

Title: The Other September 11th: *El Mercurio* Media Coverage after the Chilean Coup of 1973

ABSTRACT: This thesis provides an exploratory overview of the role the *El Mercurio* newspaper played along with the military after the Chilean coup of 1973. The study reviews the contents of the newspaper's front pages, including their coverage of the events during the coup. The thesis will show how the paper revisited its coverage each year on the September 11th anniversary, beginning with the years dominated by the military government, from 1973 through 1990, and continuing through the transition to democracy, from 1991 through 2007. The primary method used in the course of this examination is a content analysis, which will determine how propaganda was used during and after the coup, and to show media bias in favor of the government through the use of language used images conveyed by the conservative faction during the dictatorship and even later during Chile's transition to democracy.