

# Aupa journalism!

Section: Editorial

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DAILY

In the Basque Country, *aupa!* is a versatile word with very positive meanings. It's said to people who are believed to be on the path to achieving their dreams and who truly deserve it. Journalism has done just that and will continue to do so in the future by constantly reinventing itself. Despite what the doomsayers predict, those who enjoy starting their day by reading or listening to well-curated news and opinions from excellent journalists won't disappear. Journalism has always been and remains an essential part of democracies, a source for their improvement. It's great news that Daily 27 is adding a new dimension to journalism, a much-needed evolution for 21st-century citizens.

*Aupa!* is also the first greeting you offer someone when you meet them in the morning. Perhaps earlier, maybe just after waking up or as you sit down for breakfast, you open the newspaper that was once delivered to your doorstep, and now appears on your screen. You feel a similar joy and encouragement if what you find is top-notch journalism. Daily 27 is going to give and receive many different *aupas* every morning, never missing its date with those who seek it out. It won't manipulate or submit to any economic or ideological interests. It will simply serve as one more ingredient to those you love having with your breakfast.