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The Cyberjournalism That We Make And The One That We Want – Cyberjournalistic Praxis: The Case Of Mass Media In Matanzas, Cuba

ABSTRACT

The present work characterizes the hypermedia communication's features of mass media in Matanzas, Cuba: TV Yumurí, Radio 26 and the Editorial Girón. The study takes an approach, from the academy, to the cyberjournalistic praxis, describing professional practices, self-regulation and application of knowledge. A group of theoretical considerations around hypermedia resources are proposed in order to improve the digital journalism that we do. The communicology study integrates technical resources of quantitative and qualitative levels. It also considers policy documents, reflections of academics and legitimizing agents to analyze the assessments of their own social development. The main findings point to the heterogeneity, uneven development and fragmentation of cyber-journalistic wasting of the communicative potentialities that provides Internet, such as its hypertextuality, the interactivity and its multimodality.

KEY WORDS

Hypertextuality. Interactivity. Multimodality. Cyberjournalism.

1. Introduction

The Internet has opened in front of our eyes as the biggest space for cultural interchange that mankind has ever had. The hallucinating world of the bits, the software and the connections has impacted each fragment of society, economy, religions, policy, arts and sciences. Not even the most sceptical have escaped from the transformations landslide of the Web.

It has had such an impact, that the new logic established for the world of bits, software and connections has transformed information in something immaterial that, according to the Spanish journalist Ignacio Ramonet, „now takes the form of a fluid that circulates in open segments for the Web almost at light speed.“¹

With this phenomenon's arrival, universal journalism begins to redefine its format and its way to produce news. Journalism's incorporation to the Internet, from the 90's decade to the present time, configures an accelerated evolution process that has been accompanied, since its genesis, by a wide debate in relation to the transformations. The professionals needed to rethink the conceptions of what should be a better communicative product.

Journalists have seen themselves immersed in the constant renewal that the Internet has propitiated as a support, media and communication channel. Productive processes, professional roles, language, materials presentation and established relations between emission and reception, are some of the adjustments that journalistic activity has had.

The essential features of communication in the Web – hypertextuality, multimediality and interactivity- implicate journalism differently than the one of the traditional Media. Now it can be more open and flexible, immediate, of complex structures. The theoretical reflection around the internet has not finished yet, it's still evolving, feeding off the contributions of media academics and those who day-by-day labour with them.

While the mass communication medias try winning authenticity through legitimization on the World Wide Web, personnel implicated in the hypermedia production process respond to particular performance rules in the subjective and labour order. These rules and standards are called productive routines and professional ideologies, and both are interrelated and integrated in the journalistic production process, forming the professional culture of digital.

In many instances that process occurs in an impure context, because it gestates itself in non-exclusively virtual spaces, but convergent with traditional ones, this is the case of mass media in Matanzas, Cuba (TV Yumurí, Radio 26 and Editorial Girón). In these cases on the day-by-day professional stage structured practices, coexisting with emerging ones. Besides, it is necessary to bear in mind that various contributing factors other than these traditional Medias enjoy public recognition. With this study we intend to take a look at the hypermedia communication made today by the principal media of communication in Matanzas's province, Cuba.

2. Theoretical Reflections

2.1 Cyberjournalistic language

„Nothing occurs without the language.“
Fernando Flores

Since journalists live together with (and in) the Internet, informative research and diffusion have evolved from the roots. Communication professional profiles, productive routines in the media and the audience have experienced substantial metamorphosis. In these surroundings

¹ RAMONET, I.: *La explosión del periodismo. De los medios de masas a la masa de medios*. La Habana, Cuba : Editorial José Martí, 2011, p. 6.

becomes inevitable the transformation of the main journalistic tool to reach the public: language; it plays a primary role in positioning, easy access and user permanence online. That's why in cybermedia what you say is as important as how you do it.

Regarding this matter, numerous researchers agree on the importance of using on the web traditional paradigms and recommend a simple, direct and precise language; also to avoid abuse in the extension of publications, try not to use big blocks of texts, and also not use too long video or audio extracts, or too heavy for the digital support that will be used. The three basic pillars that hold cyberjournalistic language are hypertextuality, interactivity and multimediality. These characteristics conjugated among them create a hypermedia message highly impregnated with the best of the preceding Medias, conceived not as a simple movement toward the Web, but a creation for it.

2.2 Hypertextuality: The grammar of the Web

Hypertextuality is the ability to interconnect various digital texts among themselves; they can be written or audiovisual. This feature not only has revolutionized the ways to produce and organize information, but also the way to read it.

In the digital environment, users find a communicative product that provides them „freedom“ to jump from one text to another following reader wishes and intuitions. Hypertextuality gives to Internet users control of their actions on the web and through it may be able to trace a navigation route toward knowledge and create their own narrations. Likewise expressed Salaverría - the simple fact that to insert links in texts he is not enough to create a hyper-textual narrative.²

The cyberjournalist has the responsibility to provide to users' effective access routes to knowledge: through links to sites of sources that improve information, connecting users with the main characters of events or even giving them the chance to contribute with relevant information about events. The journalist must act as a guiding compass of information for the user finds their way through huge amount of data, imagery or videos. The freedom that the Internet user has to decide what to read and which the path will be, reveals one of the most important features of the Internet: hypertextuality.

2.3 Interactivity: The taking of the Web by users

With the tool of interactivity, the user discovers and performs a much more active participation in the world wide web, because the reader not only can select content to examine and consider, but also can Exchange with the media through comments, and with other readers using the tools of social medias or discussion forums. Interactivity subverts the traditional communication model turning a receiver of contents into an emitter.

According to researcher Mariano Cebrián, „it settles as a multidimensional process that goes from the aspects of technological mediations to the multimedia expression. Through interactivity, cybermedias and users modify their relations. The conception of traditional journalistic information is increased with the added value of other dimensions stuck to individual and group matters. Others ways of narration and expressiveness are incorporated.“³

However, this characteristic of the web is not exploited widely by digital medias and real participation of the receivers in communicative processes - it's still an unresolved matter.

² SALAVERRÍA, R.: *Redacción Periodística en Internet*. La Habana, Cuba : Pablo de la Torriente Brau, 2005, p. 64.

³ CEBRIÁN, P.: Comunicación interactiva en los cibermedios. In *Comunicar. Revista Científica de Educomunicación*, 2009, Vol. 17, No. 33, p. 18.

Nowadays its use depends on the interests of cybermedia to promote users' interaction in some content and include them in the construction of communicative products that allow them to raise their audience ratings and develop legitimization strategies.

2.4 Multimediality: Converging in the Web

Multimediality is the ability to combine all of the communicative codes of printed, radial and television Medias in the same support. Thanks to the possibility of cohabitation of text, images and sound in the same product, new spaces have emerged on the web integrating those elements in an original way and at the same time journalistic language has been re-formed and improved starting from the countless possibilities that, individually provides each one of them.

According to the journalist and professor Liliam Marrero multimediality „*notably increases the expressive potentiality of informative products on the Internet, giving messages multimediatic richness that favors higher sharpness in the contents and stimulates deeper analysis.*“⁴ With multimediality's arrival a more complete construction of sense is gained, able to lead the users' sight to a particular kind of information, depending on the benefit that can be made from its potentialities. For this it is necessary to direct thoughts towards real integration among all existing formats, more than just to coexistence and juxtaposition among them.

3. Mass media in Matanzas, Cuba

3.1 Editorial Girón: From ink to bytes

The need of the Editorial Girón to spread its messages all over the world speeded up the appearance in cyberspace of the editorial's first website, on May 12th, 2000. Since then, the editorial has had the huge challenge of keep running three editorial tasks: the printed Girón newspaper, the supplement Humedal del Sur (South's Swamp) and the digital newspaper. Even without the basic conditions and with the lack of staff, the first editorial's website that it had static and produced in Dreamweaver, had a daily update, although its journalistic jobs were a faithful copy of the printed newspaper jobs, occurring then as what is known as „*dump journalism.*“ Giron.co.cu went through different stages of development always seeking to achieve better positioning and more interactivity with users. In 2009 it became the first dynamic website in Matanzas province, and in 2012 moved to free software with a more attractive design, new sections and participation forms. Gisela Varela Cárdenas, in charge of digital staff by then explains that in this dynamic website users had more possibilities offered by the web environment, among others: to comment, to access previous editions, journalist blogs and opinions sections. Today the Girón website doesn't have many of the possibilities mentioned previously, this makes it difficult to strengthen bonds with cybernauts because of the lack of a programmer to maintain the website. Its URL is www.giron.cu

Girón web shares some of its contents on Facebook and Twitter, promoting in this way Internet users participation. According to Gisela Varela „*the web page gives priority to communicate the everyday life and reality of Matanzas province first, but without ignoring high impact information in the national and international public opinion.*“⁵

⁴ MARRERO, L.: *Género de géneros y otras redimensiones. Acercamiento al reportaje multimedia del periodismo digital actual.* [Dissertation Thesis]. Havana : Communication Faculty, University of Havana, 2007, p. 25.

⁵ MARTINEZ, A.: *Acercamiento a la cultura profesional de periodistas en las lógicas de producción hipermedia del sitio web de la Editora Girón.* [Dissertation Thesis]. Matanzas : Humanistic and Social Sciences Faculty, University of Matanzas, 2016, p. 28.

Nowadays the Digital Staff is formed by a chief of staff, a journalist that works as editor and reporter, a social network manager and a computer specialist. All the journalistic staff of the editorial supports the website with journalistic jobs. Most of them are young people.

3.2 Radio 26: your heart's radio on the Web

In 2004 the web page of Radio 26 appeared in cyberspace for the first time, supported on a static platform and created with pretty basic means, but with the main purpose of showing the world the province's everyday events. After the creation of Radio 26's first web page, reporters gradually joined web work, without having the rudimentary experience about communicative practices on the Internet, hypermedia and hypertextual languages. It was necessary to organize different courses for learning and training. For a few years work was done on the same system until 2008 when it changed to be a dynamic web on the platform (CMS) of Joomla; it allowed incorporating journalists directly into the system as authors and editors of their publications.

For five years the radio station obtained considerable achievements in relation to the number of users and improvements to the website. In 2011 and 2012 after constant modifications and improvement of the website, the digital version of Radio 26 was among the first visited Cuban sites, according to international statistics. In 2013 the web site migrated to a new platform with the purpose of improving work and gaining access to the technological development of the world. Its URL is www.radio26.cu. Today Radio 26 transmits in real time on the Internet. It has a digital editorial staff, a chief and two editor journalists. All the journalists of traditional media (Radio 26) send contents to the web site, along with collaborators of other Medias. The site has profiles on Facebook and Twitter.

3.3 TV Yumurí on the Web

TV Yumurí's arrival to the virtual space occurred in 2002, according to its general manager Ángel Tápanes. Most of the journalists didn't have much knowledge about digital journalism resources, and there weren't specialized personnel either, such as a web editor. This first digital experience was developed using the digital pages editor Dreamweaver version 4.

The site included a description of each municipality of Matanzas province with demographic and geographic data, also the nine legends of Matanzas; news divided by sectors, for instance, cultural, sports, economics, historical, etcetera; there weren't national or international sections, it was only about the province. The distinctive hallmark of Matanzas identity was the main quality of that journalistic web, when it opened a fragment of the musical play Yumurí of the Cuban musician Eduardo Sánchez de Fuentes was heard, the theme that identifies the Matanzas TV Channel. The spaces for the programs, back then, appeared on the site in the form of technical specifications; it contained the formal characteristics of the space, schedule, three photos illustrating the host or hostess, the identifying image and the program's presentation.

The journalist Roberto Pérez-Betancourt elaborated the editorial profile when he went to work there, as well as the writing regulations and the web style; he also brought in national and international news. He worked there as writer and editor of the site. From Dreamweaver the digital site moved to the Joomla system for content management. On this platform the site showed a new image. With the arrival of the current webmaster that has a great knowledge about matters of the digital world, since September 2013 the website migrated to the software WordPress, because the editorial team considered it as a very safe platform that provides

lots of opportunities to the journalistic work. The access to the web is through the link: www.tvyumuri.icrt.cu/. Informative sources are: exclusive journalistic works of editors, reporters and writers of TV Yumurí, reports from press agencies, mainly from Prensa Latina and AIN; reports from other press agencies, journalistic works published for other Cuban sites edited according the design and editorial profile of the TV Yumurí web site. The site could also be found on Facebook, Twitter and Youtube.

4. Methodology

The research was made under the qualitative paradigm. According to its depth it is descriptive exploratory. It was made following the multiple cases design. Some of the empirical methods used were standardized observation, not participating, field and open observation. A questionnaire was applied to journalists to search essential aspects of their interpretation about the studied phenomenon. Methodological triangulation was made from the utilization of different methods and techniques.

Also used were techniques such as documentary or bibliographic research to study the theme precedents, define it and define the directions research should follow. Also used were in depth interviews and semi-standardized and individual interviews with media managers, as well as focal group that allowed the exchange and debate among journalists.

5. Results

In the present context hypermedia journalism demands from professionals a constant education that allows them to exploit all the potential that the digital world offers. Changes are generated in methods to tell and also in journalistic practice during news production processes in digital Medias. For the web sites in the province of Matanzas, Cuba, productive routines play a main role in the construction of communicative materials. These routines become essential especially considering the lack of resources and personnel to carry out some tasks.

Usually the Medias of the province of Matanzas, analyze the informative priorities for the website daily in their editorial boards. They also look through the most relevant contents of national and international Medias and press agencies to select those themes that will be raised and make an approach to the main information that appears in their digital editions. In that space are also analyzed the themes that will appear on the social network profiles or pages of each media, the objective of which is mainly to socialize products that show the territorial reality. In this case they all work with Facebook and Twitter, and TV Yumurí has a channel on Youtube. It is necessary to clarify that, for work on institutional profiles on social networks, only Editorial Girón has a web manager for that task; in Radio 26 and TV Yumurí this task is done by web editors or webmasters. Journalistic praxis for the website is still discussed in the editorial departments of these medias. In the process of giving value to certain facts, it is imposed the need to take advantage of the potential of the web and collect under coverage first hand multimedia materials, such as information in audio, photo and video formats to give bigger credibility to the story; it allows the user be closer to the event and receive all angles of the phenomenon from the voice and image of the major figures of the story. Through observation it could be proved that informative material collection is carried out in different ways: in direct coverage of the events and inside the editorial office, where the process acquires a marked digital nature.

5.1 Some logics of hypermedia production

Hypermedia production logic demands that all its members become information selectors. Journalists and editors process huge amounts of content, and only a part of it is published in the sites. Practice reveals that after the collection of informative material journalists select the data that will be part of the communicative product, in a way that responds to the news values considered the most important. For instance, stand out immediacy, geographic proximity and informative prominence.

During the second moment they select the images, videos or audios that will be added to the work and edit them through different programs. Most of them have learned this empirically and could exploit more tools; they still need to familiarize themselves with all techniques and options that can be used while they acquire experience. In interviews journalists said that after that they mount their works in the CMS, where they select the related news, hyperlinks and key words, always trying that the work be the most integral as possible, when they finish this process they say that what comes next goes beyond their responsibility and falls in the editor's hands.

The chiefs of the digital editorial teams along with the web editors daily play the main role in the selection, exclusion and the hierarchical organization of digital edition information. In the case of Girón newspaper, the editor says that to select the information of the journalists „they base on the stipulated in the editorial profile. It is about to reach a consensus among relevance, attractiveness and topicality, always considering the use of the web resources and the quality and extension of the works.“⁶

According to the head of the Digital Editorial Department of Girón, who assumes also the task of editing the journalistic works because of a lack of personnel, „if the news or the communicative product has the features that work for cyberspace, then that's the one, sometimes we've had a work for the cover that doesn't have the features, so we don't take that work for the cover.“⁷

For editors, a product „doesn't have the features when there is not an adequate use of hypermedia resources, this is one of the most important elements, when the text doesn't touch an interesting theme, curious and informative, and that can really call the interest of the Internet user...“⁸

Generally, it can be seen that in the Medias of Matanzas there is a lack of informative richness, that's why on occasions they publish many works reproduced from other Medias or works that lack informative quality and language adequate to the media.

5.2 Do we need a new narrative?

In the stage of collection and selection of information the reality construction process that the media executes to present the event to the Internet user takes shape and is turned into an informative product, independent of the organizational establishments and routines.

Web site editors consider multimedia resources as very important. They always try so that text comes accompanied with images, for instance, through images galleries, so the journalistic product could be more attractive and make easier the understanding of the theme, even to the most distant user.

⁶ MARTINEZ, A.: *Acercamiento a la cultura profesional de periodistas en las lógicas de producción hipermedia del sitio web de la Editora Girón*. [Dissertation Thesis]. Matanzas : Humanistic and Social Sciences Faculty, University of Matanzas, 2016, p. 45.

⁷ Ibid.

⁸ Ibid.

In the medias of Matanzas, audio and video are less used, for several reasons; one of them is the difficulties that journalists have to upload those materials, another is the extra work that implies assuming a different narrative than the one they used for the traditional medias. In spite of that, in the applied questionnaire, most of them refer to knowing the resources of hypermedia language.

These authors consider that difficulties to download audiovisual contents and the low quality of the same, due to the frequent problems of connection to the Internet, restrict full development of the works. This reality is going to change through the XXI century while internet access connections are improved and also while are the video compression formats are improved.

The most used multimedia resources in Editorial Girón, Radio 26 and TV Yumurí, were the static images, most of the journalistic contents presented at least one. Even though, there was a high presence of images, the explicative texts of these must be better conceived. This way they also turn into bridges that link to the work through its descriptions, ALT features and metadata.

To a lesser degree appeared the use of graphics, this resource appears mainly as a complement to the informative content in communicative products about sports. Animations, computer graphics and multimedia files were not frequently used.

Generally, the most frequent multimediality type was juxtaposition, since it gave users the possibility of consuming multimedia contents independently. Through content analysis it was proved that the information in web updates dominates, because besides the own information those from other press media are also taken. Other journalistic genres are used, such as: article, commentary, report, and in some cases photo report, but the sites lack of cyber-genres, of works with a higher level of hypermedia narrative such as: hypermedia reports, multimedia dossier or online interviews. The last ones have been used sporadically.

Text depth: hypertextuality

About hypertextuality, content analysis yielded that according to documentary and narrative functions there is a predominance of hypertexts of informative widening, particularly in matters like sports.

To a lesser degree appeared definition links, these are characterized by referring to web sites of Cuban institutions, and especially to the collaborative encyclopaedia EcuRed (www.ecured.cu).

Documentary or update hyperlinks have lesser use; this last type of links allow that media inform about the details of ongoing news, that's why they have been used only in particular national or international events. For the researcher Ramón Salaverría these „*connect with nodes where the last known details about the event are published. It is a widely used technique, for instance in the weblogs.*“⁹

According to the morphology of the linked content, the used hyperlinks tended to go to journalistic texts. The lack of links to other formats (graphic, image, audio, animation and multimedia) proved the poor exploitation of multiple interaction possibilities with online resources.

Roberto Pérez-Betancourt, journalist winner of the Bonifacio Byrne's Award for the lifetime work, says that: „*Editor must use the hyperlinks...especially when there are complex materials that require a context widening.*“¹⁰

Anyway, the journalist is the one that should be more concerned by adding hypertext value to the works. The poor use of hyperlinks in the analyzed media contents limited the possibilities to refer primary sources. This practice, in a coherent and united way, would consolidate the sites credibility in a digital universe where the superabundance of information prevails.

⁹ SALAVERRÍA, R.: *Redacción Periodística en Internet*. La Habana, Cuba : Pablo de la Torriente Brau, 2005, p. 137.

¹⁰ PÉREZ, R.: *Una mirada al Periodismo Hipermedia*. [Dissertation Thesis]. Matanzas : Faculty of Social Science, University of Matanzas, 2017, p. 38.

Interactivity's lost roads

Despite journalists knowing that with the web's arrival, their communicative products acquire a dimension beyond the local, many of them still feel that their work is very little known. For them, comments in the web are still unsatisfactory; journalists need to find the way to foment these comments, and that these help them to know the users interests and motivations.

Sometimes restrictions in the technological infrastructure or difficulties on websites, have limited the interactive process between the media and the cybernauts. For example, debate forums or real time chats, are not regular practices, and collaborative forms of work are not promoted either; the last ones could add new values to information, even when some medias look at them with certain reservations.

Space with greater interactivity is seen on social networks, where they feel they can exchange in a more direct way. There is still missing monitoring of exchanges with users on the themes they are interested in, and turn those social networks born interests into interesting communicative materials. The social network pages of the territory medias still need to take more advantage of their potential, and share the media productive process since their birth by announcing, promoting, exchange, offering information, sharing with users, give real time monitoring, talking and many other skills.

There is also to be considered the fact that in the territory there is still a strong attachment to traditional medias, so taking that space requires intelligence. Between the medias profiles and those of their journalists on social networks, there shouldn't exist a divorce either.

Looking inside ourselves

Every journalism student, approach to the subjects related with the Hypermedia Journalism in the academia, and later, during the exercise of the profession goes gradually building ways to understand it. In every mass media, depending of its characteristics, journalists share opinions, feelings and beliefs about their profession in the digital scenario. In the debate among journalists of Editorial Girón about what it means to be a digital journalist, the idea stands out of considering a challenge, for them the profession essences are kept in cyberspace but the need of skillful handling of different supports and tools of new media emerges.

According to Gabriela González, journalist in training *„the journalist that works in the digital scenario must be an expert in hypermedia communication, articulate the traditional journalism resources along with those new ones like hypertextuality, multimodality and interactivity; I think he/she must be a journalist be aware of the new technologies and in tune with them, must be in constant training, because the digital journalism dynamics is very fast and changeable.“*¹¹

They think their main function as journalists is still to inform the cybernaut about reality in Matanzas and Cuba. However, through focal group application it is proved that most of them are not pleased with the role they play on the website, among other reasons, because they inform but still don't show Matanzas everyday events with all their nuances or with all the quality that hypermedia journalism demands.

Despite all the dissatisfactions regarding their social function performance, half of them consider that their professional performance in the digital scenario is good because they carry out *„the work on time with the use of digital journalism resources, with contents that may be interesting to the user“* and they *„work with love, interest and sacrifice“*, the other half says their work is average. According to them, this last belief comes from the need of perfecting the selection and deeper treatment of themes, short motivation and work organization, the lack of multimedia resources in the contents even when these are good, the urgency to finally understand that the website is an editorial priority in the present.

¹¹ GONZÁLEZ, G.: *Pensar y hacer en hipermedia. Un acercamiento a la cultura profesional de los periodistas en las lógicas de producción hipermedia del sitio web de la editora Girón*. [Dissertation Thesis]. Matanzas: Faculty of Social Science, University of Matanzas, 2016, p. 48.

To do in hypermedia: a professional challenge

Nowadays we have a great challenge in front of us with technological progress and the immense possibilities that the Internet provides, however today at the medias of Matanzas, along with the experienced professionals young journalists with less than five years of experience in the medias are working, this means that they bring the fresh impetus of so called digital natives.

PhD Miguel Ernesto Gómez Masjuán, professor of Hypermedia Journalism at the University of Havana, expressed that *„our graduates have this great challenge to bring to the medias the young blood and indeed, that our medias make that necessary leap, that won't be made just for the presence of the graduates, it's a much more complex process, but I think it's important that our students have everyday new doubts and worries, that they wish to do hypermedia journalism and hen all this be reflected in the journalistic product they socialize.“*¹² From the established link between academic formation and practice emerges a particular way to internalize their roles, in this way journalists' professional culture in the media institution taking shape. In this case new professionals admit they arrive from the academy with little training due to the lack of space with the necessary conditions to apply what they learned in classes. This makes their later work difficult. When they face media dynamics they start adapting to productive routines, in this case most of the surveyed journalists express that they put higher care and effort in journalistic production for traditional media because the structure demands it like that.

On the Girón website, for example, it was proved that the editor's work, a journalism graduate with less than three years of experience, goes beyond simply adding news from other medias, they act also as content generator about attractive and controversial themes, directed specifically to this media, with a high impact on Internet users. This is a significant element of the process.

For Gómez Masjuán *„in a scenario in which Cuba moves towards a higher penetration of new technologies for a new government will and for a new scenario in which the country is inserted, to the Cuban medias it will be a huge challenge, because people is going to gain access, actually the already gained it and accesses to more information sources and this gives them a wider look of the world and specially the immediacy, it means people knows things that take place not only in Syria or Washington, but also in Matanzas, people in a higher connection scenario accesses to alternative news sources and it may lead to the media to ask to itself about the work they've, the work they do, and the one they will do. If you have competitors, you might lose what you've always had, you have been the information source but, in a scenario where her is more interconnected persons, fear needs to be transformed or what was gained with time and effort, will be lost.“*¹³

They still see immediacy and informative monitoring as a challenge for the digital edition, in the interviews they recognize that in some moments they've lived through that experience and couldn't systematize it. During big events, work teams should be formed that constantly contribute to the web site in a way that exercises those skills they demand and turn them into habits. Most of the surveyed journalists think that to improve work for the website, among other aspects, should be increased improvements in the sites. Create work teams that attend exclusively the web, change work organization, direct it with higher intent and following the daily tendencies that move the web. Update it every time that comes to the editorial department a newsworthy journalistic work and not when journalists decide to publish it. However, beyond improvement wishes that the media journalists share and recognition around the performance of their function in cyberspace, weighs heavily the attachment to traditional models in the logic of website production in a group that is not still consolidated because they are mostly young graduates with little experience, these factors promote a still incipient professional culture of hypermedia journalism.

¹² MARTINEZ, A.: *Acercamiento a la cultura profesional de periodistas en las lógicas de producción hipermedia del sitio web de la Editora Girón*. [Dissertation Thesis]. Matanzas : Humanistic and Social Sciences Faculty, University of Matanzas, 2016, p. 53.

¹³ *Ibid.*, p. 57

6. Conclusion

During this research it could be proved that; at the present times in the journalist's professional culture of the websites in Matanzas, Cuba, traditional elements prevail as dominant and emergent elements of hypermedia journalism are beginning, providing guidelines to a still incipient practice.

A consolidated professional culture that identifies that a team of journalists of little professional experience that produce the website, is not evidenced yet, because when they graduate they have little theoretical knowledge about cyberjournalism, but when they move into work life they have to face up to a scenario with technological and structural difficulties that doesn't make it easier for them to more dynamically integrate work, as cyberspace demands.

Despite being a young team they've assumed practices attached to the traditional model and reproduced them instead of implement new ways to do, wearing down like this the younger professional's initiative that arrives wishing to change old habits. Productive routines are formed by information collection, selection, processing and presentation of news. They are characterized by not consolidated organizations that prioritize traditional media, it causes most journalists to produce for websites only with the purpose of achieving a goal.

The journalists of the websites share professional ideologies that are reproduced by socialization. Among the elements that form them are: dissatisfaction with their social function performance in cyberspace, demotivation about their social recognition as digital journalists due to little feedback from users.

In the production logic editors have turned into kind of leaders, identified in their teams for their work on the websites, which are not limited to selection, checking and hierarchic organization of contents, they also reproduce them; they are the persons which almost everyone goes to clarify doubts about the use of hypermedia resources in their communicative products, among other themes.

They still have to make good use of the potential of hypermedia language, the essential features of multimediality, hypertextuality and interactivity must become everyday practice and be used in a coherent way, to achieve what is necessary – to realize the web requires a different narrative.

Another element, is that most of the journalistic personnel that work today in the analyzed websites, have the basic and fundamental knowledge to exercise hypermedia journalism, improve themselves with better performance and the higher quality of the materials should now become their goal.

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