

3<sup>rd</sup> International Conference on

**SOCIAL SCIENCE, HUMANITIES & EDUCATION**

6 - 8 MARCH 2020

BUDAPEST, HUNGARY

## **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.

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## 1. Introduction

Nowadays, social media are a key link into the general public opinion, exceeding the mere informative role, so they are very present into the people daily lives. Their wide range of topics embrace from political to cultural ones. Also, they are history, identity and culture of a country.

In present Cuba, mass media play an important role into the informational, educational, and entertainment processes, among others. They are also linked to the historical reality experienced in the country.

Earlier investigations related to this theme (Salazar, 2017; Moragues, 2012) pointed out two relevant developmental stages of mass media in Cuba: before 1959, with a dominant *liberal press model*, and from 1959 on, after the triumph of Cuban Revolution, were the *Soviet press model*, under the ideas and principles of Lenin, were established.

However, the Cuban media system has experienced a gradual transformation according to the historical and political realities in the country over the years. The present characterization of Cuban mass media is focused on its more recent historical times, since April 2018, from the implementation of the State and Government Policy of Communication, as well as the Constitutional Reform adopted by the National Assembly of the Popular Power, on April 2019.

Moreover, as it is well known, Cuba is a peculiar nation. Its current political, economic, and social status is worldwide supported by many people, but criticized by others. Thus, the Cuban mass media have not been without criticism, but as Zeitlin (1997, p.13): “The human being is infinitely perfectible and, therefore, by criticizing and modifying the institutions of society, he/she could and should conquer increasing degrees of freedom”. In the face of the visible changes emerging social mass media have being revolutionized, which ratifies the path for a more educated, informed, and free society.

And main scenarios of changes characterizing the Cuban media system should be of interest not only for the skilled related professionals, but also to the society as a whole.

Under this perception and in view of the need to know the state-of-the-art of the current Cuban media system, this study has been carried out.

## 2. Theoretical frame

Mass media have a social function as they constitute “...the public transport to the public expression” (McQuail, 2000, p.200). In other words, they must be the people's voice in mediation with the State. The analysis of the literature allowed to review the different press theories proposed by several authors (McQuail, 1998; Siebert, Peterson and Schramm, 1963).

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The four *Press Theories* proposed by Siebert, Peterson and Schramm (1963) are still in force today. According to McQuail (2000, p. 205) "these theories have become one of the classic studies to systematize and classify the different media models." They are based, mainly, on the press media and characterize the media systems according to four press models (or theories).

The *authoritarian model* is linked to dictatorial and absolutist regimes, which wanted to control the monopoly of information and knowledge, and in turn avoid information flows. This model emphasized the subordination of the press to state control and it was designed to protect the established social order, putting limits on the freedom of the media. The truth was in the hands of power, who in turn dictated the information. (McQuail, 2000, p. 205).

The *liberal* (or libertarian) *model* has other nuances. Here we are already struggling to recognize popular sovereignty, for free and universal elections, for human rights, for freedom of expression and freedom of communication, essential requirements to achieve a democratic model agreed between the masses. In this model, the media have to stay away from public power, which they have to constantly monitor. Its objective is to inform the masses, watch over the powers, especially the political power, and also entertain the citizens. Here, communication is understood as an essentially commercial and private activity (Siebert et al., 1963). In this case the authors propose the United States of America as a model country of reference.

After World War II the *social responsibility model* took place. It recognizes the limitations of the liberal model, finding in it a commercial excess that constrained the value of the media. This model advocates the existence of a certain type of public intervention in the media and defends three fundamental criteria: 1) the need for citizens to receive adequate information; 2) the press should serve as a forum for the exchange of comments and criticisms and, 3) being the public transport of public opinion (McQuail, 2000, p. 200). In addition, it enhances the educational and cultural dimension of the media and the creation of professional committees and independent regulatory bodies. It is a model that puts the social dimension of communication before commercial interests, always within an unquestionable framework of freedom of expression.

The *Soviet model* was developed during the twentieth century under the full swing of two totalitarian ideologies: nazism and communism. Nazism lead to the existence of private media but they were heavily controlled. However, in communism these are totally in the hands of the State. The reality is that these regimes use the media as propaganda tools at the service of their ideologies. The foundations of this theory were established by Lenin and its basic principle was the subordination of the media to the Communist Party - the only voice of the working class. This model does not favor freedom of expression and the media are used as instruments of social control, although it did propose a positive role for the media into the society, emphasizing their role in culture and information, as well as in tasks related to social and economic development (McQuail, 2000, p. 205).

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Given the premise that media in Cuba are linked to its historical reality and after the comparison to the features of each press models, classifications previously mentioned, coined by some researchers to the Cuban media system are understandable. However, an analysis of the historical mass media process would help to know the present endeavour to transform journalistic work in Cuba, fundamentally engaged in the updating of the social media system.

### 3. Methodology

The review of the available literature was of prime importance to perform both the theoretical analysis of the subject of study, as well as for the understanding of the historical process through which the media system in Cuba has gone through.

The study was carried out from a qualitative methodological perspective, using thematic content analysis as the main technique. According to Andréu Abela (2011, p. 20) “the analysis of thematic content only considers the presence of terms or concepts, regardless of the relationships among them. The most commonly used techniques were the frequency lists, thematic identification and classification, and the search for words in context”. These themes must be selected and defined before the examination.

This method of analysis allows the researcher to organize and determine topic classification according to his/her interests. Therefore, a non-experimental and descriptive methodological model was used for which semantic matrices with analytical priority were previously defined. Subsequently, the content of the Granma newspaper, the official organ of the Communist Party of Cuba [PCC] (printed version) was analyzed due to its level of recognition among the Cuban people.

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Table 1: Analysis of the topics of the Granma newspaper

Topics	June/2018 (15 numbers)	July/2018 (15 numbers)	August/2019 (15 numbers)	September/2019 (5 numbers)	Total of themes analyzed
Science, technology and environment	23	17	25	12	77
History and heritage	17	14	17	3	51
Culture	42	33	27	11	113
Sports	42	40	53	15	150
Social (education, health, agriculture, industry, economy and tourism)	52	34	31	11	128
Social problems	48	29	24	9	110
Present national politics (International relationship)	31	36	18	17	102
<b>International political news</b>	<b>58</b>	<b>49</b>	<b>75</b>	<b>17</b>	<b>199</b>
International news (Other non-political issues)	27	25	32	17	101
<b>Total of themes analyzed</b>	<b>340</b>	<b>277</b>	<b>302</b>	<b>112</b>	<b>1031</b>

Source: prepared by the author.

Nine themes representing the semantic matrices of analysis were defined, and each of the whole news the analytical unit. It is important to take into account that most of the issues of the Granma newspaper consisted of 7 sections, such as: Cuba, Views, World, Culture, Sports, Science and Thought, containing the previously defined analysis topics (see table 1). A total of 50 issues of the newspaper, published from June 2018, were randomly analyzed in August - September 2019.

Both the historical-documentary and the thematic content analysis allowed to characterize the Cuban media system, its trends to focus different issues as well as the prevailing contents in this official press.

## 4. Results

### 4.1 Main achievements and transformations of the Cuban media system

The discursive analysis of the historical process helped to understand the transformations of the Cuban social media system. Some authors such as Salazar (2017) and Moragues (2012) refer to these two general stages above mentioned: 1) before 1959, in which a *liberal press model* prevailed and, 2) after 1959, where the *Soviet model* was put into practice.

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As Moragues (2012), during the first stage Cuban mass media were effectively controlled, directed and financed by large American companies. This period covers from 1898, -in which Cuba was recognized as a country-, until the triumph of the Cuban Revolution, on January 1, 1959. In this earlier period and, from the coup d'etat perpetrated by Fulgencio Batista who seized the government, on March 10, 1952, social media censorship became accentuated in the country, although the opposition had some media spaces in which they presented their proposals, under coercion.

From 1959, Commander in Chief Fidel Castro put all the media at the service of the revolutionary cause (Moragues, 2012). Private media were nationalized and the previous model of liberal press turned into the Soviet mass media model as a reference. Reversing the role of the media was the primary objective of the Government at the beginning of the Revolution. Thus, advertising and its commercial purposes were eliminated, and media became efficient tools for cultural and educational diffusion.

Over the years, those media, such as traditional press and radio stations, which did not support the revolutionary process were dissolved. After the arrival of the Revolution, new mass media were created, followers of the new ideology. The earlier ones became extinct or went into exile.

The media system in Cuba experienced a gradually process of development. In 1963 the Cuban Journalists Union (hereinafter UPEC) was created to organize professional journalism in the country. "Loyalty to the country and the Revolution was, from the first day until today, the main objective of Cuban journalists and their organization" (Moragues, 2012, The new Cuban press, par. 3).

In 1965, when Granma newspaper was founded -the PCC's official organ- the institutionalization of the press in the country took place. Some researchers (Salazar, 2017; Moragues, 2012) consider the period of 1959-1965 as of a high professional potential for the Cuban journalism and new forums for debate about how to carry out a popular revolution emerged. Consequently, Cuban press enjoyed a wide splendor.

In those years, relationships between Cuba and the former Soviet Union were at the very top. As a consequence, the Soviet system was the main political, economic and cultural reference to Cuba, and also influenced the design of the social media system.

In 1965, the first high-level journalism school was founded at the University of Havana. A few years later, in 1969, a second school was established at the University of Oriente.

Henceforth national press bodies merged that led to the creation of provincial newspapers and specialized publications.

Currently, the Cuban communication system is made up of different communication and information entities, each plays its own role. These institutions -with their corresponding mass media- are subordinated to the Ideological Department of the Central Committee of the PCC.

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The Cuban Institute of Radio and Television (ICRT) was created in 1976. It is one of the key entities in the communication system. Its function includes radio and television broadcasting. Being its main mission to “...develop and satisfy, from an essentially cultural perspective, the information, educational and entertainment interests and needs of the different audiences of the Cuban people, in correspondence with the principles of our Socialist Revolution, contributing to project to the world the true image of the Cuban nation”. (Official site of the ICRT, 2017)

Thus, Cuban media materializes an increasing development. Nowadays, there are 6 national television channels: *Cubavision*, *Tele Rebelde*, *Educational Channel*, *Educational Channel 2*, *Multivision* and *International Cubavision*. These transmit in analogue/digital modes, and 2 in digital technology: Havana Channel and Key Channel. In addition, there is a telecenter for each province.

National broadcasting TV programs such as the “Informative Round Table”, “Cuba says”, “We make Cuba”, and “The Issue”, to name just a few, are spaces for view exchange, becoming representatives of public opinions. So, current problems affecting Cuban society are debated and they help in the search of emerging solutions.

Also, the Cuban News Agency (ACN), with almost four decades of experience spreads the main news of national events to the world, permanently, through its website.

From its headquarters in Havana, ACN provides annually information on more than 50 thousand topics in Spanish, English, French and Russian languages through different platforms, such as photographic, audio and video. Its main staff comprises more than 130 experienced journalists, photographers and other skilled professionals, and 16 correspondents all over the country.

In addition to these free informational materials in its website and the teletext channel, ACN markets products and services to its more than a hundred clients subscribed. Followers include international news agencies, television channels, newspapers and radio stations, to both national and local levels. (Official site of the ACN, 2017)

Under the same principles, the information agency Prensa Latina (PL) coexists in Havana. This prestigious institution, created in 1959, counts with 44 offices worldwide, in charge of disseminating and marketing current information on Cuba and other countries, in different languages and formats: websites, radio and television broadcasting, photographic archives, as well as a publishing company of magazines and newspapers with both national and abroad coverage.

In the country, there are three important national newspapers: 2 of them running daily, the above mentioned Granma (PCC’s official site), and Juventud Rebelde (representing the Union of Young Communists), and a weekly newspaper Trabajadores, mainly focused to the interests of the Confederation of Cuban Workers (CTC, in Spanish) and the working class. Each of them is attached to one of the most important political and mass organizations in the country. The three national newspapers have domestic (paper version) and digital (website and social networks) circulation platforms as well. There are also 16 periodical publications both in printed and digital circulation, for the promotion of local news.

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The radio history in Cuba dates back to the beginning of the Republic (1922). At an early stage it broadcasted varied informative programs to keep radio audience informed on many different topics including the revolutionary cause.

At present, more than 80 radio stations integrate the broadcasting system with varied, informative and cultural programs. Being the most important -national coverage- Radio Rebelde, Radio Progreso, Radio Reloj and Radio Habana Cuba. Other Cubadebate, Cubasí and Cubahora are websites encouraging debate on different topics, in order to cope with the media war.

The Cuban Institute of Cinematographic Art and Industry (ICAIC, in Spanish) -under the guidance of the Ministry of Culture- is the cultural institution devoted to the promotion of the film industry. It is important to highlight the role of the Cuban cinema as the only bolder and daring medium in the country. Its filmography reflects the history, culture and political-social reality of the nation. Such a controversial and critical nature has helped it to increase its broad international prestige. A great achievement in this milieu was the Decree Law 373, current as of September 2019, under the Cuban Constitutional Reform. From this, the work of audiovisual filmmakers is legally recognized, for both the ICAIC cinema and the independent cinema as well.

In general, publishing information is still directly regulated by the Government. However, some flexibility and new journalistic trends have taking place, such it is the case of a certain “neighborhood journalism” and new digital publications, some of them accepted by the Cuban authorities. For instance, *OnCuba*<sup>1</sup>, interested in providing “a disturbing, controversial, well-argued, but agile, fresh and young vision of Cuba” as well.

Gradual changes in the Cuban media system have been evident after 1959, conditioned by political, social, economic, and communicative factors, among others, under the historical context. The political scene has been one of the main triggers of change in the Cuban media sector.

During 2006-2018 Raúl Castro assumed the presidency of the Councils of States and Ministers. In 2011, the Guidelines of the VI Congress of the PCC updated the socialist system with a set of favorable reforms to improve the economy of the country, without giving up other social spheres. Into this context, it is pertinent to highlight the words of President Raúl Castro (2011), who recognized that access to information by journalists was limited, which led to the dissemination of improvised and superficial materials, although the will of the State for revolutionizing society:

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<sup>1</sup> OnCuba is an American communication platform founded in 2012, the only one of its kind with an office and legal representation in Cuba. His magazines Art OnCuba and OnCuba Travel publish content exclusively about Cuba. See its official website: <https://oncubanews.com>



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*On this front it is also necessary to leave behind, definitely, the habit of triumphalism, stridency and formalism when addressing national news and generating written materials and television and radio programs, which by their content and style capture attention and stimulate debate in public opinion, which means raising the professionalism and knowledge of our journalists; although it is true that, despite the agreements adopted by the Party on information policy, in most cases they do not have timely access to information or frequent contact with the leaders and specialists responsible for the issues in question. The sum of these factors explains the diffusion, on a few occasions, of boring, improvised and superficial materials (Castro, 2011, p. 13).*

In April 2018, Miguel Díaz-Canel Bermúdez replaced the Presidency (now as President of the country). This took place to a new stage in the history of the nation.

Díaz-Canel assumed leadership in a quite different country, but changes were not evident in all areas. Raúl Castro laid the foundations that propitiated the scenario of change in the current media system. However, the need for its modernization remains visible. The stereotype of a Soviet model -meaning control- is one of the transcendental challenges to face. To this, public Internet access as a right to information must be added.

It is true that for almost a decade the Internet service in Cuba was only available to state-owned companies. However, from July 2015, certain public WiFi zones were enabled for Internet access. In its initial stage with very bad wireless connection service, which has been improving gradually, although it is still inefficient and its cost too high.

Providing quality of life to the people is the interest of the current Cuban president. So, from December 2018 a new possibility to access information, more comfortably, through the mobile data Internet service was opened. Increasing IT use throughout society is a priority issue in the country. Exploiting the digital media to improve Cuba's image towards the world and fight the international media struggle are intelligent strategies. Díaz-Canel is focused on what it is nowadays the most complete and used means of global communication: the Internet, which has become the voice of the world.

Despite connectivity deficiencies, Internet access for the Cuban people is a dream come true. This is not equally available to all, for various reasons, being the most important the US blockade against Cuba, and the high rates, among others. Nevertheless, the first steps have been already taken.

Obviously, the Cuban media system throughout its history has been controlled by the prevailing system. Consequently, after the triumph of the Cuban Revolution, the work of the media as well as the journalistic exercise have been framed in the diffusion of socialist principles and ideals.

At present, mass media maintain their social character, as it is reaffirmed in the different public debate spaces, which, in turn, continues to determine the work of the journalistic guild.

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Both the historical and the most recent concerns of the communication sector in Cuba show the determination to establish "... a revolutionary alternative to the liberal press model, which does not in turn fit into a nineteenth-century ideological pattern or one of a Soviet or state press"(García, 2014, p.18), or in the need to "... find, make visible and lasting the fully pursued native model of socialist journalism that recovers for this profession what itself inherently represents in its ideal: being an active and thriving part of the critical consciousness of a society, in a permanent battle for the greatest possible collective well-being". (Arencibia, 2018, p. 264)

In the midst of the complex economic, political and social situation experienced by the country during 2019, a relevant change in the Cuban media system that will serve as a shield to rise up in defense of the nation's image in the world would be opportune.

Thanks to the efforts of journalism professionals in Cuba, grouped by UPEC and the Faculty of Communication of the University of Havana, the Social Communication Policy (hereinafter "the Policy") was approved at the X UPEC Congress, held in July 2018. In the closing statement, the President Díaz-Canel expressed:

*The Policy defines as a citizen right and as a public good, the access to information, communication and knowledge; grants the highest authority to the directors of the press; mainstreaming society and establishing obligations in this regard for institutions, agencies, authorities; defends the values and symbols of the nation, and orders respect for the diversity we are. It declares the communication as a strategic resource of the State and Government management and defends the public nature of broadcasting and communication services and recognizes only two types of property for mass media: the state and social media (p.2)*

It is true that this Policy "... is a spirit, a tool to look at the future articulately ... an opportunity to rediscover socialism with a modern, participatory, innovative and irrevocably democratic symbolic face" (Garcés, 2018, par. 4). But to this meritorious Social Communication Policy, a revolution into the media system should be added: flexibility in the policy of publishing contents as well as the actual practice of the journalistic ethical code - transparency and objectivity of information- without forgetting the principles of this profession, which would help to fulfill the dream of many of the great researchers who dedicated their lives to the journalistic work. In Cuba, it is still alive the interest to do as commented by Marrero (2014) subsequently cited by Arencibia (2018):

*... [without] a revolutionary journalism, a journalism to analyze, to argue, to debate, to question and criticize constructively, but still pointing out where the problems are and who are the ones who have to answer for them, the issues will not be resolved. Journalism has to be aesthetic, it has to use high level language, but it has to educate and guide. (Arencibia, 2018, p.260)*

There is still a long way to go and many goals to achieve, but in the current scenario, within the primordial ones, and according to Garcés (2018) it is indicated that:

*"The political will that guarantees a culture of transparency, not as a pretext for overlapping secrecy practices."* (Garcés, 2018, par. 9)

*"The awareness of the need to modernize the State, which helps to take advantage and use more efficiently Information, Communication and Technology."* (Garcés, 2018, par. 10)

*"The Communication Policy provides as sources of financing for our media the sale of products and services, international cooperation, advertising, sponsorship, among other modalities."* (Garcés, 2018, the challenge of innovation, par. 6). Far from a commercial purpose, companies in the media sector can contribute to the economic development of the country, reducing investment costs and, on the contrary, generating income with their products and services.

The exploitation of the Internet, social networks and digital media, in general, helps the operation of integrated newsrooms, promoting the speed of editorial processes and information management, in addition to fighting the media struggle and conspiracy of international opposition media that intend to damage the worldwide image of Cuba.

#### 4.2 Challenges and strengths

Radio, press and television services in Cuba are still under the jurisdiction of the State, and as it has been emphasized, despite the flexibility observed in recent years, these in no case will be of private property: in Cuba "... only two types of property are recognized for mass media: state and social media." (Díaz-Canel, 2018, p. 2). Therefore, the ideological-socialist message to mass media is remarkable.

In spite of the increasing availability of the Internet, the right to access to information, communication and knowledge, as well as the new trends in existing journalism, prevalence of socialist ideology continues. This suggests a relation between the current media to the outdated Soviet model, but on the way to modernization and -why not- in search of a possible change to the social responsibility model, with an appropriate alternative to the socialist system.

In a country-image study published in 2017-2018 Future Brand Report, Cuba ranked seventh for Latin American countries, as it improved in social, cultural, tourist and other indicators. However, in detailed issues under consideration for this study Cuba attained a lower position, because in "political freedom", it ranked 19th (Future Brand, 2017, p. 28).

*"Democracy and political freedom"* is not a forgotten topic. On the contrary, new generations of journalists and other branch professionals echo such a debate and, together with the State, recognize and face what it could be called "a challenge". However, the first challenge is to show with facts the strength of the Cuban public media and make the most of the good journalistic intellect available to the country. Showing the people the value of the Cuban media system, bring to society informational, cultural and educational products that attract their attention, as a mean of entertainment, but also to educate and inform and, opinions, will contribute to improve the public opinion of the masses, and to clean the image and stereotypes by themselves.

Even if the notable changes in the Cuban media system that favor its development, a considerable amount of details remain to be improved. As Garcés (2018, The credibility challenge, par. 7) stated: *"We have a critical intellectual mass of professionals who no longer fit the debate only in terms of information policy, they want to propose, once and for all, a functional press model for Cuban socialism"*.

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Obviously there is a Social Communication Policy, but Cuban journalists expect the creation of a “press law” establishing their rights and duties as well as allocates the space that corresponds to the media within the society. The Social Communication and Computerization Policy of the Cuban society carried out since 2018 has favored the technological up-to-date of the Cuban media system, as compared to other underdeveloped economies.

In a positive way, the cultural and educational function of the Cuban media is to be highlighted, which a predominance throughout its historical process. There has been a governmental effort in the last year (2018-2019) to exploit more social media as channels of information, exchange and debate, thus avoiding “the noise, rumors and distortion of messages” circulating among the masses.

## 5. Discussion

Such a Policy has indeed contributed to modernize the mass media system since, among other benefits, it grants authority to the press directors but, bureaucracy must be reduced, and public media strengthened, as well as journalistic newsrooms integrated to technologies, all of which will lead to maximizing media efficiency.

Thus, changes in the social media system have been remarkable. Even though, work is under way to create a more contemporary design that differentiates it from its traditional conception -there are already spaces that favor exchange and critical opinion- the control of the media by the State is still noticeable.

The analyzed contents in Granma newspaper issued as of April 2018 showed a variety of topics, but the predominance of political over than cultural, historical, scientific, and social information was evident. Although news about the different sectors of society is also published, the political approach is repeatedly evidenced.

Of the 50 issues analyzed, of a total of 1031 themes: 77 were of a scientific-technological and environmental nature; 51 historical-heritage; 113 cultural; 150 sports; 128 related to a social context, and other topics included education, health, agriculture, industry, tourism and economics. Moreover, 110 addressed to domestic social problems; 102 on national political activity including international relations issues; 101 on international news, where other non-political issues were also addressed and, 199 topics related to international political news. It is not a matter of erasing Cuban roots or do not show features of Cuban idiosyncrasy, neither nor that we move away from international political reality, but that each “criterium” should be given its “space”. The cultural content showed the broad role of the Cuban media in promoting not only Cuban but global culture, although these issues repeatedly showed an historical message. Similarly, the insistence on the formation of human values -that has been lost so much in present Cuban society- is seen. Being this latter an important issue it should recibe much more attention into the mass media, since it critically affects the current Cuban society.

The printed press shows issues of national and international topics. However, absolute criticism and a culture of transparency, mainly on those related to the current problems of Cuban society, are still necessary in journalistic practice. It should be pointed out that a very important step forward is being noticed, because negative aspects are now mentioned, not only the positive ones, as it was the prevailing policy until a few years ago in the Cuban media. This will enable them to gain greater credibility.

A rather contradictory approach was a certain weakness observed in corroborating the veracity of the produced information -mainly in national news. However, there has been a gradual progress in this regard, since the Government tries to inform the people, with transparency, about the social and economic problems that affect the country, relying on the mass media.

## 6. Conclusions

On the basis of the “four press theories” and its models currently in force, Cuban media system is heading towards the conception of a socialist alternative of the liberal press model or the *social responsibility model*.

The practice of socialist ideology leads to the non-extinction of traditional media. The role into the Cuban media industry continues to have a non-commercial informative, political-social, cultural and educational dissemination purpose.

In spite of the scarce resources characterizing the current national economy, Cuban media rely on digital technologies and they have experienced improvements in computerization, although work must continue, above all, on the integration of newsrooms.

Based on the present social reality, it could be affirmed that, with the arrival in Cuba of public Internet access (although still limited and expensive), the wider technological convergence will expand, the updating of Cuban media system will favour, since, the flow of users in the network of networks consuming all kinds of news will contribute to the digital dissemination and massification of information, as well as to the freedom of expression.

It can be said that 2019 is a turning point for the digital era of Cuba. Internet access brought with it the possibility of flexibility and a culture of freedom in the media. This phenomenon stands the history of the country at the threshold of a possible change of the current press model.

The permanent transformation of the Cuban social communication system has been the main framework for the survival of the current media model. Efforts of the professionals of journalism as well as the endeavour will of both the State and the people guarantee the continuity of the path towards the modernization of the Cuban media system, or maybe, why not to say, to the conception of a socialist alternative of the social responsibility model.

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