

## Great Leap Forward By The Eritrean Mass Media

Written by Sirak Habtemichael  
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In this era of globalization where the world is being swayed by the power of information with each passing day, the Eritrean Ministry of Information is striving vigorously to build a competitive media outlet. A mass media that serves the truth and is acceptable at the regional and international level. This is a story of commitment, dedication and the realization of a vision that started with only a microphone and a few wires in the mountains of Sahel. This is the story of the Eritrean Mass Media that began from scratch and developed to the peak of information technology and digitalization.

Effective tasks have been carried out by the Ministry of Information as regards to conveying messages of peace and development to the people of the region to uphold the cause of justice and truth as well as to strengthen the unity of the Eritrean people. The ministry has been and still is engaged in transmitting information that portrays the peaceful nature of the people of Eritrea and one that reflects the reconstruction process across the nation.

Its contribution in preserving and endorsing cultural heritage and norms of the society is crucial. In fact the Eritrea Mass Media has registered remarkable outcomes in different arenas. The pace of modernizing the Ministry's infrastructure in all standards has been gradual, but is without a doubt gaining strong momentum.

To begin with, the number of Eri-TV channels, days and hours of broadcast has been improving vastly through time. Determined to reinforce the contribution of media works, the Ministry has set up a second television channel for use within the country, while Eri-TV Channel One has been made available globally 24 hours a day via satellite.

Recently, the Ministry introduced modern technology and digitalized system to expand its scope. The fully digitalized Newsroom with computerized network connection as well as the recent transformation of the Radio-Voice of the Broad Masses to a digitalized system attests to this fact.

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On the night of the decision, the Eritrean government had already announced its decision to start