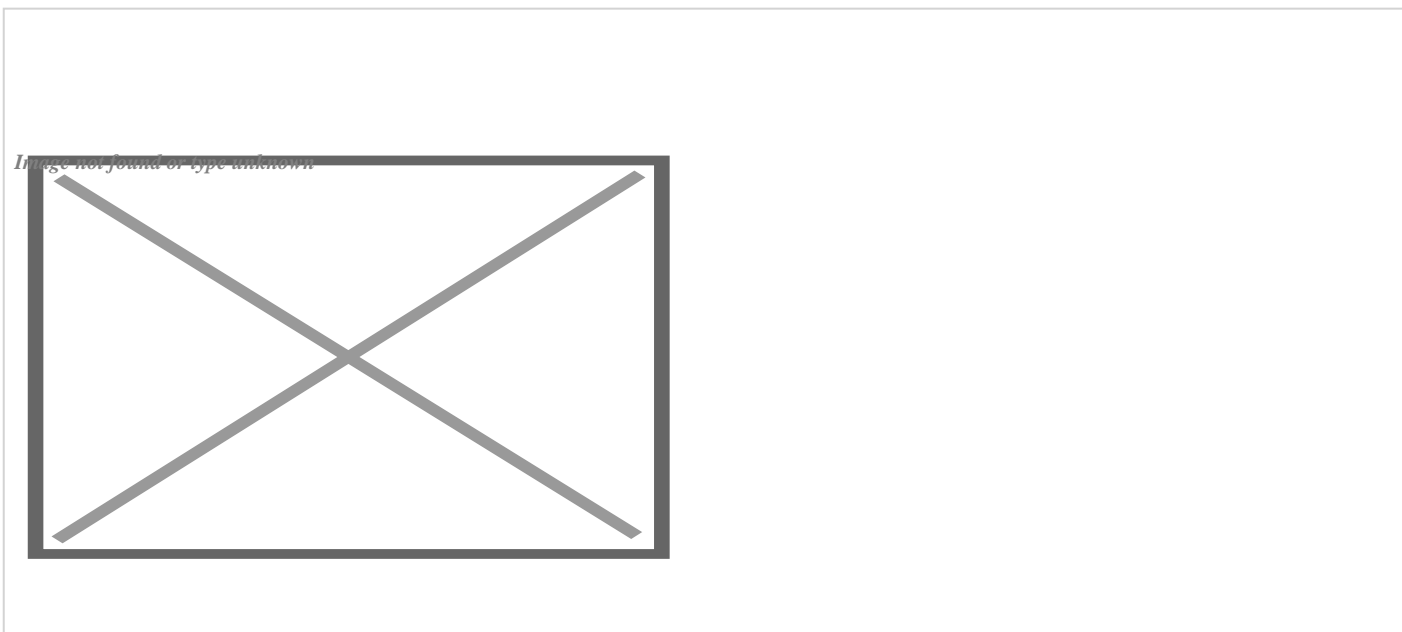


# *For transforming the press*

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By María Josefina Arce

The 11th Congress of the UPEC, Union of Cuban Journalists, closes its doors today in Havana. The congress has arrived immersed in a process of transformation of the press in the country, which in times of social networks and media campaigns is called to consolidate its social role and defense of the nation.

In recent times, different management schemes have been implemented in the sector in the editorial field, so that the contents generated reach more people in an effective and attractive way.

Hence, one of the aspects that have been emphasized is the preparation of staff, especially in the digital area, taking into account the increasing access of the population to these spaces. Let us not forget that more than seven million Cubans have, in one way or another, access to the INTERNET.

It is vital to achieve a better positioning of our media in that spectrum, where numerous attacks against Cuba are generated and also products that have nothing to do with the values and principles of the revolution.

It is therefore a challenge to achieve greater rapprochement and education of all audiences, especially the younger ones, so that they are more critical of what they consume and are not deceived by all that narrative against our system of life.

This transformation also extends to the economic aspect, because although the media are public and the state budget is maintained, it is necessary to seek other sources of funding, such as advertising, to ensure this technological leap.

All this transformation, which seeks to strengthen the media, based on the interests of the population, is endorsed by the approval in 2018 of the Social Communication Policy of the Cuban State and Government.

In addition, in May of this year, the National Assembly of People's Power approved the Social Communication Law, which establishes a new link between institutions, information sources and the press media, always in accordance with ethics and truthfulness in the provision and processing of data.

A legal body that will undoubtedly contribute to the modernization of the Cuban press system and to the strengthening of its work of informing, educating, satisfying the demands of the population and disseminating our cultural and historical values.

The XI Congress of Cuban journalists has been a new opportunity to discuss and exchange criteria on how much can be done to generate attractive contents and achieve a strong presence in the different digital spaces, even in the midst of the complex economic situation the country is going through.

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