Diaz-Canel calls for closer relationship between culture and media

Havana, August 29 (RHC)-- Cuban President Miguel Díaz-Canel made an appeal for greater efficiency in relations between culture and media, during a meeting where the implementation of the institutional and social communications policy of the Ministry of Culture was analyzed.

The Presidency website said that during the encounter, Díaz-Canel emphasized as a fundamental element the presence, in social media and in all the social communication made, of the thought and the work by Cuban artists, of creators, giving essences of content to face the media perversity that tries to undermine the island's identity.

"Efforts have been made, but we have to ensure that the best of Cuban art is, for example, on YouTube, because that is where people go for audiovisuals. That's where the best musicals, the best animations, the best movies, the best documentaries have to be. The cultural wealth of our country is what distinguishes us," he said.

For his part, Alexis Triana, director of the Cultural Communication Center, commented that there have been many achievements since this strategy began to be implemented in 2017. These include increased

cultural promotion, content generation and audiovisual production.

It also consolidates and develops its own media system, which has its best references in the Cultural News of Cuban Television, the digital magazine La Jiribilla, and the newspaper Cubarte.

At the same time, the use of social media for the dissemination of culture is increasing and the number of young people approaching these sites is growing. In this sense, the Ministry of Culture's website stands out; since February 2017 it has circulated close to five thousand publications, with 200 thousand visitors and almost two million visits.

During the meeting it was highlighted that a greater use of the visual identity of the Ministry of Culture is appreciated and during 2018 more than 500 audiovisual capsules and videos of the institutional system of culture were placed in the prime time of the radio and television broadcasts.

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