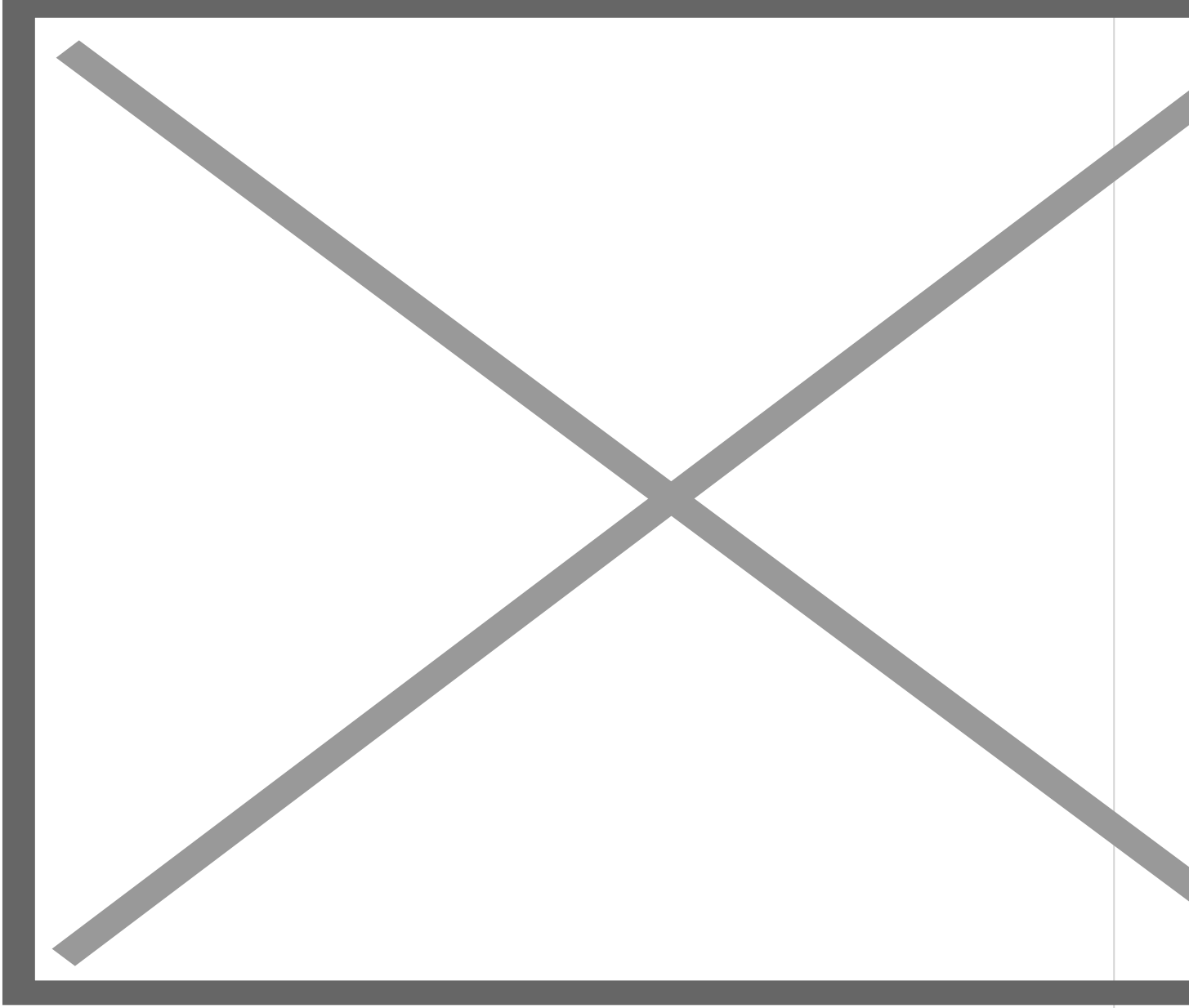


# *Prensa Latina advocates for unity of the Global South at BRICS Summit*

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## The Cuban news agency Prensa Latina is participating in the BRICS Media Summit in Moscow

Havana, September 14 (RHC) The president of the Cuban news agency Prensa Latina, Luis Enrique González, advocated today for the unity of the Global South as a premise in the development of the new multipolar world order.

In his speech at the BRICS Media Summit, organized by the Russian news agency Tass, González highlighted the role that the media must assume, from their power and strengths, to contribute to a civilized coexistence of cooperation and integration.

He stated that the bloc can contribute significantly to the historical claim of the South, especially on the path towards a new world information order; to the necessary reform of the current unjust and exclusive international financial system; and against new forms of colonialism, including the cultural one.

The director of Prensa Latina pointed out that the BRICS Media Summit is a favorable space to define the Global South's contribution to the future of communications.

In that sense, he insisted on the push that must be given by the member nations of the integrationist bloc, as well as their allies from the media field, for the creation of a balanced and objective communication system that truly shows the potential and realities of the members of the Group and stands as a counterweight to Western monopolies.

He argued that for the Prensa Latina, it is significant to be present in the debates on mechanisms to expand information cooperation in complex moments at the international level, due to pressure from Western media that try to show distorted realities of those who do not assume their hegemonic agenda.

Directors and experts from 60 media outlets from 45 countries participate in the event, organized by the TASS news agency, which celebrated its 120th anniversary on September 1 of this year. The main topic of the forum is the role of the media in a multipolar world. (Fuente: PL)

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<https://www.radiohc.cu/index.php/en/noticias/nacionales/365134-prensa-latina-advocates-for-unity-of-the-global-south-at-brics-summit>



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