

CANADA

STRENGTHS, WEAKNESSES, OPPORTUNITIES, AND THREATS ANALYSIS

STRENGTHS	The Judiciary and self-regulatory bodies (e.g. ethics and press committees) have a moderating effect on the attempts of companies and other bodies of power that seek to limit freedom of expression and the exercise of journalism. Recognition of the importance of protecting diversity, being more inclusive and strengthening Canadian content in the media, as stipulated in the new Online Broadcasting Act.
WEAKNESSES	Weakening and disappearance of the regional and community press, which limits the availability and access to information platforms for groups that live in remote places or that have particular economic, social and political needs. Growing polarization of society due to the so-called “cultural wars”. Political correctness has the effect of self-censorship and censorship in certain media outlets, including the public corporation CBC (in English), Radio-Canada (in English), and private newspapers and news platforms.
OPPORTUNITIES	Expanding media access to voices representing traditionally marginalized communities, such as Canada's indigenous peoples and immigrant groups. Pressure from union organizations of journalists and the media to achieve greater transparency in communications from the government and federal organizations. Promotion of new forms of journalistic entrepreneurship based on digital platforms. Development of data journalism to present issues such as climate change in an accessible way to the public.
THREATS	Restrictions on access to news and content produced by Canadian media by large digital corporations such as Meta and Google. Expressions of hate and intimidation against journalists, in an environment of growing political and ideological polarization. Growing dominance of “political correctness” in the media and other institutions (universities, government agencies) that could limit freedom of expression.

