

PERU
SWOT Analysis

<p>STRENGTHS</p>	<p>Peru has undergone stages of dictatorship, censorship, and bribery for favorable press. This always raises red flags among the population with respect to attempts at manipulation of information. Although the crisis caused by the COVID-19 pandemic and the constantly conflictive political scenario makes citizens weary, it is still a population that remains active and can respond to attempts at restricting freedom of expression, potentially coming from both extremes of the political spectrum, but also from within some media outlets.</p>
<p>WEAKNESSES</p>	<p>The weak institutional framework existing in Peru is a factor that affects in two opposite directions: On the one hand, it could become a danger for freedom of expression; but, at the same time, it could allow an excess of informative expressions that cross the boundaries of journalistic ethics and values. Whether unrestricted freedom will continue to be allowed or whether there will be attempts to curb it depends very much on the groups struggling for quotas of power, on their interests, and on how they handle the situations they are to face.</p>
<p>OPPORTUNITIES</p>	<p>The importance of using social media platforms had already been noted since last year. The pandemic-triggered lockdown led the population to search for news, and not only from traditional media. Webpages, news sites, YouTube channels, and podcasts have become alternative news media, allowing the dissemination of information in a more fluid and diverse manner. Although this is restricted by Internet access – infrequent in the most remote and / or poorest regions – the option of multiple voices from different parts of Peru is growing and may continue to grow.</p>
<p>THREATS</p>	<p>The political instability experienced since 2016, which has worsened in the last three years, is the greatest existing threat to freedom of expression and the practice of journalism. In a country where positions have been radicalized, where the head Executive officer can be removed at any time, where Legislative representatives brazenly pass laws tailored to their personal agendas, where the Judiciary struggles to maintain its standards of corruption, and where the powers that be can lean towards any direction, activities in the country can remain in permanent tension for a long time, or change completely from one week to the next.</p>

