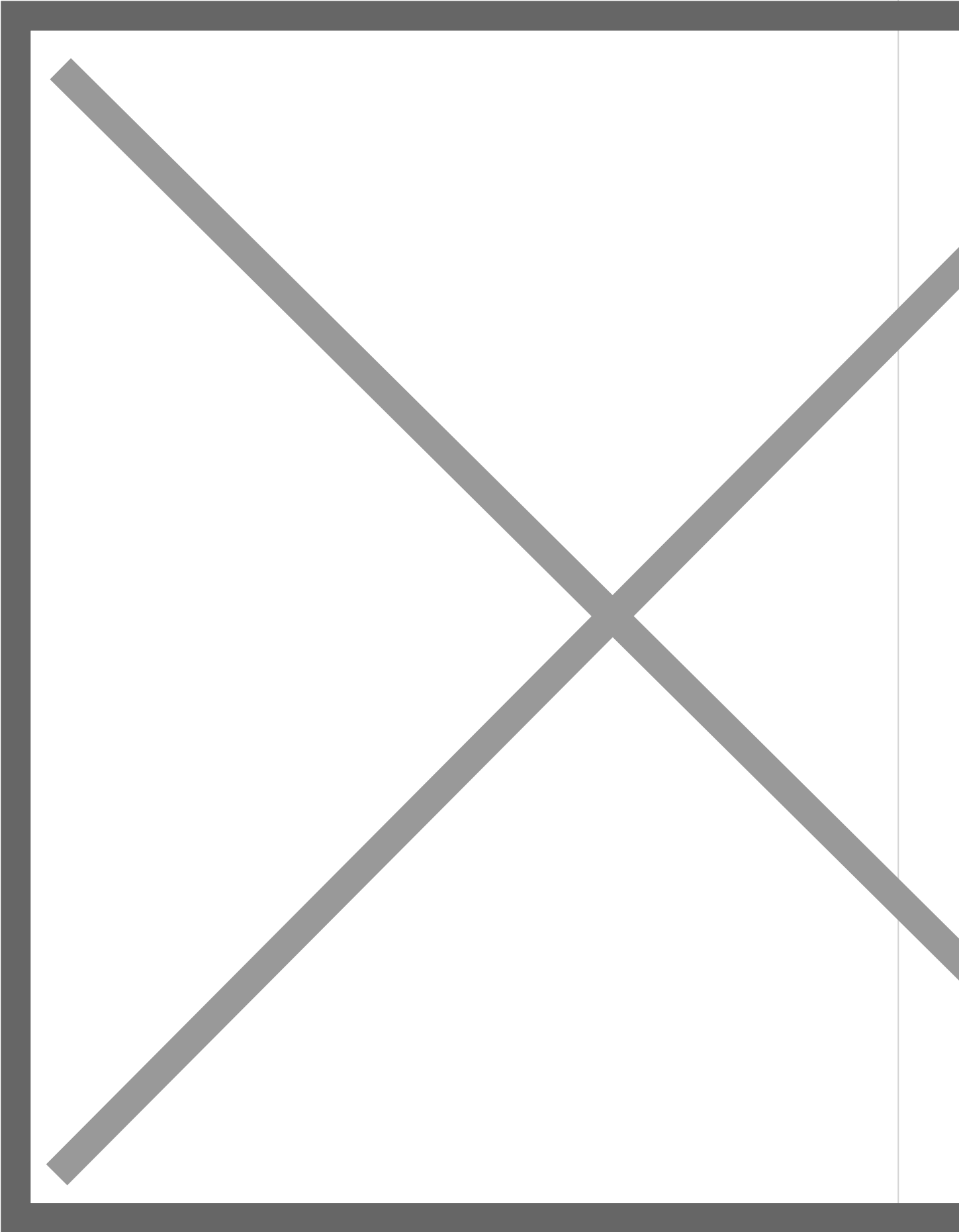


Martí: A paradigm for the Cuban press

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By María Josefina Arce

At the service of the independence of the Homeland and in defense of the full dignity of man, the National Hero of Cuba, José Martí, placed the written word, a paradigm for the Cuban press workers.

That is why there is no better date to celebrate precisely the Cuban Press Day than March 14, when Martí 132 years ago gave life to the newspaper Patria, described by experts as his masterpiece in journalism.

A profession that he embraced from a young age, and turned into a trench of struggle for the independence of Cuba, at that time under the colonial yoke of Spain.

The Apostle placed journalism at the highest level, which he catalogued as an instrument of information, which should also educate, guide and reach everyone.

Martí with Patria traced the path to be followed by the professionals of the Cuban press, both yesterday and today. He would say: "The journalist is so much a soldier", a clear and precise definition of the role to play.

The historical leader of the Cuban Revolution, Fidel Castro, would also underline it when he referred to the media and said: "The press is one of the bulwarks and pillars of the revolution".

And today, more than ever, Martí's phrase is put into practice. The Cuban press is fighting against the media campaigns against Cuba, which try to discredit the country and create negative states of opinion.

And in the midst of this scenario and the material limitations, given the tightening of the U.S. blockade and the international situation, the media do not renounce to renew themselves, to generate contents that bring them closer to all kinds of audiences, that satisfy their demands.

The Eleventh Congress of the Union of Cuban Journalists, held in November last year, was a turning point in the road to follow.

A path endorsed by the Social Communication Law approved in May 2023. Modern, responding to the current context, this legislation is an instrument to make a better journalism.

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