

**ECUADOR**  
**SWOT Analysis**

<b>STRENGTHS</b>	One of the country's strengths is that it has supportive and interconnected non-governmental and media organizations that have converged to report the threats faced by the country in terms of free speech and freedom of the press. Another strength that persists is media and journalists' resilience: They have been first able to adapt to the ongoing effects of a pandemic; secondly, to a context of crime and violence posing new challenges for the exercise of the profession.
<b>WEAKNESSES</b>	Institutional inaction to effect structural and regulatory changes aimed at improving the exercise of journalism and free speech should be noted as a weakness in this period. Society's inability to avoid stigmatizing the work of some media outlets and journalists is also a weakness. To this is added the difficulty of working as a journalist and self-expressing freely in an extremely polarized environment.
<b>OPPORTUNITIES</b>	There are new digital media, and their refreshing approaches, voices, and topics (with exceptions) have encouraged an environment of innovation and entrepreneurship that can benefit the profession in the short term.
<b>THREATS</b>	In this period, the main threat arising is violence amid a broader scope of organized crime in Ecuador. This entails that we, as a country, face an enemy we are not used to and know little about, all of which conditions every activity known to date. Another recurring threat is fake news, especially in politically polarized environments.

