

**ARGENTINA**  
**ANALYSIS OF WEAKNESSES, OPPORTUNITIES, STRENGTHS AND THREATS**

<b>WEAKNESSES</b>	Argentinian journalism and its stigmatization by the current and previous administrations is undergoing one of the most dramatic periods in its history. The crisis of the industry, technological advances, the transformation of the media system, and the new habits for consumption of information add to this situation. Only during the first half of 2024, 1,031 journalism-related jobs disappeared, more than half of them in state-owned media subject to the possibility of being privatized or closed.
<b>OPPORTUNITIES</b>	For any society, democratic or not, it is vital that journalism corrects what may have been misinterpreted as propaganda in the eyes of the citizenry. Institutions are not solid when democracy declines. Convictions rest in the defense of values, not in the defense of political allegiances with the purpose of recovering credibility in a context of social horizontality between the good - us, and the bad - the others. This polarization, common almost anywhere in the world, must be confronted with the seriousness of journalism guidelines, ostensibly and presently allowed.
<b>STRENGTHS</b>	Old school teaches us that we must verify information beyond our inclination for one side or the other of the political spectrum. Between your truth, my truth, and the actual truth, the latter must prevail, even if it is not to our liking. Legal cynicism will not make any harm provided that there are civil organizations that watch over the labor of finding that truth to free journalists and the media from any guilt.
<b>THREATS</b>	In the midst of the political confrontation, in which journalism is expected to play the role of an opposition party, demonization and manipulation by means of fake news are gaining prominence. The challenge is to fight them back. This kind of news comes along with vilifying narratives, loaded with implicit valuations against journalists and the media. Confrontation, hatred, fear, and self-censorship turn out to be the ingredients of an infallible recipe that distances journalists from a frayed society looking for someone to blame for the crisis.

