

CUBA
SWOT Analysis

STRENGTHS	Al periodismo independiente en Cuba le asiste la libertad de expresión, no se debe a ninguna organización política. Su fortaleza está en hacer un periodismo diferente, objetivo, ético y minucioso que llega adonde el gobierno prohíbe llegar. Todo esto pese a la constante represión y censura de los órganos de la Seguridad del Estado.
WEAKNESSES	Freedom of expression and press in Cuba is limited due to the existence of a Single Party (PCC), to which all the country's mass media respond. Independent journalism, free expression, are considered unconstitutional (contrary to what is established in the Constitution of the Republic of Cuba), and those who exercise it can be deprived of their freedom.
OPPORTUNITIES	The gap between official journalism and the reality of the Cuban people highlights the differences between the agenda of the independent and governmental press. Many are the journalists graduated from Cuban universities who separate themselves from the Union of Journalists of Cuba – considered one more arm of the Party – in search of a different way of communicating. Citizens are increasingly consuming this type of journalism that moves away from officialdom and doctrines.
THREATS	The main threat to freedom of expression and the press in Cuba is the government. Its officials censor and repress anyone who projects themselves differently by writing, speaking or demonstrating. The pro-government press also constitutes a threat to independent journalism, which they defame and discredit at will.

