

# *Challenges of Cuban journalists discussed in UPEC Congress*

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Havana, July 14 (RHC)-- The 10th Congress of the Union of Cuban Journalists (UPEC) concludes this Saturday with the presentation of the new presidency that will lead the organization during the next five years.

Among the topics that were discussed on Friday were the need of the island's media professionals to be better prepared in a time of media war and fake news to make proper use of technologies to reflect the reality of Cuba to the world.

Some 270 delegates attending the Congress agreed on the need to strengthen the country's image in social media. In this regard, doctor Olga Rosa González, assistant director of the Center for Hemispheric Studies at Havana University, noted that Cuban journalists are witnessing a confrontation between symbols and communication.

Gonzalez recalled that U.S. government policies against the island have not changed drastically since the Eisenhower Administration.

"Despite change of strategies, the main goal remains being the overthrow of the Cuban Revolution," she stressed.

Raúl Garcés, dean of the Faculty of Communication at Havana University, stressed that adequate training of future journalists is of utmost importance, as well as encouraging them to become active members of the future.

“In order to achieve that goal, we must offer them a project for a country that is inspiring and attractive,” he said.

The role of the “Jose Martí” International Institute of Journalism in post graduate education of professionals was also debated, primarily the studies on the influences of the web and new technologies in the different media and languages ??of journalism.

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