



NETWORK OF UNESCO CHAIRS IN COMMUNICATION
RED DE LAS CÁTEDRAS UNESCO DE COMUNICACIÓN
RÉSEAU DES CHAIRES UNESCO EN COMMUNICATION

A central image showing a network of glowing lines and nodes overlaid on a view of Earth from space. The lines are in various colors (blue, orange, yellow) and connect different points on the globe, representing a global communication network. The Earth's horizon is visible on the left side.

ORBI-INFO

MARCH 2025

A WORD FROM UNESCO'S ASSISTANT DIRECTOR-GENERAL FOR COMMUNICATION AND INFORMATION

Dear members of the Orbicom network,

On behalf of all the colleagues in the Communication and Information Sector, it is with deep sadness that we learn of the passing of Mrs. Thérèse Paquet-Sévigny, a distinguished member of our community whose contributions and dedication have left an indelible mark in the field of communication and development.

An expert in international communication and development, and former Assistant Secretary-General at the United Nations where she headed the Department of Information, Mrs. Paquet-Sévigny's commitment to inter-university cooperation and networking was exemplified in 1994 when she co-founded the international network of UNESCO Chairs in Communication (ORBICOM) with Alain Modoux, then Director of the Department of Communications at UNESCO.

Professor in the Department of Communication at the Université du Québec à Montréal (UQAM) from 1994 to September 1998, Mrs. Paquet-Sévigny led the UNESCO-Bell Chair in Communication and International Development at UQAM and served as Secretary-General of the Orbicom network. Her long-standing commitment to UNESCO's ideals, particularly in the fields of communication, information, and freedom of expression, was recognized by Federico Mayor, who presented her with the Marie Curie Medal in September 1998. Since 2000, she had been an advisor to the Orbicom network, continuing to guide us with her expertise and deep commitment. Mrs. Paquet-Sévigny embodied the values of UNESCO, defending human rights and the free flow of information. Her legacy will continue to inspire our efforts to promote access to information and knowledge.

Tawfik Jelassi

Assistant Director-General for Communication and Information
UNESCO



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**ORBICOM
ACTUALITIES**

WORKSHOP - WHEN INNOVATION SERVES DISCOVERABILITY IN FRENCH



As part of the Journée internationale de la **Francophonie**, **ORBICOM** - the International Network of UNESCO Chairs in Communication - and the Bibliothèque et Archives nationales du Québec (**BAnQ**) are organizing a half-day discussion on March 20, 2025 in Montreal, on the theme of **discoverability and digital innovation**.

This event will bring together experts from various fields (discoverability, culture, digital innovation) to discuss the conditions required to create an ecosystem conducive to cultural and technological innovation in French, while exploring strategies to ensure the training of the next generation in the French-speaking world.

The preliminary program for this morning's discussions is available via the following link:
[Click here](#)

PANEL DISCUSSION ON THE ISSUES AND CHALLENGES OF SCIENCE IN FRENCH AS PART OF UQAM'S PRINTEMPS DE LA RECHERCHE ET DE LA CRÉATION EVENT

**PRINTEMPS DE
LA RECHERCHE
ET DE LA
CREATION**

7e Edition
24 au 27 mars 2025
UQÀM | Vice-rectorat à
la recherche, à la
création et à la
diffusion

TABLE RONDE

*Enjeux et défis de la science en français :
le rôle névralgique des revues*

24 mars 2025
12h00-14h00 (Heure de Montréal)
En virtuel | Zoom
Inscription requise

As part of the **Francophonie Week**, Orbicom will organize a **panel discussion on March 24, 2025**, during the **7th edition of the Spring of Research and Creation at UQAM**, which will take place from March 24 to 27, 2025. The panel discussion will focus on the theme "Issues and Challenges of Science in French: The Central Role of Journals," in order to highlight the importance of scientific dissemination in the French language.

For more details: [click here](#)

NATIONAL AND REGIONAL MEETINGS OF UNESCO CHAIRS IN AND QUEBEC

On **March 10 and 11**, UQAM hosted the **Rencontres des Chaires UNESCO**, organized by the Canadian Commission for UNESCO (CCUNESCO) and the Fonds de recherche du Québec (FRQ).

The first day, dedicated to **'s UNESCO Chairs**, focused on topics such as education for sustainable development and cultural diversity.

The second day, focused on **UNESCO Chairs in Quebec**, encouraged the sharing of ongoing projects and the strengthening of collaborations. Christian Agbobli, Vice-Rector, Research, emphasized the key role of the Chairs in innovation in education, culture and science. The meetings provided an opportunity to gain a better understanding of the priorities of UNESCO and Quebec, while strengthening the Chairs network.

More details on this link ; [Click here](#)

INTERNATIONAL MEETING OF UNESCO CHAIRS IN COMMUNICATION



In partnership with UNESCO, ORBICOM is pleased to announce the next **International Meeting of UNESCO Chairs in Communication**, scheduled to take place in Paris, France, **on June 3, 2025**.

The event is timed to coincide with the **UNESCO Conference on Capacity Building in Artificial Intelligence and Digital Transformation in the Public Sector**, scheduled for June 4-5, 2025 in Paris.

Preparations are underway, and details and the program will be shared shortly.

ORBICOM 2025 ANNUAL CONFERENCE IN STRASBOURG



The ORBICOM 2025 Annual Conference will be held in Strasbourg, France, from September 29 to October 1, 2025. The theme of the event is “Communication, artificial intelligence, remediation, ethics and inclusion”, with a focus on the risks and opportunities of generative artificial intelligence in the field of communication.

The event is being organized by a number of partners, including the UNESCO Chair in Journalism and Media Practices at the University of Strasbourg, in collaboration with institutions such as ITI LiRiC, IUT Robert Schuman, and several other university laboratories and departments.

For more details : <https://orbicom-2025.sciencesconf.org/>

If you have any questions, please write to the following address : chairunesco@iutrs.unistra.fr



CHAIRS NEWS

NORTH AMERICA

UNESCO CHAIR IN COMMUNICATION AND TECHNOLOGIES FOR DEVELOPMENT

UNIVERSITÉ DU QUÉBEC À MONTRÉAL (UQAM) MONTRÉAL, CANADA

Public conference as part of Mois de la Francophonie: “From barriers to levers of discoverability in 2025”.

As part of the Mois de la Francophonie, the Chaire du Québec sur l'Intelligence artificielle et le numérique francophones and the Chaire Unesco en communication et technologies pour le développement, in close collaboration with the Laboratoire sur la découvrabilité et la transformation des industries culturelles à l'ère du commerce électronique (LATICCE), are organizing a public conference to take stock of research in Quebec and France into the discoverability of French-language cultural content on digital platforms.

This event provides an opportunity to discuss the results of the most recent research funded by the Ministère de la culture et des communications du Québec and the FRQ in this field, while exploring new issues and emerging questions relating to: the impact of digital technology and AI on the cultural and creative industries, the role of recommendation algorithms in attentional design, the digital practices and discoverability strategies of artists/content creators and cultural professionals.

For more details : [click here](#)

Les conférences du LATICCE 2024-25
Événement dans le cadre du mois de la Francophonie 2025

**Accéder à la diversité des cultures via les réseaux et plateformes :
Des barrières aux leviers de la découvrabilité en 2025**

Co-organisé avec la Chaire Unesco en communication et technologies pour le développement et la Chaire du Québec sur l'IA et le numérique francophones

Conférenciers
Michèle Rioux (UQAM) Destiny Tchéhouali (UQAM)

Participation spéciale de
Philippe Bouquillon (Sorbonne Nouvelle)

Présentations des projets de
Steven Taliec (France) Brice Simeu (Québec)

13 Mars 2025, 13h45 à 17h00

LOCAL - Chaufferie (CO-R700) pavillon du Cœur des sciences
175, avenue du Président-Kennedy
La conférence sera suivie d'un cocktail

Logos: CEIM, LATICCE, UNESCO, iANF, CRSH SSHRC, UQAM, Culture et Communications Québec

SOUTH AMERICA

ARGENTINA

UNESCO CHAIR IN PUBLIC COMMUNICATION FOR SOCIAL JUSTICE, HUMAN RIGHTS AND TERRITORIAL DEVELOPMENT (COMUNIC.AR)

**NATIONAL UNIVERSITY OF VILLA MARÍA (UNVM)
VILLA MARÍA (CÓRDOBA) ARGENTINE**

First Latin American meeting to build the Unitwin network: Knowledge on the move, organized by the UNESCO Chair in Vulnerability and Social Inclusion at the Autonomous University of the State of Mexico and CENID Mexico City, **March 5-7, 2025**.



The UNESCO Chair Comunic.ar is participating in and convening the **First Latin American Meeting for the construction of the Unitwin network: Knowledge on the move**, organized by the UNESCO Chair “Vulnerability and Social Inclusion” of the Autonomous University of the State of Mexico and the CENID of Mexico City **from March 5 to 7, 2025**. The event will take place in virtual mode via the Teams platform.

For more informations :
https://catedraunesco.uaemex.mx/images/banners/programa-catedra-5_4.pdf

ASIA

KAZAKHSTAN

UNESCO CHAIR IN JOURNALISM AND COMMUNICATION

NATIONAL UNIVERSITY OF KAZAKHE AL-FARABI ALMATY, KAZAKHSTAN

International Conference for students and young scientists « FARABI ALEMI » (3-5 april 2025)



The “Farabi Alemi” International Conference of Students and Young Scientists is being held at Al-Farabi Kazakh National University from April 3-5, 2025 in Almaty, Kazakhstan.

The conference is open to students and young scientists under the age of 40 from universities and research institutes in Kazakhstan and abroad.

The conference will consider reports on theoretical, experimental and applied research in various fields of science and scientific inventions.

The following sections will be held at the Faculty of Journalism as part of the largest conference of students and young scientists:

Science journalism and communication ;
International journalism and public relations;
Publishing and design.

For further details, click here: <https://farabi.university/news/94072?lang=en>

The UNESCO Chair in Journalism and Communication will also be organizing a round table on “Legal regulation of new media as a factor in achieving sustainable development goals”. Scientists, lawyers and media practitioners from Kazakhstan, Central Asia and abroad will be taking part. The event will provide a unique platform for fruitful discussion of key issues, the exchange of opinions and experience, and the identification of topical questions.

EUROPE

PORTUGAL

UNESCO CHAIR IN COMMUNICATION, MEDIA, INFORMATION EDUCATION AND CITIZENSHIP

SCHOOL OF SOCIAL COMMUNICATION LISBON, PORTUGAL

1st Residency of the UNESCO Chair in Communication, Media Literacy and Citizenship



POLITÉCNICO
DE LISBOA



ESCS

Cátedra UNESCO
Comunicação,
Literacia Mediática
e Cidadania



More than 40 professors and researchers from different scientific areas at ESCS participated in the **1st Residency of the UNESCO Chair in Communication, Media Literacy and Citizenship**. The meeting was held on **January 28th, 2025**, at the library of Palácio Baldaya, and it was marked by moments of reflection and exchange. Reflecting on ideas for the future of communication led participants to participate in this 1st Chair Residency.

Fernanda Bonacho, the Chair holder, explained that the UNESCO Chair is a project that goes across a huge national and international network and should be seen as a safe promoter for UNESCO values. Organized in thematic groups, participants discussed some of the most pressing issues in communication and media today, such as artificial intelligence, freedom of speech, and representation of diversity and environmental sustainability.



MEMBERS NEWS



AFRICA

GHANA



GIFTY APPIAH-ADJEI

1- PROJECTS IN PROGRESS

Project title: Silencing indigenous voices of misinformation in digital and AI-modified environments in Ghana.

Summary :

One of the obstacles to combating misinformation is the use of languages inherited from colonization in multilingual African contexts. This leads fact-checking organizations to successfully silence voices of misinformation in colonial languages, while neglecting indigenous languages. This article argues that the use of local languages would strengthen the efforts of fact-checking organizations to curb misinformation in Ghana. It therefore aims to examine the efforts made by these institutions to silence indigenous voices of misinformation. Through interviews and document analysis, data is collected to investigate how Fact-Check Ghana combats misinformation using local languages, and how this influences the fight against misinformation as well as development processes in Ghana. The data collected is analyzed thematically through the prism of the EEE (Explore, Engage and Empower) model of media and information literacy (MIL).

2- PUBLICATIONS

Title: Power, resistance and the experience of digital surveillance in Ghana

Summary:

During Ghana's Fourth Republic (1993-present), governments invested at least \$184 million in digital surveillance technologies from China, Greece, Israel, Taiwan, Switzerland and the UK (Oladapo and Appiah-Adjei, in Roberts et al. 2023). This chapter focuses on the implications for citizens' rights of the rapid expansion of digital surveillance in Ghana, and explores the forms of civic action used to resist the state's use of rights-violating surveillance and contestation of power in digital spaces. This chapter examines the surveillance experiences of victims targeted by government investment in surveillance technologies and the enactment of laws that support and extend government surveillance power. More specifically, it examines power and resistance in the context of rights-violating digital surveillance.

Through interviews with purposively selected journalists and human rights activists, data was collected and analyzed using a powercube framework to answer the following questions: What are the experiences of victims of rights-violating digital surveillance in Ghana? Who are the architects of acts of surveillance and what are their motivations? What strategies do victims adopt to cope with rights-violating digital surveillance? This chapter begins with the historical experience of surveillance to provide the context for describing the current landscape of digital surveillance in Ghana. After a review of the existing literature, we present our framework for analyzing the case study and answer our research questions. We use Gaventa's powercube model to analyze how government surveillance power affects citizens' rights and victims' experiences and ability to resist surveillance that violates their rights.

Link to the publication : [Click here](#)

AFRICA

MADAGASCAR

BAHOLISOA SIMONE RALALAOHERIVONY

1- ACTIVITIÉS

JOURNÉES D'ÉTUDES EN COMMUNICATION, 6th Edition - JEC 2025

For 2025, the 6th edition of JEC will be devoted to discussions and exchanges around the following key concepts of Information and Communication Sciences: communication, mediation, languages and technologies.

2- PUBLICATIONS

Seradika n°3 Varia 2024, at Madarevues

Link : <http://madarevues.recherches.gov.mg/>

NORTH AMERICA

CANADA



RANIA AOUN

PUBLICATIONS

Book title : BIG DATA ET INFLUENCE. Stratégies, design, éthique et régulation

Authors : Camila Pérez Lagos, Mehdi Ghassemi , Rania Aoun.

Summary :

The aim of this book is to renew discussion of the Big Data phenomenon in the humanities and social sciences, while calling on both young and experienced researchers, with diverse disciplinary backgrounds, but interested in deploying a critical approach to the impact of massive data on society. The book, which is divided into four main themes (Use of Big Data by States; Big Data and Privacy; Use of AI and Big Data in Economic and Financial Models; Platformization, Influence and the Public Sphere), is intended to be a reference in debates on the Big Data phenomenon in the current era.

Link to the book : [Click here](#)

SOUTH AMERICA

ARGENTINA



MALVINA EUGENIA RODRÍGUEZ

1-PUBLICATIONS

Book title: Governance of digital platforms and artificial intelligence. Contradictions and concentrations of technological power.

Authors: Aminahuel A. et Rodriguez Malvina Eugenia

Summary:

The platforming of the public sphere, concentrated in the hands of technology giants, is having harmful effects on communication, with social networks whose digital architecture facilitates the circulation of disinformation and hate speech, hindering democratic agreements and respect for human rights. Against this backdrop, recommendations are being drawn up on the basis of international and multi-sector consultations, aimed at States, civil society and digital intermediaries. However, political and economic tensions remain, due to the accelerated multiplication of digital datification and surveillance processes. This research is based on a critical examination of current debates on communication and artificial intelligence in digital capitalism.

Link to the book : [Click here](#)

2- ACTIVITIES IN 2025

In 2025, Malvina Eugenia Rodríguez in :

- She took part in the first annual meeting of the Latin American Network of Chairs and Observatories for Communication and Information, Culture and Social Development. As such, she has signed up to the Citizens' Charter (AL21) - Communication for Freedom, Democracy, Citizenship and Good Living.

SOUTH AMERICA

BRAZIL



ROSA MARIA VICARI

ACTIVITIES

In 2025, Rosa Maria Vicari takes part in :

- A project to equip teachers and professors in the use of artificial intelligence (AI). Taking place in public schools in Piauí, Brazil, the project also aims to train teachers to teach AI to their students. Every year, some 700 teachers and over 1,200 students have benefited from this initiative.



SOUTH AMERICA

MEXICO



FERNANDA BONACHO

1- PROJECT

Climate Journalism Goes to University

About the project:

Journalism plays a key role in educating and informing about one of our greatest social challenges in an era of climate crisis. However, although climate journalism is on the rise worldwide, the training of journalism students in this area is often insufficient. By promoting and increasing training in climate journalism, the cross-border project 'Climate Journalism Goes to University', with the support of the EEA Grants program 'Portugal and Norway: Partnerships for Innovation', unites the School of Media and Oslo Metropolitan University in a bilateral initiative that aims to create a tangible and constructive influence on the next generations of journalists and newsrooms. The expected results have the potential to be long-lasting, as this pilot project will lay the foundations for an annual partnership between ESCS and OsloMet that will continue to support, promote and strengthen climate journalism training in the years to come.

Link : [Click here](#)

2- PUBLICATION

Title : Climate journalism: A guide for future journalists

Link : [Click here](#)

SOUTH AMERICA

MEXICO



MANUEL ALEJANDRO GUERRERO

ACTIVITIES

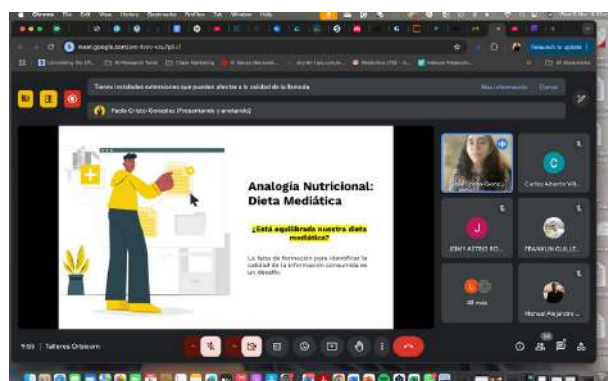
News from the Media Literacy MOOC

Free training workshops for undergraduate teachers and professors have begun, as part of the self-directed course on media and digital literacy, developed jointly by the UNESCO Chairs of the University of Lima, the University of Villa María and ORBICOM. Carmen Rico also collaborated as an ORBICOM associate from the Université du Québec à Montréal.

This project has benefited from the support and collaboration of the NGO Movilizadorio (<https://movilizadorio.org/>) as part of its Digimente program (<https://digimente.org/>).

The workshops will take place every Wednesday in March, with one day dedicated to each of the four modules.

More than 50 teachers and professors from more than **8 Latin American countries** logged on, which was a **real success!**



ASIA

INDONESIA



ANNA AGUSTINA

PUBLICATION

Book title : Multi-Stakeholder Contribution in Asian Environmental Communication

Chapter : Environmental Communication on Indonesian Waste Management and Mobile Apps Data Identification

By : Anna Agustina, Siswantini

ABSTRACT :

This chapter identifies human waste management issues in Indonesia, emphasizing the need for integrated environmental communication applications. While various actions to address waste exist, such as reducing, reusing, and recycling, they are often scattered and unsustainable. This chapter identifies stakeholders and their roles in effective waste management. It proposes an application that can foster an individual's positive behaviors, providing access to engage, integrate, and sustain actions related to waste management. The significance of formulating application features of waste management lies in integrating stakeholder roles to contribute to solving sustainable waste issues. The application also aims to raise individuals' knowledge and guidance on waste management and reduction. Despite the existence of such applications, challenges include increasing user engagement through necessary activities, as individuals may use several applications. Additionally, financial support is crucial to sustain offline guidance and support for waste management. Ultimately, the chapter aims to contribute to the success of the Indonesian waste management law launched in 2017 (No. 97), aligning with the road map for 2025.

Link : [Click here](#)

ASIA

KAZAKHSTAN

ORYNTAY OSHANOVA

1-PROJECT

Région - Asie centrale : Journalism training on migration issues

About the project:

For the first time in Kazakhstan, scientists from the Faculty of Journalism have developed and implemented an online course in five languages based on the experience of Kazakhstan, Kyrgyzstan, Tajikistan and Uzbekistan, entitled “Region - Central Asia: Journalism training on migration issues” for a mobile application on the EdApp platform. The project is supported by the International Program for the Development of Communication. The course, created using the capabilities of multimedia technologies, contributes to the development of the platform for journalism education in Central Asia.

Links : [Click here](#)
[Click here](#)

2- ACTIVITIES

a- Betashar listed as a World Heritage Site

The traditional Kazakh wedding ceremony “Betashar” was presented to foreign students at the KazNU Faculty of Journalism in Almaty. Young people from Afghanistan, Bangladesh, China, Pakistan and Arab countries were invited to the event. Kazakh students took part in the impromptu performance. A few days earlier, at a meeting of the UNESCO Committee for the Safeguarding of the Intangible Cultural Heritage in Paraguay (Asuncion, 2024, December), the “Betashar” ceremony was inscribed on the Representative List of the Intangible Cultural Heritage of Humanity.

Betashar (unveiling of the face) is a traditional wedding ceremony. It symbolizes the beginning of a new chapter in a bride's life, when she becomes a member of her husband's family.

Oryntay Oshanova, head of the UNESCO Chair of Journalism and Communication at the Kazakh National al-Farabi University: “We think it's great that our traditions are being valued and promoted worldwide. Young people are helping to preserve this culture, showing its uniqueness and positive significance.”

Furhan Hafiz, a student at the biology faculty of al-Farabi Kazakh National University: "It's a very beautiful wedding ceremony. Incidentally, there is a similar tradition in Pakistan and India - we also uncover the bride's face at the wedding.

"The younger generation needs to understand its history and traditions in depth, and learn from the lessons of the past. Generally speaking, the country is doing a meticulous job of preserving and enhancing its historical and cultural heritage. Recently, for the first time in many years, the national list of intangible cultural heritage was considerably expanded," emphasized Kassym-Jomart Tokayev.

b-International Mother Language Day

International Mother Language Day - 2025 was celebrated on February 19, 2025 at the United Nations Centre in Almaty, marking the silver jubilee (25th anniversary) of this global celebration. Originally proposed by UNESCO in 1999, and approved by the United Nations General Assembly (UNGA) in 2002, International Mother Language Day has played a key role in promoting linguistic diversity, multilingual education and preservation of cultural heritage.

This year's event aligns with the UN's Sustainable Development Goals (SDGs) and focuses on the role of language in promoting inclusive societies, reducing inequalities and promoting peace and cultural preservation. This dynamic cultural event was organized by the Ban Ki-moon Institute for Sustainable Development, the UNESCO Chair in Journalism and Communication and the Association of International Students of the Kazakh National al-Farabi University.

The event brought together 32 participants from Bangladesh, China, France, Hungary, India, Indonesia, Iran, Iraq, Jordan, Morocco, Nigeria, Russia, Syria, Tajikistan, Tanzania, Tunisia, Turkey, Turkmenistan, Yemen and Zambia. These participants presented and discussed the importance of their mother tongues, including Arabic, Bahasa, Bengali, Bemba, Chinese, French, Hausa, Hindi, Hungarian, Kashmiri, Kazakh, Malay, Malayalam, Manipuri, Moroccan Darija, Pamiri, Persian, Russian, Turkmen, Uyghur and Yoruba.

Discussions focused on the role of language in education, identity and cultural sustainability. It was a practical measure to protect endangered languages and promote multilingualism as part of global development efforts. Participants also shared their personal experiences of language preservation, the problems of linguistic assimilation and the impact of globalization on indigenous and minority languages.

c- The UNESCO Chair in Journalism and Communication at al-Farabi Kazakh National University maintains close links with the Donald P. Bellisario College of Communication at the University of Pennsylvania (USA).

Assistant Professor Kathleen O'Toole teaches a course on international reporting at the University of Pennsylvania. This is one of the university's flagship courses, awarded on a competitive basis to the best-performing students. Students spend the first six weeks of the spring semester (January-February) researching their destination country and possible story ideas. They then travel to the country for 9-10 days over spring break, in early March, to continue their research, interview sources and film their reports and videos for social networks.

This academic year, they have chosen Kazakhstan, and after their arrival, together with our international journalism students, they will conduct research, interview sources and film videos for news reports and short videos on TikTok.

Back in the U.S., they'll spend the rest of the semester preparing detailed print and multimedia materials and producing a special issue that will receive widespread coverage across the state of Pennsylvania (including the two largest cities, Pittsburgh and Philadelphia).

This international project marks the beginning of a close collaboration between the two universities.

ASIA

MALASIA



SHAMSUL AMRI BAHARUDDIN

1- PROJECTS IN PROGRESS

About the project

Distinguished Professor Datuk Dr. Shamsul Amri is delighted to share his ongoing research projects exploring the rich tapestry of culture and cohesion in Malaysia.

Adat Perpatih Portal: This initiative aims to showcase and promote matriarchal culture by providing a sustainable platform for the communities involved and fostering a greater understanding and appreciation of their practices and values.

The project is the result of a collaborative effort under his leadership. Currently, preliminary work is underway, and ongoing efforts are being made to strengthen the team to ensure the project's success.

The introductory website for the project can be accessed at <https://adatperpatih.com/>

EUROPE

SPAIN



AMPARO HUERTAS BAILÉN

1- PROJECT IN PROGRESS

Title : Migrant activism on digital platforms in support of far-right and anti-migration policies

Members involved: Denise Cogo, Amparo Huertas Bailén and Luiz Peres-Neto.

About the project:

The aim is to analyse the political activism of transnational migrants on digital platforms in three countries (Brazil, Spain and the Netherlands) in an attempt to understand how the dynamics of mobilisation in favour of far-right political proposals (such as, for example, gender ideology, anti-globalism, weaponry, scientific and climate denialism, anti-communism, religion) and anti-immigration positions are configured. It also explores how digital platforms shape the links between political polarisation and transnational migration. The funding was obtained under the call for proposals 'MCTI/CNPq n° 16/2024 - Apoio a International Scientific, Technological and Innovation Research Projects' (Brazil)

2- PUBLICATIONS

Peres-Neto, L. (2025). Spanish Extremist Right-Wing Populist Campaign: Vox and the Pandemic as an Opportunity to Spread Hate Speech and Sinophobia. In R. Novais, & R. Christofolletti (Eds.), *The Palgrave Handbook on Right-Wing Populism and Otherness in Global Perspective* (pp. 343-357).

Abstract:

During the outbreak of Covid-19, populist extreme right-wing political party Vox has spread misinformation on China and its role in the origin and spread of the sars-coronavirus-2. This chapter addresses how Vox has expressed it on Facebook, which can be considered hate speech and Sinophobia.

EUROPE

FRANCE



LAMIA AIDOUDI

1- PROJECTS IN PROGRESS

Title : Social cohesion and gender equality in the media

Members involved : Lamia Aidoudi, Rania Aoun, Aurélie Blot

About the project:

This collaborative project explores gender representation in three forms of media (cinema, TV series, digital media) through a cultural and feminist approach. It compares three distinct socio-cultural contexts: France, Tunisia and Quebec. The aim is to analyse the influence of media productions on perceptions of equality and parity. The methodology combines qualitative analysis, interviews with professionals and a participatory approach. In partnership with MICA (Bordeaux Montaigne University), the UNESCO Chair in Bordeaux and the Orbicom network, this project aims to put forward concrete recommendations for more equitable gender representation.

2- ACTIVITIES

01 February 2025: Temporary teaching and research assistant (ATER) in Information and Communication Sciences in Tarbes, France.

18 February 2025: lecture at the Université Inter-Âges de Poitiers on the dissemination of knowledge.

June 2025: participation in a working group within the MICA research laboratory, Media, Societies and Cultures axis, for the organisation of a study day on the theme 'Transmission, inclusion and bringing research to life'.

EUROPE

LATVIA



LAURA ARDAVA ABOLINA

PUBLICATIONS

PScientific publication (in English) on our contribution to the media literacy in Latvia.

1- Ardava-Āboliņa, L. (2024). Media literacy for shared understanding of reality: various discourses of the project “Media literacy and information literacy classes in educational institutions of the eastern border regions of Latvia”. In: Zelče, V. (red.).

2- Crossword puzzle (in Latvian) dedicated to the media literacy terminology, created by Laura Ardava Abolina. This material is a tool for school teachers.

Link: [Click here](#)

MIDDLE EAST

IRAQ



ABDULKAREEM AL-DEBAISI

PUBLICATIONS

1- Title: The Uses and Applications of Artificial Intelligence in Measuring Public Opinion Trends and the Impact of Misinformation

Abstract

The study aims to identify the key applications of artificial intelligence in measuring public opinion trends and the algorithms used for information manipulation that mislead public sentiment. It seeks to answer the following complex questions: How are AI applications utilised to measure public opinion trends? How are they employed to disseminate misleading information that deceives and distorts public awareness?

To explore these issues, the study employs a cybernetic epistemological framework based on Karl Popper's theory of evolution, revealing the role of artificial intelligence in analysing public opinion trends. It relies on data from social media users to assess sentiments and extract opinions, and it examines how media institutions utilise AI in public opinion polling related to elections, the impact of generative AI on misleading information, and the political targeting of voters.

The findings indicate that the use of AI in measuring public opinion through sentiment analysis algorithms has allowed these tools to outperform traditional polling methods, providing more accurate, faster and cost-effective estimates of electoral outcomes.

Additionally, the study highlights that big data from social media users has opened new avenues for applying AI algorithms to analyse sentiments, understand user interests, trends and preferences. This information can be leveraged for precise political targeting and to diversify advertising content, enhancing the effectiveness of campaigns aimed at specific user segments and motivating them to engage with the initiatives.

Link : [Click here](#)

2- Book title: Artificial Intelligence and its Applications in the Media Industry**Abstract:**

In January 2025, a new book by Dr. Abdulkareem Al-Debaisi entitled "Artificial Intelligence and its Applications in the Media Industry" was released. The book includes six chapters. The first chapter includes artificial intelligence in general in terms of concept, classifications, and functions. The second chapter covers artificial intelligence applications in the media industry, most notably artificial intelligence applications used in newsrooms, artificial intelligence applications in television and cinema, artificial intelligence applications in social media, and in the fields of advertising, music, and publishing. The third chapter includes the concept of artificial intelligence journalism, its advantages, and the most prominent challenges it faces. The fourth chapter includes the topic of using artificial intelligence to spread misleading information online, and its impact on security and societal peace. The fifth chapter includes the use of artificial intelligence applications in measuring public opinion trends. The sixth chapter covers the economics and leadership of the media industry and the American communications and media industry, the most prominent media institutions in the United States, their revenues, and the most prominent components of their economies and leadership in the communications and media industry.

Link : [Click here](#)

MIDDLE EAST

LEBANON



MAY ABDALLAH

ACTIVITIES

- Ongoing preparation of the next colloquium of the Association of Arab Researchers in Communication (AARCS), to be held in November 2025, on the theme: scientific and academic issues in Communication Sciences - resulting from the use of AI.
- Participation in several online research workshops on different themes around media education and AI issues.
Link: www.arabaacs.com
- Annual project involving groups of researchers from 7 Arab countries, consisting of a field study on experiences in media education.
- Project involving groups of researchers from several countries, consisting of content analyses of press coverage of Middle East crises.

PUBLICATION

Book title: Philosophy of Communication,

Publisher: Dar Annahda Al-Arabiya,

Year of publication: 2025

Link: www.drmayabdallah.com

MIDDLE EAST

LEBANON



IMANE RIZK

PROJECT IN PROGRESS

STraumatic memory and defensive functioning

Case study: Generalized Anxiety Disorder
Center international dhad et d'audit

Summary:

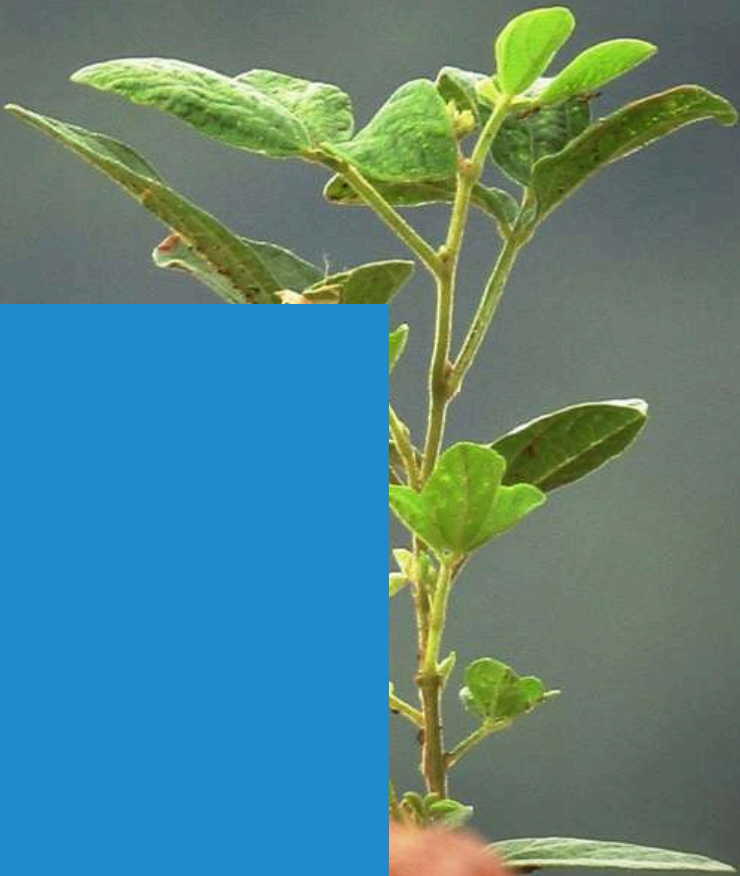
Generalized Anxiety Disorder (GAD) is a clinical, fuzzy, residual entity of anxiety disorders among the five other entities: panic disorder with or without agoraphobia, social anxiety disorder, specific phobia, obsessive-compulsive disorder (OCD) and post-traumatic stress disorder. This disorder is exacerbated by floating anxiety and excessive worry, accompanied by constant, excessive and uncontrollable worry, pejoratively anticipating unfortunate events; in other words, a traumatic event (accident, death of a loved one, etc.) associated with a feeling of nervousness "being on edge", and fear with motor tension and neurovegetative disturbances paralyzing the person and the application of solutions.

The key element of GAD is the persistence of the worries that are part of our lives, even when the emotion is not strong, and every day for a period of at least 6 months. At this stage, perception takes on a dangerous aspect, affecting cognition and interfering with the subject's performance, triggering physical discomfort and going beyond the usual and normal. These permanent worries maintain a vicious circle: worry / avoidance / worry, and diminish the subject's individual ability to process information. In order to make a diagnosis, we need to be sure that this anxiety is not linked to another anxiety disorder, and by eliminating any organic pathology (cardiac, pulmonary, endocrine, neurological, digestive, haematological, cancerous, etc.), we are able to identify the cause.

How can we talk about anxiety when it's everyone's business? Why consider it pathological when it's normal? Anxiety is a moderate emotion, since worries are occasional, somatic manifestations are discreet and the subject has control and mobilization over the situations in question. But, when this anxiety is subject most of the time, it starts to become a problem that leads to psychological and physiological symptoms such as agitation, feeling of fear, difficulty concentrating, defensive functioning, etc... it evolves by inhibiting the subject's will and causing significant suffering or altering his social, or professional, or school, or other functioning.

Key words: generalized anxiety disorder, excessive worry, traumatic event, neurovegetative disorders, worry, cognition, vicious circle, information processing, psychological and physiological symptoms.

**UNESCO
ACTUALITIES**



DOCUMENT RELEASE

Languages matter: global guidelines for multilingual education



UNESCO publishes a new guide aimed at helping ministries of education and educational sector stakeholders place multilingual education at the heart of their policies and practices. In the face of the challenges posed by linguistic diversity and migration, this guide offers solutions to facilitate the integration of multiple languages in learning environments, particularly through digital technologies.

He highlights the numerous advantages of multilingualism, both for the cognitive development of learners and for social cohesion. He advocates for everyone's right to a quality education in languages they understand, thereby promoting their academic success and inclusion.

To discover the guide : [Click here](#)

GLOBAL MINISTERIAL DIALOGUE ON SCIENTIFIC DIPLOMACY

Scientific diplomacy in a rapidly changing world: Building peace in the minds of men and women



UNESCO is soon organizing the **Global Ministerial Dialogue on Science Diplomacy**, which will take place **from March 25 to 26, 2025**.

This event aims to promote international exchange on scientific diplomacy in a rapidly changing world, marked by geopolitical tensions and technological advancements. It aims to encourage the engagement of ministers, scientists, diplomats, and experts to promote science as a tool for dialogue, peace, and the protection of human rights.

For more informations, follow this link : [Click here](#)



UNESCO CONFERENCE ON CAPACITY BUILDING IN AI AND DIGITAL TRANSFORMATION IN THE PUBLIC SECTOR



The UNESCO Global 2025 Conference on AI and Digital Transformation in the Public Sector, to be held **on June 4 and 5, 2025 at UNESCO headquarters in Paris, France**, aims to build the capacity of public administrations to harness AI, digital technologies and inclusive and accountable data governance frameworks. It will propose an action plan for digital transformation, promote equitable data governance, strengthen global digital cooperation through frameworks such as the Global Digital Compact, and foster knowledge exchange and international partnerships for sustainable governance that respects human rights.

For more details, please follow this link : <https://www.unesco.org/fr/articles/conference-de-lunesco-sur-le-renforcement-des-capacites-en-matiere-dia-et-de-transformation>

CALL FOR CONTRIBUTIONS: MONDIACULT 2025 DIGITAL LIBRARY



MONDIACULT 2025 BIBLIOTHÈQUE NUMÉRIQUE
OUVERT : APPEL À CONTRIBUTIONS

L'UNESCO met en place une base de données sur les politiques culturelles et l'impact de la culture dans toutes ses dimensions en vue de la prochaine Conférence **MONDIACULT 2025** (Barcelone, 29 septembre-1er octobre 2025).

Les parties intéressées peuvent soumettre une variété de produits de connaissance liés à au moins un des huit thèmes principaux de la Conférence. La bibliothèque numérique sera hébergée sur le site web de MONDIACULT 2025.

 **Délat** : 10 juin 2025 (23:59, heure de Paris)

SOUMETTEZ DÈS MAINTENANT !

  <https://bit.ly/M25-digital-library>

UNESCO is issuing a **call for contributions** to enrich the MONDIACULT 2025 **Digital Library**, in preparation for the **World Conference on Cultural Policies and Sustainable Development**, which will be held in Barcelona from September 29 to October 1, 2025.

Researchers, institutions, and organizations are invited to submit publications, reports, analyses, and videos on one of the eight key themes, including cultural rights, artificial intelligence and culture, or the economy of culture.

Following the MONDIACULT 2022 Declaration, this library aims to gather diverse contributions – publications, technical documents, consultation reports, creative writings, and videos –

in order to feed reflections on cultural policies and to serve as a basis for discussions during and after the Conference.

Deadline : June, 10 2025

Consult the orientation documents :

[Click here](#)



MARCH 2025



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Layout

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