

ISSN 1605-4018

ORBICOM FORUM

Volume 5 • Number 1 • Winter 2001

www.orbicom.uqam.ca

Michel Agnaïeff rend visite à Orbicom

Le 13 novembre 2000, le Secrétariat international d'Orbicom recevait dans ses locaux monsieur Michel Agnaïeff, le président de la Commission canadienne de l'UNESCO. Associé à la Commission et à l'UNESCO depuis le début des années 80, il s'est vu confié la tâche de présider un groupe de travail, composé de représentants de 18 pays. Le mandat consistait à apporter une contribution clé à une réforme en profondeur qui permettrait à l'UNESCO de relever des défis à long terme et de saisir des occasions d'intervenir dans ses domaines d'activité : l'éducation, la science, la culture et la communication. L'Équipe spéciale, dirigée par monsieur Agnaïeff, s'est donc réunie quatre fois au cours des deux dernières années en plus d'exploiter les nouvelles technologies, notamment par des «réunions virtuelles» sur son site Web interactif.

C'est donc avec plaisir que monsieur Agnaïeff est venu informer Orbicom des recommandations du rapport de l'Équipe spéciale de réflexion sur l'UNESCO au XXI^{ème} siècle. Ce rapport est très important dans la mesure où il pose les jalons de la réforme de l'UNESCO. D'ailleurs, le rapport a déjà été pris en compte par le nouveau directeur général de l'UNESCO par les initiatives qu'il a lancées à l'occasion de la session du Comité exécutif d'octobre 2000.

Lors de son entrevue à Orbicom, monsieur Agnaïeff a déclaré qu'«en acceptant le rapport, l'UNESCO prouve qu'elle est déterminée à réaffirmer et à renouveler son rôle essentiel dans l'éducation, la science, la culture et



Señor Michel Agnaïeff (al centro) presidente del Equipo especial de reflexión de la UNESCO en el 21 siglo, de paso a Orbicom.

la communication.» Au terme de sa 160^{ème} session, le Comité exécutif a effectivement adopté le rapport soumis par l'Équipe spéciale de réflexion et s'est rallié au thème directeur : «la contribution de l'UNESCO à la paix et au développement humain à l'ère de la mondialisation.»

Le choix d'un thème directeur faisait partie des recommandations les plus importantes dans le rapport et souligne la nécessité pour l'UNESCO d'avoir un point de focalisation réel qui lui permettra de relier toutes ses activités et l'aidera à concentrer ses actions.

Durante la entrevista, el señor Agnaïeff compartió con nosotros sus reflexiones sobre el rol de la UNESCO en el contexto humano actual de nuestras sociedades y los cambios que ellas deben enfrentar. Así, en esta era de grandes incertidumbres, la UNESCO debe actuar como un líder intelectual para avanzar apostando a sus principales

características: un laboratorio de ideas, un centro de información, una fuente que potencia capacidades, un organismo normativo y un catalizador.

Estas características tomadas en su conjunto, hacen de la UNESCO, en sus áreas de competencia, un punto de referencia único y una excepcional fuente de inspiración y de liderazgo para la humanidad.

Es precisamente a través de estas características abiertas al porvenir y de las áreas de competencia constitutivas de la UNESCO como contexto de base, que podemos destacar su rol en las distintas situaciones y determinar las acciones precisas a emprender. Esta nueva perspectiva debería permitir a Orbicom focalizar mejor sus iniciativas para hacerlas aún más pertinentes con respecto al mandato de la UNESCO.

—Nathalie Pelletier, Orbicom

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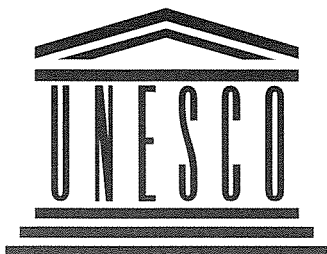
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UNESCO's Executive Board Maps Futur Priorities and Activities



The Final Report of the Task Force on UNESCO in the 21st Century has contributed to the mapping of UNESCO's priorities and activities. UNESCO's new vision is particularly relevant to Orbicom as it should assist the Network with its identification and selection of initiatives worth pursuing as UNESCO's privileged partner in the field of communications. The following abstract of a document released by the UNESCO Press Service should be of interest to Orbicom's membership.¹

UNESCO's Executive Board, chaired by Her Excellency Sonia Mendieta de Badaroux (Honduras), ended its 160th session, October 25th, broadly endorsing Director-General Koïchiro Matsuura's proposals to reform the Organization and refocus its programmes.

Closing the session, Ms Mendieta de Badaroux spoke of globalisation, a central issue in the Board's debates. She notably declared: "The discussion on globalisation [...] has successfully highlighted the adverse effects of globalisation on the eradication of poverty in the world [...] Whatever the face of globalisation, or whatever way it is defined, the bottom line for us in this Organization must be that this historical process should make a palpable contribution to the issues UNESCO has been dealing with since its inception: namely, the eradication of, poverty, illiteracy, exclusion, violence [...]" The proposals of Mr Matsuura, in office since November 1999, embody his vision and are based on the determination to concentrate on areas where UNESCO can make a difference. These areas are: providing access to basic education for all; protecting public service education; fighting against the standardisation and impoverishment of educational contents; improving knowledge-sharing; helping bridge the digital divide; protecting and promoting cultural diversity in the face

of globalisation. The Organisation must also encourage international awareness and debate on the ethical implications of scientific advances in fields such as the life sciences and energy utilisation.

Three distinct interrelated tasks

The Board agreed that over the coming years, UNESCO's activities should be based on the unifying theme of "contributing to peace and human development in an era of globalisation through education, sciences, culture and communication". It emphasised the need for UNESCO to meet emerging challenges in education, science, culture and communication by focusing on:

- 1) developing and promoting universal principles and norms based on shared values and protecting and strengthening the "common public good";
- 2) promoting pluralism through the recognition and enhancement of diversity together with the observance of human rights;
- 3) promoting empowerment and participation in the emerging knowledge society through equitable access, capacity-building and sharing of knowledge.

The Board emphasised the need to build on the outcome of the major international conferences organised in UNESCO's fields of activity over the past decade. In education, it said UNESCO should focus on the strategic objectives of bolstering education as a fundamental right; improving the quality of education through the diversification of contents and methods and fostering of universally shared values; promoting experimentation, innovation and the dissemination and sharing of information as well as policy dialogue. In the sciences, UNESCO should concentrate on the promotion of ethical norms to guide scientific developments and technologies as well as social transformation; improving human security through better management of the environment and social change; enhancing scientific, technical and human capacities to participate in the emerging knowledge societies.

In culture, priority is to be given to the development of standard setting instruments; protecting diversity and encouraging pluralism and intercultural dialogue; and enhancing the link between culture and development. To this end, it recommended that special attention be paid to the preservation of oral and intangible heritage, living cultures, traditions and linguistic diversity.

On the subject of information and communication, the Board highlighted the need for UNESCO to participate fully in international efforts to bridge the digital divide and focus on the promotion of the free flow of ideas and universal access to information; the promotion of expressions of pluralism and cultural diversity in the media and information networks; and bridging the communication and information gap.

UNESCO and communication

Regarding the draft Programme and Budget for 2002-2003, the Board approved the Director-General's proposal to give absolute priority, and additional financial resources, to basic education for all; water resources and ecosystems; the ethics of science and technology; diversity, pluralism and intercultural dialogue; broader access to information, especially information in the public domain. It also accepted proposals to reinforce interdisciplinarity.

Furthermore, the Board decided that UNESCO should through all its programmes favour activities aiming to reduce poverty and promote the utilisation of information and communication technologies to build knowledge societies.

One major decision by the Board provides for the creation of an Information for All Programme which will contribute to the Organization's activities in education for all, to the free exchange of ideas and knowledge, and to improving communication between peoples. The Programme, designed to narrow the gap between information rich and information poor, will begin operating on January 1, 2001.

1. <http://www.unesco.org/opi/eng/unescopress/2000/00-107e.shtml>

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* Welcome to the six New Board Members elected at the virtual AGM

People & Events *Conferences*

Remise des Prix Möbius par la chaire UNESCO-Bell à Montréal



Le 19 octobre 2000, la chaire UNESCO-Bell dévoilait les gagnants des Prix Möbius Québec-Canada 2000

devant plus de 150 personnes qui se sont réunies pour un 5 à 9 dans les nouveaux locaux de la SAT (Société des arts technologiques). Les gagnants qui seront présentés directement au Prix Möbius international à Pékin en mai 2001 sont: site Internet *Musées et millénaire* par Musée Média (Culture); site Internet *Caillou* par Medium One Productions (Éducation); jeu d'apprentissage scientifique du Centre ISCI par TRAMdesign multimédia et Idées au Cube (Science); cédérom *Liquidation* des Productions Sous le Manteau (Fiction); site Internet *L'espace du Chamane* réalisé par Martine Koutnouyan et Joseph Lefèvre (Prix spécial du jury); cédérom *Mia2* par Kutoka Interactive (Le grand prix).

Iranian Journalists' Workshop

The Iranian National Commission for UNESCO hosted the first National Workshop on Civil Education for Iranian Reporters and Journalists in Tehran from 30 September to 3 October 2000. The 60 participants were briefed on the aims and activities of Orbicom by Chin Saik Yoon, Orbicom's Co-Chair for the Research and Publications Committee during the workshop. The main thrust of the four days event was to discuss the role of the journalist in helping to promote the growth of civil society within Iran. A total of nine workshop sessions were organised. They considered the workshop theme from a variety of perspectives: from conceptual approaches to industrial techniques.

Acceso equitativo a las tecnologías de información y comunicación

El 28 y 29 de noviembre de este año, la Cátedra UNESCO en la Universidad Iberoamericana de México organizó un seminario regional sobre "El acceso equitativo a las tecnologías de información y comunicación". Los principales temas abordados durante el seminario fueron: Estados nacionales y políticas de acceso a las tecnologías de información y comunicación, Responsabilidad y participación del sector empresarial, Análisis crítico desde la academia.

El plan de acción de Orbicom sobre acceso equitativo a las TIC fue presentado por Thérèse Paquet-Sévigny, la representante de Orbicom. Para información: jose.carreno@uia.mx

Diplomado en periodismo sobre educación

A partir de este semestre, la facultad de Comunicación y Lenguaje comienza a repensar el periodismo para darle la importancia que se merece en los debates internos y externos. A título de ejemplo, se está diseñando un diplomado en "Periodismo sobre educación" con el propósito de propiciar el encuentro de experiencias entre periodistas y gestores de la información con el fin de reflexionar, analizar y proponer nuevas formas de concebir y construir la información sobre educación, para así poder asumir, con mayor compromiso, el papel de constructores de las narrativas educativas en el país. Se necesita el apoyo con la experiencia y orientación en la búsqueda de expertos en esta temática. Para información: mmoreno@javeriana.edu.co

Permanent Global Early Warning Centre (GEWC)

The GEWC intends to pursue its activities beyond the year 2000 because of its success amongst its partners as an international crisis observation and tracking centre. Such a permanent oversight body is needed on a global scale to function as a communication centre that focuses on evolving problem situations and trends, crisis prevention, and the assurance of collective public safety. Its partners will benefit from its ability to verify and provide advance information generated and vetted by a worldwide network of experts from many sectors. The diversification of the GEWC as a global communications centre will allow it to engage in risk management and crisis prevention activities on an ongoing basis. For information: maisonneuve.danielle@uqam.ca

Orbicom Forum, vol. 5, no 1, Winter 2001

Production: Thomas Bélanger & Nathalie Pelletier
Translations: Marie Kettlie André & Carmen Rico de Sotelo
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VI Colóquio Franco-Brasileiro de Pesquisadores de Comunicação e Informação

Poitiers, France
1/8/2001-1/10/2001
<http://www.intercom.org.br/>

Vercors 2001 L'Internet rapide pour tous

Autrans, France
1/11/2001-1/13/2001
<http://www.isoc.asso.fr/vercors2001/>

PTC 2001

From Convergence to Emergence: Will the User Rull ?
Honolulu, Hawaii, United States of America
1/14/2001 - 1/18/2001
<http://www.ptc.org>

II Colóquio Brasil-Itália de Ciências da Comunicação

Firenze, Italia
1/15/2001-1/17/2001
<http://www.intercom.org.br/>

Seventh International Symposium on Social Communication

Santiago, Cuba
1/23/2001-1/26/2001
<http://parlevink.cs.utwente.nl/Cuba/>

The Seventh National Conference on Communications

Kanpur, India
1/27/2001-1/28/2001
<http://www.iitk.ernet.in/ncc2001>

Y@oundé Net Com 2001 NICT International Show

Yaoundé, Cameroun
2/9/2001 - 2/13/2001
<http://www.yaounde-net.com>

10th JAMCO International Symposium 21st Century Television Business in Transition

Kuala Lumpur, Malaysia
2/2001

Le sommet des Amériques de 2001

Québec, Canada
4/20/2001-4/22/2001
<http://www.americascanada.org>