

BRAZIL
SWOT Analysis

STRENGTHS	The practice of critical journalism continues despite the context of constant threats to democratic principles: A consortium formed by large media companies strengthened this position in defense of freedom of expression and the press. Amid the pandemic, countering science denial movements, the media has stood up for life.
WEAKNESSES	Brazil's history of democratic frailty, which is reflected in the president's authoritarian discourse and behavior: The press is one of his favorite targets for attacks and slurs, in a context of conflict between the branches of government. The confrontational stance of the Executive against news media, journalists, the Judiciary, and the Legislative has intensified amid COVID-19.
OPPORTUNITIES	Recurrent episodes of threats to freedom of expression and freedom of the press encouraged cohesiveness among a major section of the media in defense of democratic principles and science-based knowledge. The pandemic environment reinforced media identity, its social role in service of public interest, and its relevance in a democracy. This represents an opportunity for the media to reinforce their image of credibility in the eyes of society.
THREATS	The systematic action of organized groups to disseminate disinformation, control information flows, and fuel the subversion of the democratic order; the suspicion, under investigation, of the relationship between groups of this type and the Executive: It is under this scenario that threats by the Executive and episodes of aggression against journalists by Bolsonaro and his allies should be viewed.

