

**Research Article****INTEGRATIVE ALTERNATIVE OF MEANS OF THE EXTERNAL ENVIRONMENT FOR THE INFORMATION - STRATEGIC COMMUNICATION OF THE MUNICIPALITY GUÁIMARO****\*Edilberto Serrano Sánchez, Wilber Naranjo Castellanos, Ermis Manso Albuerne and Naidi Julia Hechavarría Licea**<sup>1</sup>Centro of studies of physical activity and sport, Ability of Physical Culture, University of Camagüey, Cuba<sup>2</sup>Municipal university center student, Colombia, University the Tunas, Cuba<sup>3</sup>Center university student of Technology of the Health, Medical University of sciences of Camagüey, Cuba<sup>4</sup>Primary school, Remigio Riveron, Municipality direction of education, Guáimaro, Camaguey, Cuba**Received 19<sup>th</sup> February 2022; Accepted 11<sup>th</sup> March 2022; Published online 30<sup>th</sup> April 2022****Abstract**

The investigation is about theoretical-conceptual elements regarding the means of the external environment of the information communication in the context of the local strategic development. The importance of its integration is stood out for the strategic information-communication. It is characterized from this perspective their state in the municipality Guáimaro, with emphasis in the flows of information and communication, the architecture of information and the media. In this respect the method of the triangulation was used by source, to check if the informations contributed in the not structured interviews of a source confirm the other sources. The legal marks settled down for the setting in practice of the designed alternative, represented in a model that allows to understand the contextual integration of the means of the external environment for the strategic information-communication of the municipality Guáimaro, so that it favors the interaction local citizenship-government.

**Keywords:** Strategic information-communication, Integration of means of the external environment, Civic participation.**INTRODUCTION**

The current Cuban context, as for development characterized by the quick impulse of political social and economic, it demands to moderate to the new contexts, political informative-comunicacionales efficient and effective in government's administrations. In this respect, it is inferred that, the transformations of economic and technological social order to which is aspired, must propitiate the emergence of new models of the local governments' administration, directed to the improvement of the quality of life of the citizenship, when offering more transparency and bigger facilities for the relationship of the citizenship with government's entities. To tone with the before outlined they are "important the debates and exchanges of ideas, communication strategies and other actions that contribute to the modification of conceptions and practical obsolete". [1] In Cuba, where one combines renovated form of governing among the state, the private sector and the citizens, the local government must become actor facilitator and stimulative of the civic participation and not in inspector. In this sense, it is shown to the communication like basic pillar, because it is a vehicle for the public information, a democratic tool, of there the importance of the communication in the contribution of value to the administration of the public institutions, with the purpose of to foment and to sum up the democracy and protagonistic for the development. In the contemporary proposals of public administrations it is needed of the commitment with good political, together with a strategy of clear, direct and interactive communication that demands to professionalize this work, that is to say, to have a correct planning of the information-communication that which means to develop a true local talkative project. For this, it is necessary the humanist focus as principle reigns in the Cuban social and economic politicians, from this analysis perspective, the sociocultural

dimension becomes present, because the potentialities and necessities are pondered at local and community level, where the fundamental weight of the upward change relapses in the civic participation. Expert this as, the group of actions or initiatives to impel the local development and the active democracy through the integration from the community to the politics's exercise, that which means the right and the responsibility of the citizenship of being implied, to make decisions, to propose and to build solutions. [2]. The exposed elements and the assumed positioning, shows the necessity of alternative informative-comunicacional local effective with strategic character that promotes good practical. In this sense, it was carried out a study in the municipality Guáimaro, for which interviews were applied to municipal actors and observations to the process informative-comunicacional of the town, being verified, the existence of limitations that it is necessary to revert and profitable potentialities for their improvement, revealed through the following characteristics:

- ✓ Insufficient information-communication between the residents of the town and the administrative and political authorities, the informative character prevails.
- ✓ Insufficient integration of the potentialities comunicacionales of the territory in function of their development and operation.
- ✓ The communication strategies in the institutions exist, but alone toward the interior of these, directed to inform according to control chains.
- ✓ The socio-cultural elements are insufficiently assisted in function of the strategic development of the local information-communication.
- ✓ Although the use of means is promoted 2.0 of the new technologies, it is insufficient the interaction informative-comunicacional among the local actors.
- ✓ There is a radio station that occupies more than 80% of the radial spectrum of the territory, editorial lines of national character prevail.

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- ✓ There are computing clubs located in the most popular places of the towns of the territory, but they are of provincial subordination.
- ✓ There is a growing in the interaction and the information-communication flowing among the about more particular matters.
- ✓ There are more than fifteen graduated in communication and information in the town that don't exercise their profession.
- ✓ Alone 20% of the computing engineers of the town exercises its profession.

The exposed inadequacies were considered external negative manifestations that conform the troublesome situation that reflects the existent contradiction among the treatment given to the strategic information-communication in Guáimaro in function of the local development, characterized by a weak integration of the means of the external environment and the necessity of integrating them, starting from the local potentialities so that they favor the participation and interaction between the local government and the citizens, hit upon to the socio-cultural dimension, with strategic, integrative, systemic focus and developer. Of the contradiction before evinced the following scientific problem emerges. ¿Which means of the external environment to integrate for the communication and strategic information of the municipality Guáimaro?

Consequently, the object of defined study for the investigation is located: in the process of strategic information-communication for the local development. To solve the outlined problem and to mitigate the effects of the limitations before revealed it is declared, as general objective in the investigation: to design an integrative alternative of means of the external environment for the strategic information-communication of the municipality Guáimaro. It is defined as action field. The integration of means of the external environment for the strategic information-communication of the municipality Guáimaro.

**Idea to defend:** the design of an integrative alternative of means of the external environment for the strategic information-communication of the municipality Guáimaro that takes into account the potentialities of the territory in narrow bond with the socio-cultural elements with interactive, integrative, systemic focus and developer favors the qualitative development of the civic participation in the strategy of development of the municipality Guáimaro.

### **Characterization of the process of strategic information-communication for the local development**

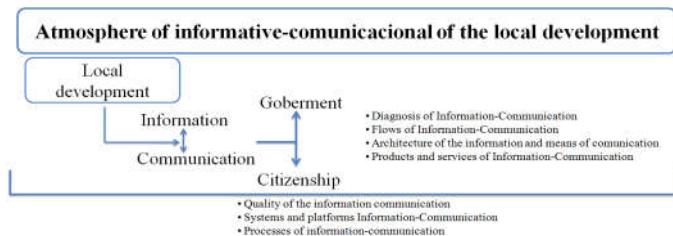
Local development means a dinamic process that, by means of the use of existent endogenous resources in a certain area or physical, human and material space, it is able to stimulate and to foment their economic growth, to create employment, wealth and to improve the quality of life and the social well-being of the community [3], also for its necessary an integral systemic position that also takes advantage of the exogenous development opportunities. In this environment, it is necessary to consider that the local development is not reached to the margin of the human actions, because in the context of the town, it is where the proposed strategic development levels are achieved, through the productive, social, cultural and environmental transformations that allow to reach the new step of the projected development and that they contribute to

improve the quality of life and the social well-being of the town. It is to convert the local population, in genuine expression of being object and subject of their own development, through the integration among the institutions, with the local population's active participation that includes the social organizations, organized groups and individuals; therefore it is necessary to assist the quality of the population's life, the level of satisfaction, their behaviors, attitudes, relationships with their natural and social environment. In function of these objectives, the strategic information-communication should contribute to the purpose of the civic participation in an active and gradual way in the local development. Therefore, the planning and implementation of effective actions in the address of the information-communication that is carried out in function of their objectives, should generate knowledge in the citizens so that it motivates and impel the civic participation. Also, it has to reach an appropriate articulation and interaction in the processes that are carried out by the presidents of the popular district, delegates, the citizenship and, mainly to position the Municipal Assembly of the Popular Power as an active institution, dynamics, efficient, reliable and transparent.

The municipal government transparency acquires this way a double slope an active one, by virtue of which the municipal public administrations are legally forced to put to disposition of the civic information of public character, from procedures or administrative acts, resolutions or budgetary departures and a passive slope, in which the own citizens, for own initiative, request to the administrations the information that they estimate convenient to exercise their power. [4] It is interesting that outlined by the previous author, however from our position we consider that the information-communication like strategy in the projects of local development implies to use them not only as a way to transmit information to the citizenship, also as a tool that facilitates the active and interactive participation among all the actors of the development, to promote new behaviors, to create conscience on local aspects that will be captured in programs of information, education and communication. The interactive participation is summed up when jointly projects are designed and they strengthen the local institutions in the measure in that the social groups make the decisions. [5] this positioning assumed by this author, allows to consider that the administration of the local development demands the active and interactive participation of the social actors and the public agents, with character of social inclusion, with instruments for the administration that allow the democratic exercise, visible through the civic participation in the taking of decisions; for it must be taken the advantages of all the informative-talkative potentialities of the town.

In this respect, it is important to integrate the local media, directed to foment a solid base of participation and interaction local government and the community, in the processes related with the local development in an active and gradual way, because the domain of the information through an open system of communication is the fundamental base for the participation, which is pondered in this work. According to etymology information means to give form, that is to say, to stand out, to distinguish" [6] for it, of what it is of through an appropriate process of social communication of support to the administration of the local development that all the actors, experts, governments' officials, social groups, organizations in ending the citizenship, be able to distinguish, to contribute and

to evaluate the different edges of the local development in its performance. The information is the base of the communication, because to communicate is to transfer information from a person to other, the information-communication and its integrated action are constituted in basic component to guarantee the active and interactive participation in the new scenarios of the local development, as for the public politicians it favors the approach from people to its execution and solution, bigger control of the community and accusation capacity, therefore Preposition the decisions to the community, because to local scale better levels of coordination are reached facing the community, that is its importance. From this position, we assume the strategic information-communication as a process that foments the public debate in the local means for the democratic participation, it promotes the activities of the citizenship that is to say, the social initiatives by means of the publication or diffusion of the activities that carry out the organizations and institutions, awake the civic interest to participate, it demands to use clear, precise languages, respectful with the social diversity as for origins and social conditions. To build an efficient government means, an information-communication challenge, because it is indispensable to know the civic demands, to define assumed government's concept, the joint topics, to conform strategies that allow to drive the public calendar, to homogenize the official messages and to design an organizational structure of the information for the social communication that promotes the articulation of the media for the active and interactive participation of the citizens and government's local authorities, in an atmosphere informative-comunicacional favorable figures 1.



Therefore it is required as regards information-communication strategic local to know the necessities, through the diagnosis regarding the use and handling of the information, the resources and the informative activity, as well as the analysis of the components that intervene in the communication, together with it to settle down political and information-communication strategy, that allows better coherence of the talkative processes with immediate information of quality, as well as of this, with the forms and contents of the communication to diverse publics. It upgrades the information-communication flows when communicating with celerity and quality to all the publics through the media demanded by the citizenship that demands architecture of efficient coherent information for an appropriate organization, representation and communication of the contents, with products and efficient services that foment the understanding for the diverse publics. This way, the conditions for the assumed information-communication strategic local are strengthen, because it contributes to meditate on that the communities or societies assume like development, facilitates environments so that the goals and strategies are determined, it allows to analyze the realities of the towns and to settle down necessary politics that it is necessary to continue, reason for the one which, it

becomes a key tool to promote processes of change to political, social, community and individual level.

### Theoretical-conceptual frame of the integrative alternative of means of the external environment for the strategic information-communication of the municipality Guáimaro

Information can be defined as the organized group of data that acquires meaning and allows to modify the knowledge of people and their mental model when assimilating it, to understand and internalize it. [7] In the contexts of local development it is outstanding the handling and intensive use of informations, because it allows to characterize the contexts, to define and to understand the social phenomena that are presented in them better; it also constitutes the key resource that guarantees transparency, dependability and indispensable genuineness to be able to execute the development calendars. The communication on the other hand, is a basic sociocultural process and mediated by the technologies, it is complex because it is negotiated in an integrated and strategic way, it intervenes in the formation of the culture and at the same time it is result of a socio-historical context, and it constitutes a strategic resource that well negotiated contributes to the success of the social object and the vision of the organizations of the public administration. An effective communication guarantees the good climate and the appropriate orientation for the execution of government's functions, the creation of alliances and work nets, and the generation of trust on the part of the society toward the work of the public administration and the appropriate use of the means for the circulation of the messages. As well as the effectiveness of government's actions depends on an appropriate structure of information; a good government is not conceived without a communication system that guarantees a constant exchange of messages that allows to reaffirm the political consent, to maintain relationships with the own actors inside the public administration and with the society. Therefore, it is today an obligation to generate an informed society and to promote the culture of the interactive information communicating government's administration to the citizens and the citizens must have spaces to inform the rulers their opinions in all the environments, communicating demands, possible solutions, so that it activates the participation in the taking of decision. The arguments sketched here, give light to the integrated focus information-communication assumed in the alternative proposal, where it is consequent with the administration of the information and the communication in narrow relationship, since the communication is not conceived without information, neither one can inform without communicating. In the last times proposals and alternatives have emerged to favor the government administrations related with the information and the communication, where the protagonistic paper of the citizenship is pondered, they highlight in this sense the contributions of countries like Mexico, Ecuador, Spain, Venezuela, Chile and a group of towns and municipalities of diverse nations, characterized by a high approach level to the new technologies of information and communication like the webs 2.0, that which makes them novel and hit upon to the new contexts. However, it is well-known that the societies cohabit and they are developed under the influence of identity symbols transmitted from generation to generation that are indispensable to consider for their own development, reason for which the alternative proposed by this author seeks, from a renovating perspective to respect the informative-communicative environments in those the citizenship is

unwrapped like part of its cultural identity. In this context, it is necessary to select where and how the message is transmitted, it requires to know what tools use the citizenship to be informed, which is the means leader is in its environment, it is necessary to appeal to massive means, these elements allow to be defined what means to use to develop the information-communication plan hit upon to the identity environment of the citizenship. To tone with the assumed positioning, the plan of means settles down to use, because it is there where they are defined the supports or means to transfer the messages. In words of Lucas Marín, mentioned for [8], this it is expressed regarding the communication, starting from the systemic focus that "sustains the organization and it interrelates the subsystems that constitute it, at the same time that it maintains the bond of this with their environment... ". This approach is valid and assumed for any alternative that ponders the interaction information-communication and, inside this, the means of the external environment that conform it. The administration of strategic information-communication for the local development that is aspired must look for to integrate all the processes, the implication, coordination and the actors' participation in a project or common object that demands capacity of organization of the information-communication resources for the attainment of the social object, with a strategic projection defined in its collective action. That is to say, all the actors of the system of organizations that conform the public administration must use all the talkative resources that possess for in an articulate way and, under the principles of a common speech, to build multidirectional relationships with the citizenship.

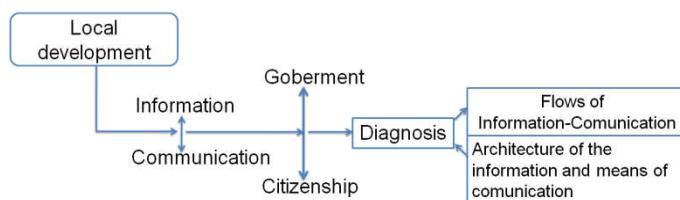
### **The means of the external environment for the strategic information-communication of the municipality Guáimaro**

The best way to communicate is the one that is more effective, there are not better means than others and there are as many means as creativity can have who negotiates the informative-talkative process, from this perspective it is necessary working integrated of the means it stops this way to reinforce the biggest implication of citizens, in an active and effective interaction with the local authorities, because any space by itself guarantees to complete informative-talkative objectives. The election of information-communication means depends on the local situation and of the available resources for the effective operation; these they are developed in environments that happen toward the internal and external of the organizations, institutions, entities and other forms of social organization for their nature. In this respect, in this work we assume the related with the means of the external environment of communication, in this sense it is recognized in the literature from a poster, a folding one, bulletins, magazines, a web site taken place by institutions, the traditional media of mass, from where messages can be inserted and to share informations that pay to the own government's interests and to motivate the active participation of all the citizens, with an incidence integrated from the local means (integration). However, it is vital to consider the sociocultural thing for the development, where the local identity decides, as the group of collective perceptions that the citizens have with relationship to its past, traditions, productive structures, its cultural patrimony, material resources, its future [9]; that impacts and it demands from the guessed right exercise of the information-communication. To tenor with the above-mentioned, the use of the tools is pondered used by the citizenship to be informed, the means leaders in its environment, which allows to define

what means to put to interact for the development of the plan of strategic information-communication in the municipality; even when tendencies exist to unfold the use of digital web means 2.0; we are of the approach that is necessary to include all the means that are adapted to the local context. It is well-known that, the citizens at the present time according to their traditions, group of age, access, conectividad and other, they assume different ways and information-communication means, in the case of the municipality Guáimaro this phenomenon is shown characterized by the tendency of the youths to communicate and to be informed through social nets settled down by them with web means 2.0 available. The children in general use the television, the digital means and the means at your disposal in the computing clubs, the older adults and some owners of houses assume the radio station like fundamental road of information-communication; as it is appreciated, they are diverse the roads that are used, expression of their identities those that are considered as important for the design of the alternative that as solution of the problem is proposed. Under these considerations, an alternative is designed to the context of the town of the municipality Guáimaro where it puts on to interact the biggest quantity in means of information-communication of its external atmosphere, so that it propitiates the local interaction citizen-government, respectful of the identity, since it is vital to adapt the means to the messages and people. For that it is necessary to take advantage of the human resources and necessary local technicians, so that the institutions, organizations, groups and social nets, the massive means and public organisms design plans of local communication to the municipal one, starting from the diagnosis of the informative-communicative situation, in favor of impelling the active administration, adjusted to the local economic possibilities.

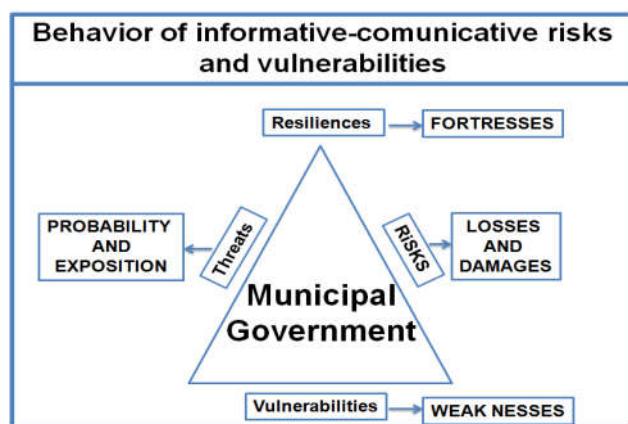
### **Presentation of the methods, used techniques and obtained results**

This work that has as proposal an integrative "Alternative of means of the external environment for the strategic information-communication of the municipality Guáimaro", is sustained in the organizational benefits of the relationship of the components of the administration of information and the administration of the communication, regarding the strategic route for an articulate strategy of the information and the communication in organizational contexts. [10] Without obviating the elements that form the totality of the sistem, we make emphasis in three fundamental components for the diagnosis, the flows of information-communication, the architecture and means of this in an external ar macro environment, all this based on results of the external manifestation of the studied object in the local context of the municipality of Guáimaro. Figures 2



With the end, of to pick up and to analyze the data obtained from the different sources of information, to contrast them and to interpret them, the triangulation of information was applied, to be considered a technique that offers credibility and neutrality, in this respect, the triangulation was used by source,

to check if the information contributed on the information-communication in the territory for a source is confirmed by the other sources. In this sense, not structured interviews were applied to the director and the boss of the digital page of the radio station, to the municipal director of the young computing club, to the responsible for communication of the municipal Popular Power, as well as to political authorities and personalities that exercised government's administration for many years, to residents of different areas and labor sectors of the municipality; the results of the case related with the community were also studied "La Isla" of the popular district North Guáimaro. Consequent with the assumed sustenances, for the diagnosis, it was emphasized in the analysis of the information activity and of the components that intervene in the communication, with an integral vision of the use of the information and the state of the communication. Together to this, it was explored as for the information-communication flow in what concerns to the communication quality from the information to the publics and, as for the architecture of information and the media in the related with the organization and communication of contents, consequent with the vision of strategic local development, for this it was necessary to also make an inventory of informative-communicative resources. The whole work of diagnostic was made, supported in the main threats, vulnerabilities, risks, and the discovery of main sources of resilience in the context of the external atmosphere of information-communication for the strategic local development of the municipality Guáimaro. It figures 3



Own elaboration Serrano, E. (2020)

#### Threats.

- Exposition of the local development to the results of the insufficient relation and integration of the external means of local information-communication.
- Exposition to import information-communication patterns non chords with the reality of the town of Guáimaro.

#### Vulnerability

- "Weak and insufficient investment of financier resources directed to the effective strategic information-communication for the sake of propitiating the active and interactive participation of the local actors."

#### Risks.

- "Lost of spaces of the citizens' participation in the taking of the local government's decisions regarding the public politicians of the municipality."

- "Damage of the active and systematic interaction of the citizens of the town with local government's authorities after the development."

#### Resiliences

- The autonomy granted to the main instances of government of the town.
- The wide range of available information-communication means in the town for the interaction of the citizens and other local actors in an active way.
- High level of the population's instruction to sustain and to create feasible innovative solutions in the mark of the information-communication for the local development.
- The presence of human capital qualified with creative potentialities.

From the inventory of informative-communicative resources, means of the external environment emerged as: the radio station, social nets spontaneously created by residents and the private workers through means 2.0, the computing clubs, the platform of the citizen of the popular power still to create and the active web site, the electronic mail of the agricultural company and of their basic units, as well as those of the municipal addresses. As main or basic result emerged the necessity to integrate in function of the local development of the municipality Guáimaro the means or existent information-communication channels to impel the interaction governs citizenship, in a transparent, democratic atmosphere and of participation with strategic, integrative, systemic focus and developer fundamentally. The informative-communicative current conditions revealed in the diagnosis, show the necessity to solve the investigative problem, through the design of the alternative that gives answer to the inadequacies that attempt against the integration of the information-communication means in their external environment or macro, starting from the local potentialities, so that it favors the participation and active interaction between the local government and the citizens, according to the socio-cultural component. The contributed alternative presents the following characteristics.

**Strategic approach:** It is given because not only it transmits information, it generates knowledge in the citizens, it reaches an appropriate articulation and interactividad among the actors in the processes that are carried out, it acts like instrument for the transparency and the open government, guarantees that the citizenship participates in an active and gradual way in the processes related with the local development, therefore it must be nearer and global active, interpersonal, without barriers, operative when going to the action, in real time and it stops everybody.

**Integrative:** It conceives the information like base of the communication and this in turn as tool that informs through the media, the data object of the information, it also favors the synergy among the four (4) groups of external means that interact like solution in the face of the threats, vulnerabilities and risks, that which impacts in the increment of the resilience for the strategic information-communication.

**Systemic:** It is manifested in the structure of the proposed alternative, because it is constituted by a reciprocal group of related subsystems, which represent the own basic characteristics of the system that represent, the sharpness of

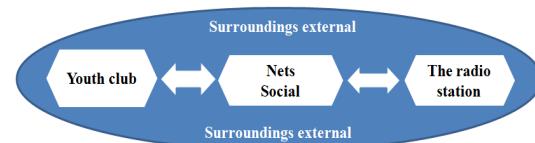
this approach are evidenced in the interrelation of the actors of the subsystems and of these with the means of the subsystems of the external atmosphere in an articulate way, you leave these, of the entirety of established means of strategic information-communication. Each component is closely interrelated, expressed in the deep interdependence and continuity of the groups of external means, directed to increase the effectiveness of the interaction and the active participation of the actors' government-citizenship.

**Developer:** It is sustained in the understanding of the human development and confers it a special place from this optics, to the premeditation and purpose of the process of integration of external means for the strategic information-communication that the traditional local conception of the same one transcends, endowing it of flexibility and width, where it is conceived the local actors main characters of its own development. When designing the alternative that gives execution to the outlined objective, it was necessary the identification of the features and characteristic that distinguish it, for that were necessary the categories and concepts that intervene, being necessary to settle down, the required significance relationships. In this respect, the strategic information-communication concepts are intended, integration of external means and civic participation, approached previously these, the revealed concepts, they show a narrow relationship because the strategic information-knowledge requires of means in an external atmosphere to inform and to communicate the achievements, limitations, social demands, behaviors and the characteristics of the processes of the local development, with it is propitiated it the civic participation in an active and protagonistic way.

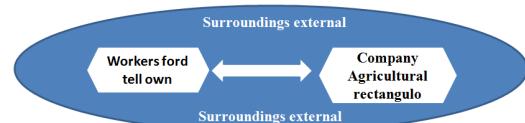
**Flexible:** It is susceptible of changes for their argument and redraw capacity, in correspondence with the results of the diagnosis, the goals and the necessities informative-comunicacional citizen, reason for which associates the possibility to use different alternatives to integrate, from the external environment the means, correct to the elements of identity of the town, it is favored the use in diverse ways of interaction, according with the necessities and potentialities of the citizens of the town. All process settled down in the marks of the social performances as it is the strategic information-communication for the local development, it demands an effective system compound by regulatory marks, procedures, structures, specific campaign, system of channels and relationships of conducive means to strategy of communication-information. In the case that occupies, the regulatory marks related with the articles are shown countersigned in the constitution, [11]. the strategic axes of development, visible in the Calendar 2030 and the principles for the local development, [12] that are pondered without obviating all the existent ones those that distinguish the integrative Alternative of means of the external environment for the strategic information-communication of the municipality Guáimaro. Of the constitution of the Republic of Cuba approved in the year 2019 it is assumed, of the Chapter II Rights, that referred in the article 53. All the people are entitled to request and to receive from the state truthful, objective and opportune information, and to consent to the one that is generated in the organs of the state and entities, according to the established regulations. Article 61. People are entitled to direct complaints and petitions to the authorities, those that are forced to process them and to give the opportune, pertinent answers and based in the term and according to the

procedure settled down in the law. The article 80. In that referred to that the Cuban citizens are entitled to participate in the conformation, exercise and control of the power of the State; in reason to this can, of conformity with the Constitution and the laws: I incise (i) to be informed of the administration of the organs and authorities of the State. It is also assumed, that referred to the Pattern Economic and Social Cuban "Plan of Development 2030" that approached in the article 63 to Strengthen (...) the access to the information of the public administration. [1] Of the strategic axes of development, that referred to. Information, communication, knowledge: very public and civic right. Impulse of mechanisms of information, communication and civic participation. Everything with the purpose of guaranteeing the rendition of bills, the quality and effectiveness of the public politicians. Regarding the principles for the administration of the local development, the principle of the participation is assumed for the local development and that referred to the information-communication like basic components for the participation in the new scenarios of local development, in favor of the interaction society-state.

From the principle of the information-communication like guarantors of the community participation, the strong integration is assumed in relation to the information like base of the communication, as long as to communicate is to transfer information from a person to another. At social level, a process of democratization of the social administration doesn't make sense without the existence of the necessary information and transmitted through an appropriate communication system. The concretion of the proposal. Integrative alternative of means of the external environment for the strategic information-communication of the municipality Guáimaro promotes, to interrelate means corresponding to the external environment of the information-communication for the interaction citizen-government starting from to attenuate or to mitigate the negative effects of the existent threats, through an effective use of the interrelation of the citizens from the young computing club and the social nets that work under its environment. The local radio station, is another profitable means in function of the civic participation, with which the elderly adults and the housewives are identified, it is also present a digital site that can be used for the interaction with the youngest and a page exists to which you can access from the social nets; all these means constitute a subsystem inside the alternative. Figures 4



Also, it is possible the participation with opinions, demands and advance of solutions for the local development from the economic point of view through the basic company of the town and the private sector, being constituted in the basic subsystem by their economic implication in the town, supplier of consumption goods and services, as well as of financial resources coming from the tributary contributions that are made impact directly in the upholding of the local information-communication as process. It figures 5



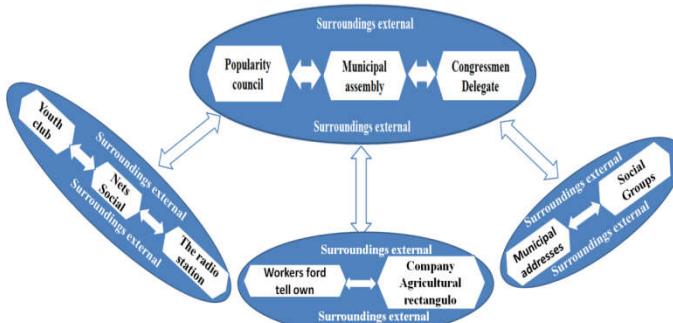
The risks on the civic participation are minimized, when also keeping in mind the information-communication coming from the subsystem that implies to the social groups, the municipal addresses, with all the relationships that it emerges of them, from the perspective of the services to the population. Figures 6



Meanwhile , government's local authorities conform a rector subsystem, responsible of the execution of the politicians of the state, the functions and the objectives of the remaining subsystems as well as of its own, open to the rendition of bill of their administration and to the public question for satisfying the local demands, all that which upgrades the interaction of government's authorities with the civic ones and vice versa and, the active participation from the diverse scenarios that for identity the citizens assume and they use for the information-communication. Figures 7



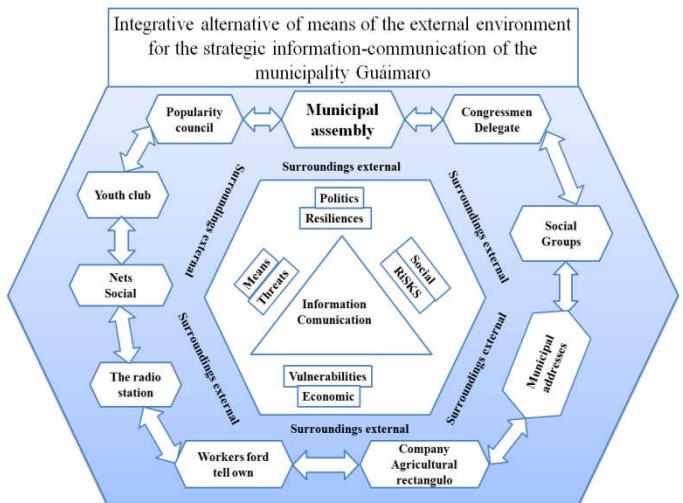
In this sense it is worth to clarify that technically it is necessary the creation of an application to energize the interaction fundamentally among all the means of the information-communication process 2.0, so that it favors the active interaction citizen-government, through the signal digital means. The described relation and their operation is summed up through four subsystems, composed by the means of its external environments, established starting from the respect to the identity and its functions regarding the citizenship, it strengthens the establishment of the strategic character that must complete regarding the information-communication for the local development, because this way it is contributed to the exercise of the local government's autonomy and the active participation of the citizenship in function of its development. It figures 8



Own elaboration Serrano, E. (2020)

In essence an alternative is shown that highlights the interaction of means of the external environment for the strategic information-communication which ponders the means that the population assumes and identifies, it favors the establishment of new communication flows with bidirectional and immediate character, reason for which becomes more effective government's administration when facilitating the

interaction of the government's authorities with actors of the local development, workers of the private sector, managerial, institutional, social groups, digital means 2.0, means of massive communication (radio), the social nets, with a grade of flexibility that allows to incorporate the means that could emerge as consequence of the initiatives and popular innovations. It figures 9



Own elaboration Serrano, E. (2020)

## Conclusions

1. The epistemological analyses made allowed to define the process of strategic information-communication, settling down to the effects of the investigative objectives among so many to the information-communication flow, the architecture of information and the media like essential components of this process. Also, it was possible expose that to guarantee the strategic information-communication for the local development, it is required the integrated administration of the components of the information and the communication so that it favors the active participation of the citizenship in a stimulative atmosphere of the local interaction citizen-government.
  2. The carried out diagnosis showed the risks and vulnerabilities assumed as inadequacies and present potentialities as for the means of the external environment for the strategic information-communication of the municipality Guáimaro, what impedes that they fulfill the necessities of the interaction citizen-government in favor of the civic participation for the local development.
  3. It is possible to establish the integrated organization of means of the external environment sustained in the strategic informative-communicative integration for the local development, directed to foment the interaction of the citizenship with government's authorities, to motivate the active participation of the citizenship in government's projects supported in four subsystems that Guáimaro responds to the identity necessities of the local actors of the municipality.

### **Recommendations**

1. To value the relevancy of the alternative for their application in the municipality Guáimaro and to foment the design of alternative more and more purposeful to the local contexts.

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