

CANADA
SWOT Analysis

<p>STRENGTHS</p>	<p>Existence of the Canadian Charter of Rights and Freedoms, which has constitutional status and is fundamental in court decisions regarding the protection of freedom of expression, opinion, and the press;</p> <p>Strong institutional framework of division of powers with an independent Judiciary;</p> <p>Associations advocating freedom of expression and freedom to practice journalism that mobilize in defense of these causes.</p>
<p>WEAKNESSES</p>	<p>Concentration of media conglomerates and weakening of independent media in provinces, regions, and smaller cities;</p> <p>Dominant position of digital platforms such as Facebook, Twitter, TikTok, Instagram, Google and others among younger audiences, who mostly get news on social media;</p> <p>Emergence of ideological and political trends that promote disinformation and propaganda in the context of the COVID-19 pandemic, the Russia-Ukraine conflict, and the economic crisis;</p> <p>Political correctness having the effect of self-censorship and censorship in certain media outlets, including the public corporation CBC and websites such as <i>The Conversation</i>.</p>
<p>OPPORTUNITIES</p>	<p>Passing of pieces of legislation (Bills C-10 and C-11) regulating large digital platforms (Meta, Netflix, Google) to promote Canadian content and support independent media;</p> <p>Expanded media access for voices representing traditionally marginalized communities, such as Canada's aboriginal peoples and immigrant groups;</p> <p>Lobbying of journalists' and media trade organizations for greater transparency in government and federal organization communications;</p> <p>Promotion of new forms of journalistic entrepreneurship based on digital platforms;</p> <p>Development of data journalism to present issues such as climate change and pandemics in a way accessible to the public.</p>

THREATS

Increased political and social polarization in some provinces where certain political movements spread conspiracy theories accusing journalists and the media of promoting social control;

Violent attacks and threats against journalists amid coverage of the COVID-19 pandemic set precedent that could point to a trend of clashes with the media in the medium term.

