

ECUADOR
SWOT Analysis

<p>STRENGTHS</p>	<p>One of Ecuador's strengths is that the country is under a new administration that has shown, both in discourse and practice, its intention to improve the conditions of freedom of expression and the press. On the one hand, it seeks to create a new communication law and to definitively repeal the current one which, despite the amendments, continues to be restrictive. On the other hand, the country has publicly and symbolically vindicated the value of the free press. Among the strengths is also the resilience by all players in the media business. Despite being a year of pandemic, with all that it means, journalists have shown ability to adjust to continue reporting and also to reinvent themselves through the implementation of new projects, with new formats, and new content.</p>
<p>WEAKNESSES</p>	<p>The greatest weakness continues to be the inability of the government - as a whole - to make structural changes to the regulatory frameworks that govern the exercise of journalism and freedom of expression. Additionally, it has become evident; once again, that public figures or government officials still use violent practices against journalists undermining freedom of the press and expression. Unfortunately, civil society seems to have become accustomed to seeing these practices as something normal.</p>
<p>OPPORTUNITIES</p>	<p>The fresh energy coming from a new administration could be used to improve the state of freedom of expression in the country through concrete actions. Although some journalists and news professionals have lost their jobs due to various factors (mainly due to the health crisis), they have devised new ventures that have innovated the practice many times. This may be used as a driving force for other media outlets that may look into such innovations and update their storytelling, approaches and voices.</p>
<p>THREATS</p>	<p>The immobility of the political class and their lack of will to agree - to the smallest extent – for the welfare of the country, for this case, in favor of a change over the relations between the government, the press, and the citizens themselves. Also, Ecuador surely faces the same threats as the rest of the countries; such threats, by the way, emerged a couple of years ago: fake news. In a heated political environment like Ecuador's own, it is easier for the appearance of "media outlets" committed to disinformation. This poses a potentially complicated scenario along with the lack of knowledge on how to regulate spaces like the social media.</p>

