

# *Challenges of social communication in Cuba discussed*

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Havana, June 26 (RHC) Rosa María Pérez, national president of the Cuban Association of Social Communicators -ACCS-, said Tuesday that making communication harmonious and credible to different audiences is the main challenge of specialists of that sector.

During the inauguration on Tuesday of the 6th International Festival of the organization held at Havana's Convention Center, Perez stressed that other challenges associated with the sector are to maintain and improve the use of the Spanish language, as well as to effectively protect and disseminate the history and culture of Cuba.

She also made reference to the need of strengthening the structure of dialogue and the encouragement of respect for differences in all areas of communication.

The national president highlighted the continuous confrontation of fake news woven against Cuba, an aspect in which media proactive reaction is fundamental.

She also said that it is important to provide sound and historical argument to counter the constant aggressions against the island.

The 6th International Festival of Social Communication will be held until June 27 with the presence of some 800 delegates from Cuba, Spain, Colombia, Argentina, Chile, Mexico and Ecuador.

Under the motto "For a more ethical, professional and committed communication", the event focuses on issues related to the right to information in the context of the Internet, advertising in corporate communication and communication for road safety.

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