

# *Cuba advocates for communication to counteract attacks*

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**The president of the Cuban Institute of Radio and Television, Alfonso Noya,**

Havana, April 13 (RHC)-- The president of the Cuban Institute of Radio and Television, Alfonso Noya, advocated using information and communication to counter attacks in the media environment.

During a virtual meeting of high authorities of the Bolivarian Alliance for the Peoples of Our America-People's Trade Treaty (ALBA-TCP), Noya acknowledged the challenge posed by the hegemonic media-cultural industry, with its ideological colonization purposes.

Noya recalled the importance of the communicative processes for Cuba's economic and social model, which constitute a public good and a citizen's right, 'to guarantee greater capacity of our people in the face of aggressions.'

He emphasized regional agreements on economic, health, and education matters demand a communicational correlate anchored in the bloc's members' identities.

According to the Foreign Ministry's web page, during the meeting, the Communication and Information authorities of that platform pointed out the urgency of activating policies that favor a greater integration among peoples.

They also called for these actions to contribute to confronting the media war unleashed against countries of the ALBA-TCP integration mechanism, made up of Cuba, Bolivia, Venezuela, and Nicaragua.

The Commonwealth of Dominica, St. Vincent and the Grenadines, Antigua and Barbuda, and St. Lucia are also members.

Other points of analysis were the potential of the regional alliance and the need to promote cultures and show the strength, validity, and effectiveness of this bloc, according to the portal.

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