction	,9
Source initiative	10,4
Media initiative	3,5

Fuente: Datos derivados de la investigación. Elaboración propia

Table 12. Point of view of the publication

Point of view	Percentage
Undefined point of view	78,3
A single point of view	17,4
A point of view with marginal reference to another version	3,5
Several points of view	0,9

Fuente: Datos derivados de la investigación. Elaboración propia

DISCUSSION AND CONCLUSIONS

According to the obtained results, we observed that the importance that CSR issues have for the Colombian press is low, according to the adaptation of the scale of attention of Richard Budd (1964). Examined newspapers do not offer pertinent spaces for these issues, nor do they have complementary resources for this purpose. Most publications related to CSR appear in pages other than the cover, occupy little space and do not carry additional information.

From these results we can conjecture two explanations: the first is that the media have little interest in generating articles on aspects different to the economy and the business of the company; the second is that companies do not generate as many news on CSR and, therefore, media do not cover them. However, when they do, CSR issues manage to be of interest to the media, as all the stories on CSR get ranges of interest exceeding the minimum and even reach the highest level of interest in several cases.

The result is that CSR actions fail to have a significant impact on the audience, confirmation of what the agenda-setting and the theory of framing point at: the relevance of the themes for the audiences will be proportional to the assigned to them by the media.

The topics related to the information published in the press about CSR, considering Capriotti (2007), are mostly related to economic activities, which is evidenced by the fact that media such as La República and Portafolio—both among the four media with higher percentages of publications on CSR (table 2)—are specialized in economic issues, and generalists media made publications mostly in the economic sections. It should be noted that the print media with the highest number of publications was La República and the section with the highest number of publications on the companies of the food sector was economy. This has as a result that responsible corporate actions are associated with the profitability or government policies, and do not appear as the essence of a company that seeks to generate a positive impact in society. Such a situation, as mentioned by Viñaras (2010) and Villamizar (2012), has implications on the reputation and image of the companies: by the treatment given by the media to CSR actions, these are displayed to the audience as a marketing strategy, and not as the vehicles of transformation and social development that they can become.

On the other hand, in relation to the scale of Semetko and Valkenburg (2000), the approach from which the information on CSR of the companies of the food sector is presented belongs to the informative style, which sets aside an analysis of information that shows the positive impact of CSR actions in society, and how from responsible actions development and sustainability is generated. The latter approach is thus associated with superior journalistic genres, such as the chronicle and the feature articles, and outside the scope of the news. In the same way, there is a noticeable deficiency in the consultation of sources, which leads to wonder if reporters, in their stories on CSR, do not limit to replicate the information from press releases sent by the organizations, another evidence of the lack of interest of the media towards the treatment of CSR.

Considering the results obtained, the low interest of the Colombian media to show the themes of CSR in the food sector is obvious. Its notes and feature articles privilege economic approaches, leaving aside the

various implications which companies have for society, where its incidence is not reduced to the purely economic. They meet a social function, and this not only in the satisfaction of needs (Chumaceiro et al., 2013), but also in the development of the environment. In other words, the companies provide employment, generate social development and sustainability for each of members the who join the social environment in which they exist. To communicate this would be good for their public image and reputation.

Therefore, as CSR is an instrument that generates one well both to society as to the company, and allows monitoring –and correcting when necessary– the impact that its actions have on the development of society (Chumaceiro et al., 2013), it is important that the media produce journalistic stories in this regard. They must lead to highlight the positive aspects of the companies, both those with a successful CSR as those that do not have one, in order to have a positive impact on social development and the generation of business awareness of responsible actions with the environment.

Similarly, media must clearly identify the interests of those companies that, through the implementation of CSR, look for economic results, for the loyalty of customers or to reduce costs, among others objectives which do not correspond to a socially responsible business consciousness (López et al., 2011), in order to promote among employers a true awareness of CSR, making it part of the core business.

In this sense, from the media CSR generation can be influenced not only in the food sector, but in all the companies, with the aim of making possible a conscious and consistent business environment with the different groups that it impacts. In its news and feature articles, media could publish information on the world of companies that includes aspects like ethics and respect for the values of the people, thus positively influencing the construction of the common good (Porto & Castromán, 2006) and going beyond the impact of CSR in the profits of the companies or its image in different audiences.

It is suitable that the media create adequate spaces for the publication of CSR themes, granting them relevance and giving them proper treatment, since –as Fernández (2009) mentions– communication is an important tool for CSR: it open spaces of contact between society and companies, and affects the repu-

tation of these from the presence or absence of responsible business actions with the environment.

Considering the issues raised in the agenda-setting theory, people tend to include or exclude from their own knowledge what media include or exclude as contents. This is why it is important that media will generate content related to companies CSR, both by its presence or absence, and that this information is a media initiative, not of the source. This with the purpose that people recognizes as an obligation for companies the implementation of CSR.

Also, the audience tends to assign importance to what media reflect strongly (McCombs & Shaw, 1972). Therefore, if the media gives relevance from the contents to a proper CSR and criticize those companies that do not have CSR, the audience will recognize it as important, thus generating business and social changes, one of the functions of the media considerably significant.

Finally, it is relevant that media foster successful spaces and give appropriate treatment to information related to companies CSR, and those must be more assertive in the information delivered to the media so that it becomes news. In this order of ideas, both the media and companies should be aware of that CSR generates a social change, by having an ethical and positive impact on society.

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