

THE CGTP-IN TRADE UNION COMMUNICATION



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The CGTP-IN Press and Communication Department has published a booklet with a study – done in the collaboration with two University researchers - to try and determine the way in which the Portuguese people in general and more specifically workers, who are members of CGTP-IN affiliated unions, receive our Centre's information and communication, how they perceive and interpret it and what they retain.

Obtaining information that allows the identification of the practices that may favour the spreading, interpretation and retention of CGTP-IN's information, optimising formulas for future communication strategies, was another aim of this study.

The study was carried out from October 2010 to September 2011.

Trade union communication - in its several dimensions – is an essential and indispensable element of trade union organisation and action, in a context of accentuation and deepening of the current offensive, which is deeply ideological and which is intensifying the process of "Single Thinking", trying to put to sleep consciences, to condition free thinking and trying to prevent the coherent and organised struggle of workers and other popular layers of society.

The concentration of the media in the hands of only a few economic and financial groups does not favour the workers cause. Trade union information is increasingly being subject to manipulation as well as total or partial silencing, hiding the real problems of society, people and workers.

"Big show" or "Business" type information is replacing accurate information with ethics and democratic values.

Therefore we must carry on promoting and defending values like freedom of expression and information that are enshrined in our country's Constitution. We must say no to government control over the media; we must insist on the separation of the economic and political power from the media; we must repudiate attempts to silence the citizens and the democratic political forces; we must fight for free, impartial and plural information, that respects the ethical and deontological principles of the journalists, that provides truthful information and that fosters democratic citizenship.

In Portugal, on top of the "adjustment" programme imposed by the "troika", we now have a state budget adding more austerity to austerity, always hitting the same ones, destroying jobs and undermining information's freedom and quality, but also democracy itself. Many attacks are being launched against the press and the media, particularly against public radio and television, but also against the public national news agency – the Lusa – providing news service to the entire Portuguese media and to international news agencies. The Lusa workers recently held a 4 day strike, from 18 to 21 October.

Confederação Geral dos Trabalhadores Portugueses

The CGTP-IN supported them as well as all other workers who struggle. We will continue to plead and fight for a public radio and TV service, assured by a public enterprise and a news agency that guarantees rigorous, impartial, plural and objective information; a public service that contributes to democracy's deepening and consolidation in all its different lines, that enhances the participation of our nationals and emigrants abroad, that reflects, in its contents, the labour, social, economic and political reality of Portugal, of Europe and of the rest of the world.



I conclude by saying that, for all those interested, I brought with me some copies of the CGTP-IN study.

Thank you very much

