CONCLUSIONS

The Essential Role of the Media

In the role of journalists and professional reporters, it is necessary to deliver key interpretations of the facts (which sometimes are very difficult to understand and far from our experience) that do not generate tensions between social responsibilities, the duty to report with transparency, de-sensationalising of conflicts, noting what unites us not searching for what separates.

With respect to the management of information during a conflict; society, the media and the powerful groups live together in an anxious anticipatory dynamic in advance of the facts.

With respect to the whole of society, we propose a new social style of communication, where everybody: the media, civil society and the political and economic powers exercise a genuine communicative responsibility. We propose that formal and informal education for critical engagement in the media is prioritised. We propose an Intersectoral Interdisciplinary Centre (subscribed to for a greater freedom) to collaborate in an institutionalisation of agreements for a society that is more harmonious and democratic.