UNITED STATES
STRENGTHS, WEAKNESSES, OPPORTUNITIES
AND THREATS ANALYSIS

STRENGTHS	Freedom of speech and the press are guaranteed as a constitutional right and by weight of authority in the United States. The media is constantly evolving and there is strong competition to create strategies to attract and expand audiences. Internet access is easy, streaming options, the emergence of podcasts, and the variety of media outlets - whether mainstream or innovative – offer to people a variety of informative and entertainment sources.
WEAKNESSES	Disinformation remains as one of the main threats to freedom of speech and the press, and this problem has been heightened by the growth of digital news media, some with little credibility. No effective mechanisms have emerged to limit or control the dissemination of false information on social media or through communication tools such as WhatsApp and Telegram. This makes users and consumers the primary overseers of false information while being forced to determine - on their own - which news sources are reputable.
OPPORTUNITIES	Disinformation has become an upsetting problem; however, efforts have arisen to identify and limit the spread of fake news. The media have made great efforts to identify false information, and there are several organizations exclusively dedicated to dismantling rumors and manipulated information. Communication scholars also conduct research to define and promote ways to restrict the negative impact of misinformation over society. Options to information such as podcasts have had a positive impact, and even initiatives on Instagram and other social media have contributed positively to the dissemination of information.
THREATS	Disinformation and fake news continue to be the most significant threats in the United States, as they contaminate the flow of information and give room to political anxiety, especially during presidential, congressional, and state or local authority election periods. Another major problem is the rise of artificial intelligence (AI), which allows the production of false texts, photos, and videos with a very high level of fidelity, which can also instill anxiety in society. Developing strategies to limit the negative impact of AI is a key issue nowadays.