

Araya, Rodrigo, Pontificia Universidad Católica de Valparaíso, Chile; **Moraga, Marcos**, Journalist, Chile

Prosperity and Recognition: A New Colonization

Around Valparaíso, a foundational story dominates, that revolves around a splendid past. The Panama Canal opening (1914) marks the beginning of the decline, as it took out Valparaíso from its condition of mandatory route for ships coming from Europe. In 2003, Valparaíso was declared a World Heritage Site by Unesco. This recognition has introduced a new word in Valparaíso's speech, as noun (heritage) and as adjective (patrimonial), whose use has acquired different meanings. This paper presents the results to an investigation about the meanings that this word acquires in the use given by the oldest and the largest circulation newspaper in the Region of Valparaíso. This research identifies how heritage is associated with a glorious past, manifested in the recognition that gets from Europe, and future appears prosperous now that this recognition comes back with the declaration of World Heritage Sites.