

Labor ideológica del profesor universitario desde las redes sociales

Ideological work of the university professor from the social networks

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Resumen

La ampliación de la conectividad a Internet y su libre flujo ha dotado a Cuba de nuevos escenarios donde librar debates ideológicos y aclarar problemas, partiendo que la infotemia se convierte en uno de los principales retos de la actualidad, a ello se suma que los enemigos de la Revolución nos atacan y tratan de despolitizar y crear escepticismo en la población y en particular en nuestros jóvenes. Se constituye en imperativo un mayor y mejor uso de las redes sociales para combatir las acciones subversivas con sólidos argumentos y divulgando los logros de la provincia y el país.

Palabras clave: Subversión; Ideología; Tecnología; Redes sociales, Infotemia

Abstract

The expansion of Internet connectivity and its free flow has provided Cuba with new scenarios where ideological debates can be held and problems can be clarified, starting from the fact that infotemia has become one of the main challenges of the present day. In addition, the enemies of the Revolution are

attacking us and trying to depoliticize us and create skepticism in the population and in particular among our young people. It is imperative to make greater and better use of social networks to combat subversive actions with solid arguments and disseminating the achievements of the province and the country.

Keywords: Subversion; Ideology; Technology; Social networks; Infothemia

Introduction

Massive access to information and communication technologies has transformed the world and the way it is viewed. Today, any citizen, having a cell phone in his hands as the only tool, is able to reflect his closest reality.

The ICT consortiums: Microsoft, Google, Twitter, YouTube and Facebook, by having a high level of concentration of ownership allows them to impose their opinion matrixes, show and establish it as the truth, even if it is a big lie. The ideologists of the capitalist system never criticize themselves and without ethics, they cooperate and coordinate global actions to maintain a completely outrageous and colonizing system.

Cuban President Miguel Mario Díaz-Canel Bermúdez's call and his emphasis on increasing the use of computerization in Cuban society constitutes a new space through which we are also being attacked on a daily basis in order to create doubts and skepticism through infothemia in our civil society and in particular among young people, regarding the viability of the prosperous and sustainable socialism that we are building.

The political manipulation of information exists and there are many who applaud from social networks and information channels denigrating attitudes that range from questioning the leadership capacity of our leaders, attacking our institutions and patriotic symbols, as well as joking slyly about the shortcomings and needs to which our population is subjected as a result of the iron and unjust blockade imposed on us by the U.S. government.

Our eternal leader Fidel Castro as quoted in Ramonet (2014), when he stated, "The problem is not in the lies that the dominant media tell. We cannot prevent that. What we must think today is how we say and spread the truth. (p. 4)

The extension of Internet connectivity provides the country with new scenarios where problems and doubts are clarified, debates are held and actions are carried out in order to defend our socialist project.

The relevance and efficiency of the use of social networks is a challenge and a major task for the university community in the ideological battle that is imposed on us.

Development

In higher education, the greatest number of young people in the country is concentrated, and it is these groups with which the enemy works most strongly to confuse them with their siren songs, as Fidel Castro Ruz referred to in his diverse and masterful analyses of subversive work. The practice that is evidenced from the debates that take place in the classrooms on a daily basis, shows that many of our students interact with sites that offer data, videos and information from a supposed digital democracy, without realizing that the information has destabilizing purposes and sometimes they take it for certain and in other cases they adopt a contemplative, passive and non combative position. There are programs that because of their dynamics and sense of humor are of certain preferences; for example, among them are Otahola, Alexis Valdés, Carlucho and Carlos Otero.

These and other reasons force the teacher of this kind of teaching to work with intentionality the different knowledges of the sciences, but this is supported by documents that rule it:

- Documents of the 7th Congress of the Communist Party of Cuba, supported by the National Assembly of People's Power
- Bases of the National Plan of Economic and Social Development until 2030: Vision of the Nation and the province, as well as the Strategic Axes and Sectors.
- Updating of the Guidelines of the Economic and Social Policy of the Party and the Revolution

- Agenda 2030 and the Objectives of Sustainable Development. Indications and Goals of Higher Education.
- Indications of President Miguel Mario Díaz Canel Bermúdez: left in the governmental visits.
- Approved higher education policies.
- Program for education in values in the Cuban educational system.
- Master strategy for education in values and the political-ideological work of the University of Guantánamo 2019-20
- Improvement plan of the University of Guantánamo.

We are called to work on ideology as a system of political, legal, moral, aesthetic, religious and philosophical conceptions and ideas, which form part of the superstructure and ultimately reflect economic relations. If we start from this Marxist approach, we understand that it is the responsibility of each professional in education to combat bourgeois ideology, that which attempts through subversion to undermine and weaken socialism from within, influencing the consciousness, psyche and ideology of the masses. For this, the teacher must constantly surpass himself and overcome himself by using different ways to be able to carry out with solid arguments a greater and better work of ideopolitical preparation and to combat from the social networks all the information that aspires to confuse and create chaos.

At present, there are many evidences that reflect the relevance of this study, in the work "Violence and silences against Cuba in the networks" by the journalist Karina Oliva Bello, it is shown how to enter the networks is to realize that we are before a war for the domain of the symbolic, for the control of the subjectivities.

The contents to be amplified in the virtual territory are appreciated and which ones to relativize, puts in evidence the agenda around the media manipulation of our social problems.

The existence of a system of private media, the fabrication of opinion leaders in alliances with openly right-wing organizations manufacturing political propaganda on the Cuban reality made up of theoretical debate, together with the media campaigns that are constantly shot in the networks are

examples of this scenario, which have as a fundamental objective the change of government in Cuba, that is, the restoration of capitalism.

These media actors are in search of the last data, events, anecdotes on which they can manufacture contents, appealing, more than to the rigorous critical analysis, to the readers' emotional springs.

We agree with Benedetti (2020), as quoted in Oliva, when he referred:

We admit that the Revolution involves errors, misalignments, deviations, schematisms. But they must be assumed with its beam and with its instead, with its light and with its shadow, with its victories and its defeats, with its limitation and with its amplitude. Because, even with all its failures, with all its shortcomings, the Revolution continues to be for us the only possibility that human beings have of recovering their dignity and realizing themselves. (Benedetti, 2020, p. 9)

Other evidence can be found by visiting thispersondoesnotexist.com, a project created in December 2019 as a way to experiment the potential of antagonistic generative networks, GAN, which can be used to improve the user experience on the Internet. Tero Karras conceived the project a researcher from the famous computer video card manufacturer, Nvidia, as part of the company's research on GAN networks.

In Karras' profile, on Nvidia's research website (research.nvidia.com/person/tero-Karras), details of his experiments appear. In addition to the web to generate images of people -which, by the way, are called this person does not exist-, Karras created several similar ones: one dedicated to cats (thiscatdoesnotexist.com), and one for horses (thishorsedoesnotexist.com).

These and other examples demonstrate the capacity of man to manipulate and use the most intelligent computer sciences in order to confuse, distort and, with Cuba, subvert.

For these and other reasons, the Ministry of Higher Education (MES), with respect to ideopolitical work, indicates

- Permanent study and introduction in our daily work, of the assessments of the president of the Councils of State and Ministers regarding higher education.
- To center the work on the values that we defend in the Cuban university.

- To foresee and anticipate in the adequate treatment in the social networks through a convincing, argued and timely communication of situations that, due to their complexity, can lend themselves to counterrevolutionary manipulations.
- Attention and priority to the rejection and confrontation to the positions against the Revolution, which can be manifested in an isolated way, in some professors and students of its action radius.
- To continue to confront the tendencies to disregard revolutionary values and individualism.
- To use the actions against Helms Burton in the formation of patriotic and anti-imperialist values.

In this sense, it is important to reflect the work of the Guantanamo University from the actions it carries out, contained in its own work system and although it remains a challenge to involve everyone in this task, the university is recognized by the MES and President Diaz Canel for the results achieved in political ideological work and activism in social networks.

- The detachment of the FEU was created, "correspondents" who are activists in the networks led by the Tuaregs.
- The members of the University Social Observatory and the Department of Preparation for Defense advise the substantive processes of the University in each faculty and area from the regulations referred to above.
- The Department of Communication, together with the Department of Information Technology maintains a system of preparation for cadres, specialists and students in this regard.
- A system of feedback is maintained with the Board of Directors and from this with the MES through the University Social Observatory.
- The networks, participation and quality of our university students who interact with them are monitored on a daily basis.

- The elevation of the culture of debate from the class as the main space of reflection, in which a cultured, reflexive and revolutionary dialogue predominates, which allows finding answers to the multiple problems that the construction of the new society generates, makes use of the ICTs, with a high aesthetic bill that allows systematically raising the revolutionary morale of the university community in the base link.
- The use of productive methods allows the best experiences in the teaching of Marxism-Leninism to be socialized, which has allowed achieving a 98% of satisfaction with the teaching of this discipline and that it responds to the new dynamics of Cuban society
- It has been worked in researches for the search of indicators that allow evaluating the effectiveness of political-ideological work in the base line, which shows the ways of action that society needs from the graduates of this high study center.

Nowadays, university education is required to generate content, publish and share all the actions of the different processes that are carried out, in a way that shows that even when blocked and with great limitations and deficiencies, our students have confidence in the social project that is being built.

We insist on winning the most important battle, the one that leads men to act and transform reality for the good on the most elementary principles, the ideological battle from the humanism that characterizes the ideology of the Cuban Revolution.

Conclusions

Since the triumph of the Cuban Revolution, the permanent dialogue between the political leadership and the civil society has made possible a unity of action and capacity of resistance that worries and occupies the circles of power of the United States, which is why the new technologies are used as a platform for ideological subversion against our country.

Today the youth constitute the favorite target and they try to impose capitalist stereotypes by using the material deficiencies generated by the blockade as an argument to discredit the country, to make us see as a backward society, without possibilities of development and thus to assert the American dream.

The MES has established a whole system of indications and methodological guidelines for the use of social networks, which have been implemented by our university.

To counteract the influence of ideological subversion and gain greater presence and efficiency in the use of social networks, we must continue to use different ways and forms to raise the ideopolitical preparation of the university community.

Paraphrasing our National Hero: If the war that is being waged against us is on social networks, let us win it on social networks.

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