

The Social Media System in Cuba in Times of Change: A General Analysis

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Abstract

The political scene of Cuba has had a direct impact on the development of the media throughout the history of the country. Therefore, it is necessary to know the updated status of the Cuban media system in the last stage (2018-2019). This paper shows the main transformations of the Cuban media system, supported by the analysis of the historical process lived on the Island since 1959. Also, the current press model is classified based on the theoretical analysis of The Four Theories of Press. The used methodology, allowed to perform a study of the content of the Granma newspaper – chosen for the great influence in the Cuban society; its analysis helped to determine the main scenarios of changes that characterize the Cuban media system.

Keywords: Media, communication media, press model, upgrade, Cuba.