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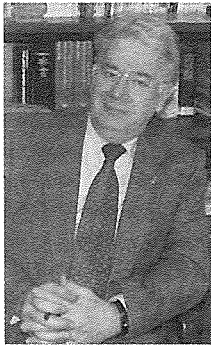
ORBICOM FORUM



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The Next Eighteen Months A Crucial Period for ORBICOM



My first duty, as incoming President, is to pay a tribute to my predecessor, Rainer von Schilling, and his colleagues of the Board of Directors, who served our network for several years with great enthusiasm and dedication. On behalf of all ORBICOM chair holders and associate members, I would like to express to them our deepest gratitude. I know that we can count, in the future, on their assistance and wise advice and I want to thank them in advance for their friendly cooperation. I wish also to commend our Secretariat for its unwavering commitment to ORBICOM's ideals and goals as well as for its countless efforts to make our network an efficient and reliable partner at the international level.

Last but not least, I wish to convey, on behalf of all of us, my sincere gratitude to the "Université du Québec à Montréal", better known as UQAM, to its successive rectors and to its administration, for their flawless support. For the chair holders and associate members who may be unaware of the historical background of UQAM's close association with our network, it must be reminded that it is at UNESCO's request that the university has accepted to shelter and assist the ORBICOM Secretariat. To this end, a formal agreement binding UQAM and UNESCO was signed in 1994 by the Rector and the Director-General. As for the holders of the UNESCO Chairs in Communications, who are *de jure* members of ORBICOM according to its by-laws, their designation must be approved formally by the Director-General of UNESCO, on the one hand, and the rector of their respective universities, on the other hand. This formal process explains why ORBICOM does not need any consultative status at UNESCO unlike all other NGOs. It is actually an arm of the Organization, which depends partly on its decisions and policies. In return, UNESCO has an obligation to help ORBICOM achieve its mission and goals.

The next eighteen months will be crucial for ORBICOM since our network will actively participate in the preparatory process of the "World Summit on the Information Society" (WSIS). Organized at the initiative of the International Telecommunication Union (ITU) with the UN General Assembly's endorsement, this important world gathering will meet in two sessions: the first one in Geneva, Switzerland, in December 2003; the second one in Tunis, in 2005. It will bring together the political leaders of all Member-States of the United Nations, the private sector, the so-called civil society as well as the international and regional intergovernmental organizations. The "Digital Divide" issue will certainly be at the heart of the debates from both infrastructure

(connectivity) and content (access to information) perspectives. How to address it effectively to narrow the gap between the immense majority of the "have nots" and the minority of the "haves" is the fundamental question the World Summit will have to tackle. There will be a lot of related issues to debate, some of them very sensitive or highly controversial, such as privatization of State-owned telecommunication carriers, liberalization of telecom markets, content control by governmental authorities, protection against attacks on privacy and misuse of personal data, reviewing intellectual propriety and copyright policies, promotion of multilingualism and cultural diversity online, etc.

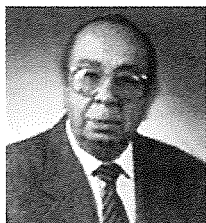
The purpose of ORBICOM's participation in the World Summit is to share with the other stake-holders the results of some of its scientific researches in the field of the new media. I am confident that ORBICOM most recent publications will be of great interest for all those who wish to base their argumentation on independent and impartial substantive researches. The outcome of some of our seminars may also contribute to a better understanding of the challenges of the information society. I have in mind the important conference on "Connecting Knowledge in Communications: New Partnerships in Communications for the 21st Century" which took place in Montreal in April 1999. Furthermore, I am convinced that ORBICOM's experience in intercultural communication and its mixed membership bringing together media experts from various academic, professional and industrial backgrounds will be of great help in contributing to bridge interest groups and NGOs not accustomed to debate out of the inner circle of their own industry or profession.

Unlike many organizations willing to participate in the preparation process of the World Summit and registered as members of the civil society, ORBICOM is not an advocacy group or a lobby. It is an independent network ready to serve the international community and to share with all the stakeholders taking part in the World Summit the scientific expertise and the worldwide professional experience of its chairs and associate members.

Alain Modoux, President

[Alain Modoux, President of ORBICOM, is former Assistant Director-General of UNESCO for Communication and Information. He is presently based in Geneva/Switzerland as an independent communication consultant and is very closely associated with the preparation of the World Summit on the Information Society, Geneva 2003.]

Comunicación para el desarrollo



En América Latina han prevalecido tres conceptualizaciones principales respecto de la relación entre comunicación social y desarrollo nacional: "comunicación de desarrollo", "comunicación de apoyo al desarrollo" y "comunicación alternativa para el desarrollo democrático".

La **comunicación de desarrollo** es, en esencia, la noción de que los medios masivos tienen la capacidad de crear una atmósfera pública favorable al cambio, la que se considera indispensable para la modernización de sociedades tradicionales por medio del progreso tecnológico y el crecimiento económico.

La **comunicación de apoyo al desarrollo** es la noción de que la comunicación planificada y organizada – sea o no masiva – es un instrumento clave para el logro de las metas prácticas de instituciones y proyectos específicos de instituciones que propician el desarrollo.

La **comunicación alternativa para el desarrollo democrático** es la noción de que, al expandir y equilibrar el acceso y la participación de la gente en el proceso de comunicación, tanto a niveles de medios masivos como a los interpersonales de base, el desarrollo debe asegurar, además de beneficios materiales, la justicia social, la libertad para todos y el gobierno de la mayoría.

Es posible, por supuesto, que existan otras conceptualizaciones de la relación comunicación-desarrollo. Sin embargo, las que se acaban de enunciar aquí brevemente están presentes en toda la literatura pertinente y corresponden bien con las categorías de la práctica.

Existen, por otra parte, diferencias claras entre ellas y algunos lamentan que se causen confusiones indeseables en ciertos casos al utilizarlas en forma indistinta. Pero para los fines de este análisis, las tres conceptualizaciones tendrán que ser, en ocasiones, albergadas bajo un rótulo general más amplio: "comunicación para el desarrollo". Esto no equivale a una definición única que abarque a todos los componentes, pero parece necesario para facilitar el análisis en algunos puntos.

¿Cuál ha sido la trayectoria de la comunicación para el desarrollo en Latinoamérica? ¿Ha hecho esta región contribuciones significativas a ella?

Durante casi 45 años Latinoamérica ha sido notablemente activa, imaginativa y productiva en tratar de poner la comunicación al servicio del desarrollo. Empezó a utilizar la comunicación para el desarrollo mucho antes de que se hubieran propuesto teorías para ello e incluso cuando la denominación misma no existía aún.

Luis Ramiro Beltrán
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Continuación en el Web site de Orbicom.

Are Media Encashing on Violence?



As many of you may know, Ila and Subhash Joshi, Orbicom members (Subhash currently serves on our Board of Directors), from Ahmedabad, India, write a monthly article that is reproduced on the Orbicom's Web. The most recent one, about media and violence, is reproduced here in part only for space reason. The article may be read in full on the Web.

- The Editor

In Godhara a small town within India, on February 27, charred bodies of 57 people including 25 women and 14 children lay in the burnt shell of the railway coach that had been carrying them back from Ayodhya. They were families of supporters of The Vishwa Hindu Parishad (VHP). VHP promised to construct Ram Temple where once the Babri Masjid stood. Since then the revenge attacks have claimed 2000 lives as per the rough estimate of British High Commission in major towns of Gujarat state which even far away villages have not been left out of the spiral of violence. Hotels and businesses belonging to the Muslims were attacked everywhere. As per rough estimate Rs. 30,000 million suffered losses and Rs. 125000 are displaced from 2600 villages and towns in Central and Northern Gujarat.

To probe into the incident of Railway compartment burning at Godhara and riots thereafter, all possible commissions visited the State... They talk about magnitude and spread of violence and the measures taken by the state government to curb it. The reports submitted by these bodies more or less tell the same stories... The normalcy in the State has not been restored despite the passage of three weeks. The claim of the authority that the situation was brought under control within the first 72 hours is false. Violence continues till at the time of writing the proceedings (it is really sad to state that violence is still on while writing this article in April)...

The report further speaks about the allegations that the groups of well organised persons armed with mobile telephones and addresses singling out certain homes and properties for death and destruction, sometimes within views of police stations and personnel...

The magnitude of violence was so great that the individual inquiry was out of question. A few organisations with rich resources could mobilise help while carrying out impartial surveys is almost impossible. The entire state seems captive in the hands of the mobs for months together. The people busy with their routine lives all of a sudden caught in inaction. The rest of the city and the state unable to comprehend the situation were glued to the media, print and electronic both for the information...

Ila Joshi
sureg@icenet.net

Full text on Orbicom's Web site.

Orbicom's Online Annual General Meeting 23 to 29 September 2002

Dear Orbicom Friends,

In my capacity of President of Orbicom, I have the pleasure to call the Annual General Meeting (AGM) for the week starting 23 September 2002. As for previous years, we have a substantial agenda to cover and I will need your full support and cooperation to make this year's exercise as productive as possible.

Again, the membership will be asked to endorse the recommendations for the appointment of new directors for a two year term. This appointment exercise is a difficult one as great attention must be paid for balanced representation on the Board of genders, geographic locations, and chairs vs associates.

New initiatives, not necessarily linked to the ICTs, but fitting to more traditional streams of communications, will be introduced during the AGM for your attention in an effort to update the action plan approved in the Fall of 2000. Some of the initiatives will specifically target the 2003 World Summit on the Information Society (WSIS), and others which could not be funded, might be abandoned.

I also take this opportunity to inform the chairs that they will be subjected, in the near future, to an evaluation from UNESCO as part of the network's assessment. I strongly invite the chairs to develop joint initiatives and to update their work plans as the evaluations may lead to the exclusion of "dormant" chairs and the loss of their UNESCO certification. By the time we meet, I hope to be able to announce the formal admission of four new chairs and to welcome new associate members.

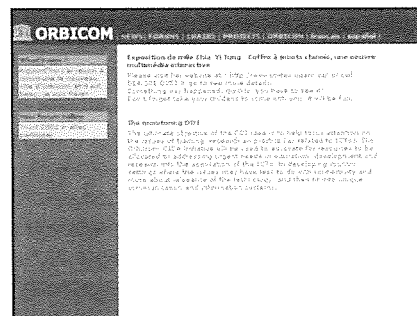
In conclusion, I am pleased to inform you that the Orbicom site is now being revamped by the Secretariat. You will soon notice a striking change in Orbicom's look on the web which I believe will show a much more attractive virtual image of our network. Efforts are also made to improve the site's conviviality, and a generic platform for forums will be designed to adapt to the various needs while improving security. I look forward to engaging the online dialogue with you all in September. Sincerely,

Alain Modoux, President

Draft Agenda

- I. Word of the President
- II. Approval of the Agenda
- III. Approval of the Minutes of the last AGM (Sept. 2001)
- IV. Report of the Board of Directors
 - 4.1. Report of the President
 - 4.2. Report of the Treasurer
 - 4.3. Approval of the Certified Financial Statements (2001-2002)
 - 4.4. Nomination of the Financial Controllers (2002-2003)
- V. Report of the International Secretariat
 - 5.1. Status Report of the Action Plan
 - 5.2. Development of the Network: New Chairs and New Associate Members
- VI. Report on the Chairs' Activities
 - 6.1. UNITWIN Programme
 - 6.2. Overview of the Chairs' Local, Regional and International Activities
- VII. Board of Directors
 - 7.1. Motion of Appreciation for the Out-going Board Members
 - 7.2. Endorsement of the New Board Members
- VIII. Varia

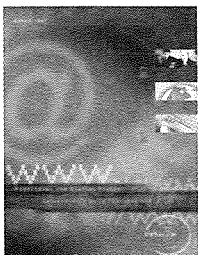
To Participate into the Virtual AGM



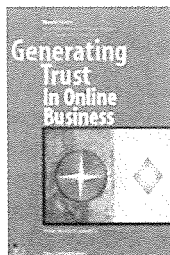
English: www.orbicom.uqam.ca/
Français: www.orbicom.uqam.ca/
Español: www.orbicom.uqam.ca/

N.B. Username and password will be circulated early September.

New Releases



Monitoring the Digital Divide
Observatoire de la fracture numérique
Georges Sciadas
Orbicom



Generating Trust in Online Business
Commerce électronique,
Comment créer la confiance
Magda Fusaro, in collaboration
with Y. Théorêt and C.-Y. Charron
Isabelle Quentin, Éditeur



Le commerce électronique
J.-P. Lafrance et P. Brouillard
Presses de l'Université du Québec

People & Events Conferences

Le secrétaire général d'Orbicom nommé vice-recteur de l'UQÀM



Le secrétaire général d'Orbicom, le professeur Claude-Yves Charron, a été nommé, en février dernier, vice-recteur aux services académiques et au développement technologique de l'Université du Québec à Montréal (UQÀM), au terme d'un processus de sélection par concours ouvert tant aux candidats de l'intérieur qu'à ceux de l'extérieur. La rédaction d'Orbicom et les membres du réseau s'unissent pour lui offrir leurs sincères félicitations et leurs meilleurs vœux de succès dans ses nouvelles fonctions.

En plus de diriger les services des bibliothèques, de l'informatique et des télécommunications, et de l'audiovisuel, le vice-recteur Charron est responsable du développement et de l'utilisation des technologies de l'information et de la communication pour la formation des étudiants, la recherche et la création. Il est donc appelé à jouer un rôle déterminant dans la réflexion sur la pédagogie universitaire et l'amélioration des outils d'apprentissage, de recherche et de création.

L'UQÀM compte 44 000 étudiants, 4000 employés dont 950 professeurs, 2000 chargés de cours et plus de 135 000 diplômés. L'université offre plus de 200 programmes dont une centaine de cycles supérieurs.

New Associate Members

Orbicom is pleased to inform that two new Associates were recently admitted to the Orbicom Network following a decision made by the Executive Committee which met on 19 April at UNESCO in Paris. They are Ms Charlotte A. MASTIELLO-RIOME, Promotion Officer of the World Agricultural Information Center of the FAO, and Professor of Communication Uli WINDISCH of the University of Geneva. Professor WINDISCH has kindly accepted to cover for Orbicom some of the preparatory meetings in Geneva of the 2003 World Summit on the Information Society (WSIS).

Le colloque panaméricain Industries culturelles et dialogue des civilisations dans les Amériques

Après avoir dû être annulé en septembre 2001 suite aux attentats de New York et Washington, le colloque a finalement eu lieu au Renaissance Hôtel du Parc de Montréal du 22 au 24 avril 2002. Il a rassemblé 160 participants de 15 pays des Amériques et s'est avéré un franc succès. La conférence de Montréal se situait dans le prolongement des deux précédentes de Santos (août 1997) et d'Austin (juin 1999). Elle se centrait sur l'analyse de l'évolution des industries de la culture et des communications dans les Amériques.

Les travaux du colloque, auxquels ont pris part des invités du milieu des affaires, du secteur public comme du domaine académique, étaient regroupés en cinq grands thèmes : État et la diversité culturelle, Langues de communication et échanges culturels, Économie et culture, Échanges culturels et vie démocratique ainsi que la Participation des Premières Nations aux échanges culturels entre les pays de l'hémisphère.

Le GRICIS fera connaître bientôt la date de la publication des Actes.
www.uqam.ca/gricis

Telecentres: Case studies and key issues The Commonwealth of Learning

Orbicom wishes to attract the attention on the first book to be published on this important topic, *Telecentres: Case studies and key issues*. It is an invaluable reference on community -and information technology- based telecentres in support of education and socio-economic development.

The book offers an unparalleled range of information and advice on the organisation and running of telecentres. It has been designed for policy-makers, centre managers and all of those in education, training, health and community development who are keen to serve urban, peri-urban, rural and other disadvantaged communities for which access to education and information means access to a better future.

www.col.org

GKP/UNESCO Workshop on WSIS for African NGOs

28-30 May 2002
Bamako, Mali
www.globalknowledge.org

INET 2002 - The Internet Society's 12 Annual INET Conference

18-21 June 2002
Arlington, United States of America
www.inet2002.org

Forum international sur la nouvelle économie 8e édition

24-28 juin 2002
Montréal, Canada
www.conferecedemontreal.com

23 Conferencia y Asamblea General Comunicación Intercultural

21-26 Julio de 2002
Barcelona, España
www.barcelona2002.org

INTERCOM 2002 - XXV Congresso Brasileiro de Ciências da Comunicação

1 a 5 de setembro de 2002
Salvador, Brasil
www.metodista.br/unesco

World Bank's InfoDev Symposium

December 2002
Hong Kong, China (by invitation)
www.infodev.org

World Summit on the Information Society (WSIS)

10-12 December 2003
Geneva, Switzerland
www.itu.int/wsisis

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