



## lisbet abiague



From my point of view, Cuban women in the media every day stop being a utopia and become a reality. Today women are visible in the press and public spaces, but at the same time they construct their own reality from those scenarios. Although I think that the battle is not completely won because we still have to continue fighting to create new spaces of media visibility for women. Something that transcends is precisely that the journalistic materials and programs that are made today already go beyond the stereotypes imposed by society, such as those of only dedicating cooking recipes and beauty tips to women to delve into more comprehensive undertakings of the important role of women in society, their multiple opportunities and results. The woman as protagonist, in the context of media visibility, has among her achievements that she does not have to resort to satire or any other resource to expose true female problems and interests. In our media, and I speak from the perspective of television itself, of television news products, space has been given to a type of Cuban woman who regularly disappears from the media, such as macheteras, coffee growers, soldiers, athletes and workers; and the main problems surrounding them. It is true that in some of our broadcasts, although the main problems are exposed and work is done based on equality in all spheres of life, not everything is resolved. However, the woman was not only content with being the object of the news but also began to make herself

visible within the media itself and their productive routines in which, she set great standards in the way of doing and thinking about her participation in the national media. Another pending issue is that the same topics continue to recur, such as those of sexual education and those linked to the family level, domestic violence, and functions within the home and raising children as some of the issues developed or treated in our media. . There is a tendency in the media to talk about women, but sometimes the proposals do nothing more than praise female exceptionalism. The alarm must then be activated because traditional symbols and stereotypes that reconnect women with their family function, with the reproduction of life and with aesthetics may gain ground. In one of its studies, the United Nations Educational, Scientific and Cultural Organization (UNESCO) warned that women have a low presence in the media in the world. This is a very worrying statement, because currently men predominate with more than 70 percent as people who are seen, read or heard in the media. Efforts to place gender equality at the center of the international development agenda are not enough. I think it is necessary to insist on the work of promotion, dissemination of our resistance and also resilience. The truth of a message can go further if women together, in the media, can narrate, illuminate and initiate changes that minimize or eliminate from the subjective level the reproduction of discriminatory practices towards the female sex.

## Isabel Mansur Araújo Dias



1) What's your general opinion of world media today? World media today is a double-edged sword. On one hand, the proliferation of digital platforms has democratized information dissemination, allowing for a broader range of voices to be heard. It has the potential to connect people, to facilitate dialogue and to promote transparency. However, there are significant challenges as well. Sensationalism and the spread of misinformation are rampant in today's media landscape. Clickbait headlines and the race for profit often overshadow the pursuit of objective journalism. The digital age has amplified these issues, creating echo chambers and spreading fake news at an alarming rate. Trust in media has eroded, and many people consume information that aligns with their existing beliefs, further deepening divisions. It's essential for individuals to be discerning consumers of media, seeking out diverse sources and fact-checking. It's crucial that media outlets

uphold ethical standards and prioritize the truth. 2) How would you like it to transform in the future? I believe media organizations should prioritize accuracy, fact-checking, and transparency. Media outlets should strive for diversity in their newsrooms to ensure a broader range of voices and perspectives are represented. This can help mitigate biases and promote a more inclusive understanding of global events. The fight against misinformation and fake news should be a top priority. Collaborations between tech companies, fact-checkers, and media organizations are essential to develop effective strategies for identifying and addressing false information. Media outlets should be transparent about their ownership structures to prevent undue influence and conflicts of interest. Ethical journalism practices, such as responsible reporting on sensitive issues and avoiding sensationalism, should be upheld. Journalists should prioritize the public interest over profit motives.