







MESSAGE FROM THE PRESIDENT OF THE BOARD OF DIRECTORS OF ORBICOM

Dear ORBICOM members,

It is a pleasure to welcome you to this new academic year.

We are very pleased that many of you have been actively participating in the diverse activities promoted by UNESCO, and that some others have also been quite busy in regional activities related to their Chairs and organizing meetings, colloquia, and seminars that bring together your expertise and knowledge in the service of better, more just, and democratic societies.

We are also preparing to launch the third edition of the Collaborative Projects, this time exploring ways to support the selected projects with funding, contingent on members paying the ORBICOM fees. This progress has been made possible by renewing our agreement with UNESCO, which solidifies ORBICOM's role as a research network and think tank aligned with UNESCO's communication and information goals. It should also be noted that this achievement is due to the efforts of our general secretary. In short, we will share more information on this very important issue.

Finally, on behalf of ORBICOM and its staff, I would like to congratulate the extraordinary organization of our recent conference in Strasbourg. We had a large number of ORBICOM members participating either in person or virtually in the discussion of a very relevant topic for our days, Communication, Artificial Intelligence, Remediation, Ethics, and Inclusion. Each aspect directly impacts every aspect of our lives today. Technology greatly influences how we discuss, present, represent, and engage in the public sphere. Ethics and inclusion are under threat. However, remediation has the potential to provide solutions to individual or collective problems. And inclusion must guide the creation of open and accessible environments that value diversity and equity. We must keep discussing on these topics, since more reflection, better understanding, clearer explanations, and timely policy and collaboration suggestions are needed from dedicated experts like those in ORBICOM.

I wish you an excellent start to this academic year.

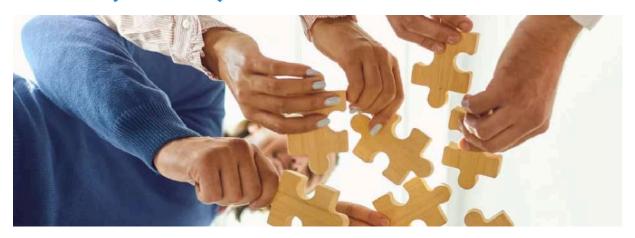
Best regards,

Manuel Alejandro Guerrero ORBICOM - President

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LAUNCH OF THE THIRD EDITION OF ORBICOM COLLABORATIVE PROJECTS (2025-2026)



The third edition of the Collaborative Projects (2025–2026) is now officially launched.

It is open to UNESCO Chairs and all ORBICOM members who are planning or already conducting a research project that involves international comparisons or collaborations.

This new edition continues the network's ongoing efforts to promote interdisciplinary and interregional exchanges, while strengthening its role as a scientific and reflective platform in support of UNESCO's objectives in the fields of communication and information.

Among the main new features of this edition:

- Oversight by the Academic Advisory Committee (AAC), responsible for the selection, monitoring, and evaluation of projects to ensure their scientific quality;
- Implementation of a double-blind evaluation process, guaranteeing the impartiality and transparency of decisions;
- This call is also open to individuals who participated in last year's call and who believe
 that their project requires ongoing collaboration to achieve the desired results. It is
 important to note that the same project can only participate in this call for collaborative
 projects for two consecutive years;
- And, for the first time, there is the possibility of funding offered by ORBICOM, thanks to membership fees, subject to their effective payment. In this regard, it is very important to take note of the announcement that ORBICOM will make regarding the availability of resources in early 2026.

Selected projects will benefit from ORBICOM's collaborative framework, which promotes exchanges among Chairs, associate members, and partner institutions.

A diversity of dissemination formats (written reports, audiovisual or digital materials) is encouraged, provided that the objectives and results are clearly communicated.

To learn more about the call — eligibility requirements, research areas, timeline, and selection criteria — please consult the full document online: <u>Click here</u>

STRASBOURG 2025: ORBICOM'S 13TH CONFERENCE — BETWEEN SCIENTIFIC EXCHANGE AND HUMAN CONNECTION

Organized by the <u>UNESCO Chair</u> "Journalistic and Media Practices" at the University of Strasbourg, ORBICOM's annual conference, held from September 29 to October 2, 2025, brought together more than 250 participants from 28 countries around the theme CIAREI: Communication, Artificial Intelligence, Remediation, Ethics, and Inclusion.



A collective reflection on the new challenges of communication

CPlenary sessions, panels, workshops, and scientific presentations followed one another at a steady pace, reflecting the diversity of approaches and the richness of the reflections shared.

The discussions brought together perspectives from all continents, fostering a critical dialogue on contemporary issues in communication, media, and the digital sphere.









A promising scientific and organizational outcome

- **International participation:** 28 countries represented, with more than 250 registered participants;
- **Scientific visibility:** all presentations, whether delivered in person or remotely, will be included in the conference proceedings;
- **Dissemination of research:** papers presented must be submitted by December 31, 2025, in accordance with the guidelines established by the track coordinators. Some works will also be featured in partner scientific journals;
- **General Assembly:** held on October 2, 2025, with strong member participation. An additional online session is scheduled for November 2025.

Moments of conviviality and cultural exchange





Beyond the academic sessions, the conference was punctuated by convivial moments that left a lasting impression.

These highlights strengthened the bonds among network members and provided a setting conducive to meaningful exchange.

Acknowledgments

The ORBICOM Secretariat wishes to extend its sincere gratitude to the UNESCO Chair at the University of Strasbourg and its holder, Philippe Viallon, for the quality of the welcome and the professionalism of the organization.

Special recognition is also given to the organizing team, whose dedication and attention to detail made it possible to create an event that was both rigorous and warmly engaging.

Toward the next edition

We look forward to the 2026 edition of ORBICOM, to be held in Montreal, which aims to further broaden the dialogue and engage new partners in the network's ongoing academic and scientific exchange.

A NEW MEMBERSHIP POLICY COMES INTO EFFECT: TIME TO UPDATE MEMBERS' PROFILES!



ORBICOM is implementing its new Membership Policy, adopted by the Board of Directors on June 26, 2025, and ratified by the General Assembly on October 2, 2025.

This updated policy aims to clarify the terms of membership, making them fairer, more transparent, and better aligned with the current realities of our international community.

It applies to all holders, co-holders, and directors of ORBICOM Chairs, as well as to researchers, professors, and specialists working in the fields of communication, information, or digital technologies, whose work aligns with ORBICOM's thematic priorities.

Consult the Membership Policy at the following link: https://orbicom.ca/rejoindre-orbicom/?

This updated policy marks the launch of a major network-wide initiative to update members' profiles.

The information campaign is currently underway: all members will receive an email containing the necessary details to:

- update their profile on the ORBICOM website;
- complete the payment of their annual membership fee.

Updating member profiles is essential, as it enhances the visibility of individual areas of expertise and encourages the development of collaborations among Chairs and researchers.

And to conclude on an excellent note:

Membership fees will now be dedicated exclusively to funding ORBICOM's Collaborative Projects, an initiative that will provide concrete support for research and innovation within the network.

For any questions, the General Secretariat team remains available at: orbicom.unesco@uqam.ca

FROM MEMORY TO THE FUTURE: ORBICOM ESTABLISHES FOUR ARCHIVAL COLLECTIONS



During the summer of 2025, ORBICOM undertook a major archiving initiative aimed at preserving its history and better highlighting the contributions of those who have shaped the Network since its founding. This meticulous work of collecting, sorting, and organizing documents accumulated over the years led to the creation of four distinct archival collections, each carrying its own unique memory. Two of these collections relate directly to ORBICOM, while the other two pay tribute to individuals and initiatives that have marked its development.

One of them is a section dedicated to <u>Thérèse Paquet-Sévigny</u>. A prominent figure in the field of communication and co-founder of the Network, Thérèse Paquet-Sévigny helped shape ORBICOM's lasting identity and direction. The documents gathered in this section provide tangible evidence of her commitment and her central role in the growth of ORBICOM.

The other collection highlights the Joint Concordia–UQAM Research Centre on Communication in the Asia-Pacific Region, initiated by former Secretary-General <u>Claude-Yves Charron</u>. This centre played a key role in broadening ORBICOM's engagement with international issues and helped strengthen academic collaborations from a comparative and intercultural perspective. The documents compiled in this collection trace these initiatives and shed light on their contribution to the Network's development.

By establishing these collections, ORBICOM marks a key milestone in the consolidation of its institutional memory. These archives serve not only as a preservation tool but also as a valuable resource for research and education, offering insight into the evolution of communication from an international perspective.

Through this work, ORBICOM reaffirms its commitment to protecting its intangible heritage and making it accessible to its members and partners, while ensuring its transmission to future generations.

ORBICOM wishes to express its deep gratitude to Nadine Chrétien, Archivist at the Archives and Information Management Service of UQAM, for her guidance and expertise in the creation of these archival collections. Her support was essential to the success of this initiative to preserve and promote the Network's memory.



CHAIRS' NEWS



CHAIRS' NEWS 11/2025

SOUTH AMERICA

ARGENTINA

UNESCO Chair in Public Communication for Social Justice, Human Rights and Territorial Development

National University of Villa María (UNVM) Villa María (Córdoba), Argentina

Publication of Issue No. 2 (August 2025) by the UNESCO Chair COMUNIC.AR

The UNESCO Chair COMUNIC.AR at the National University of Villa María (UNVM) announces the release of its Issue No. 2, the result of an outstanding collaborative effort with Dr. Sandra Flores Guevara and her team at the Autonomous University of the State of Hidalgo (Mexico), as well as the editorial work of Dr. Aimé Aminahuel and Dre Malvina Rodríguez.

This new issue brings together contributions presented at the 21st International Congress "Women, Feminisms, and Gender Studies," held in April 2025 at UAEH.

Cette publication semestrielle, qui met en valeur les contenus issus des rencontres scientifiques, est désormais disponible dans la section Publications du site web de la Secrétairerie à l'internationalisation de l'UNVM.

















Link: Click here

ORBICOM Collaborative Project – Computer and Artificial Intelligence Literacy Without Computers

On September 24, 2025, at 11 a.m. (Argentina), the UNESCO Chair COMUNIC.AR at the National University of Villa María organized the first international forum "Ancestral Knowledge, Ethnomathematics, and Artificial Intelligence," as part of the series "Dialogue of Knowledges in the Digital Age."

This forum was held within the framework of the ORBICOM collaborative project titled "Computer and Al Literacy Without Computers: Integrating Ancestral Andean Technology (Quipus and Yupana) for the Development of a Sustainable and Original Digital Technology Applicable to the Fields of Entrepreneurship and Communication."

Speakers included Jaime Bailón (Peru), Umberto Roncoroni, and Luca Baraldi (Italy).

The session was moderated by Malvina Rodríguez and coordinated by Aimé Aminahuel and Malvina Rodríguez.

The event was held on the Meet platform.

For more information, please contact: catedraunesco@unvm.edu.ar

CHAIRS' NEWS 11/2025

SOUTH AMERICA

PERU

UNESCO Chair in Communication and Culture of Peace

University of Lima

Round Table – "Narratives on Insecurity in Peru: Perception and Reality of Violence and Fear"

On Thursday, September 18, 2025, the UNESCO Chair on Communication and Culture of Peace at the University of Lima organized a conference-dialogue titled "Narratives on Insecurity in Peru: Perception and Reality of Violence and Fear."

The event took place from 11 a.m. to 1 p.m. in Auditorium O of the University of Lima, with simultaneous broadcasting via Zoom.

This meeting aimed to provide a space for critical and comparative reflection on media and political discourses related to citizen insecurity, analyzing how these narratives are constructed, their effects, and the ways to counter them through ethical and responsible communication.

Participants:

- Paolo Benza Journalist, Director of La Contra
- Gen. PNP (ret.) Óscar Rolando Serván López
- Ricardo Valdés Director of the Observatory on Crime and Violence, former Vice-Minister of the Interior
- Orazio Potestá Professor at the University of Lima

For more information, please contact the UNESCO Chair on Communication and Culture of Peace at the University of Lima.

CHAIRS' NEWS 11/2025

EUROPE

SPAIN

UNESCO Chair on Communication Research

Rey Juan Carlos University (URJC) Madrid

Visit of Carmen Rico to the UNESCO Chair on Communication Research at Rey Juan Carlos University (Madrid, Spain)

On September 24 and 25, 2025, <u>Carmen Rico</u> visited the UNESCO Chair on Communication Research at Rey Juan Carlos University (URJC) in Madrid, Spain.

Involved Members:

- URJC: Carmen Caffarel, Rainer Rubira et Patricia Izquierdo-Iranzo
- UCM (Complutense University of Madrid): José Luis Piñuel et Juan Antonio Gaitán

On September 24, Carmen Rico visited the Complutense University of Madrid, a partner of the Chair, where she delivered a lecture titled "A Meta-Research Perspective on Master's Theses from Quebec (Canada)." She then held discussions with José Luis Piñuel and Juan Antonio Gaitán (UCM) regarding the MapCom research project, which focuses on meta-research in communication studies in Spain.

On September 25, she met with journalism students at URJC for a discussion on the topic "Cultural Mediations in Latin American Schools: Encounters between Jesús Martín-Barbero and Michel de Certeau."



Carmen Rico with Journalism students at URJC



At the Complutense University of Madrid, on September 24. Standing, from left to right: José Luis Piñuel (UCM), Carmen Caffarel (URJC), Patricia Izquierdo-Iranzo (URJC), Carmen Rico (UQÀM), Carlos Lozano (URJC), and Juan Antonio Gaitán (UCM).

Front row, from left to right: Salvador González (URJC) and Gemma Teso (UCM).



Standing from left to right: José Luis Piñuel, Rainer Rubira, Carmen Caffarel, Patricia Izquierdo-Iranzo, Carmen Rico, Gloria Gómez-Escalonilla, Flavia Gomes and other members of Communication department at URJC.



NORTH AMERICA CANADA



SOLANGE TREMBLAY

PUBLICATIONS

1- Newsletter: HORIZONS ECHOES, June 2025, Issue No. 3

The third edition of HORIZONS ECHOES, titled "Communicating Hope Across Borders," celebrates the vitality of a global community, the unifying power of communication, and the strength of shared commitment—illustrated through vivid examples of resilience and creativity.

In its conference section, this issue also announces the 2025 ORBICOM Annual Conference, themed "Communication, Artificial Intelligence, Remediation, Ethics, and Inclusion," organized by several partners, including the UNESCO Chair in Journalistic and Media Practices, to be held from September 29 to October 1, 2025.

Link: Click here

2- Newsletter: HORIZONS ECHOES, October 2025, Issue No. 4

In its October edition, HORIZONS ECHOES pays tribute to those who use communication to unite and inspire across divides. This issue also features a "Special Focus on Consulting Firms" dedicated to sustainability and integrity, and marks a historic milestone for women's and African leadership in the field of international public relations.

Link: Click here

SOUTH AMERICA ARGENTINA



MALVINA EUGENIA RODRÍGUEZ

1-ACTIVITIES

On August 26, 2025, Malvina Rodríguez participated as a speaker at the forum "New Right-Wing Movements and Political Communication Strategies: Polarization and Disinformation in the 2025 Electoral Context," organized as part of the research program "Political Communication and Democracy in Digital Capitalism," which includes members of the UNESCO Chair COMUNIC.AR.

The event was held at the National University of Villa María (Argentina) and brought together 60 students and faculty members.

Other speakers included Dr. Pablo Ponza, Dr. Gabriel Montali, and Dr. Aimé Aminahuel.

ASIA INDONESIA



DENI DARMAWAN

1 - ONGOING PROJECTS

DCIRV BASED ON AI FOR EDCOMM IN ASIA AND EUROPE

By. Deni Darmawan, Elizabeth Gardere, Dostnazar Ximmataliyev, Rustam Ergashev, Cecep Kustandi, Ence Surahman, Jenuri.

Abstract:

The development and utilization of VCDLN-TVUPI products have been successful in Indonesia, Japan, and Korea through Experts from Bordeaux France. Furthermore, research from 2025 to 2026 will build a Digital Innovation Center for the Development of VCDLN Robots (DCIRV) based on Artificial Intelligence to strengthen and expand future innovation. So the focus of this research will include DCIRV Network Updates to the VCDLN Database Center and API (Application Programming Interface); Content Recommendation Chatbot and Localization. Thus, the method that will be used is the ADDIE model (Analysis, Design, Development, Implementation, and Evaluation).

2-PUBLICATIONS

In the past year, Deni Darmawan has published:

1- An article titled: "Android E-Module Improves Reading Skills in English Language Learning."

Published in the Indonesian Journal of Innovation Studies, Vol. 26, No. 3 (July 2025).

DOI: 10.21070/ijins.v26i3.1462

Link: Click here

- 2-A book titled "Deep Learning Through DCIRV for Robotics VCDLN Based on Artificial Intelligence."
- 3- Presented his paper on "Biocommunication as a Scientific Foundation for Artificial Intelligence."

For more details on the latter two publications, please contact the researcher.

3-ACTIVITIES

Professor Deni Darmawan participated as an invited speaker (Note Speaker) at the 5th International Conference on Modern Educational Technology and Social Science (ICMETSS 2025).

More information is available at the following address: : https://www.icmetss.com/speaker

4-NOMINATIONS AND DISTINCTIONS

Professor Deni Darmawan, Director of the Cibiru Campus at the Indonesia University of Education (UPI), was awarded the title of Honorary Professor by Chirchick State Pedagogical University (CSPU) in Uzbekistan on June 24, 2025. Already a professor at UPI since 2019, he continues his research, teaching, and writing activities, with a total of 63 published works.

This distinction highlights the ongoing collaboration between UPI and CSPU in the fields of research, training, and scientific publication.

(Source: Media Indonesia – 24 juin 2025)

EUROPE SPAIN



AMPARO HUERTAS BAILÉN

PUBLICATIONS

Huertas Bailén, Amparo (2025). How Can We Study Audiences Today?

AMIDI Blog. UNESCO Chair AMIDI (Media and Information Literacy and Intercultural Dialogue).

Abstract:

Attempting to answer the question posed in the title requires taking into account several ongoing debates. It is not only about reflecting on current theoretical frameworks or emerging methodologies. The issue is far more complex, undeniably influenced by something as elusive as prevailing ethical values. In this article, we seek to address this challenge by reflecting on current concerns related to audiences, as well as on how the media appear to engage with them.

Lien: Click here

EUROPE SPAIN



<u>IZQUIERDO IRANZO, PATRICIA</u>

ACTIVITIES

Hosted in Montreal from May 21 to July 28, 2025, as part of ORBICOM's faculty mobility program, Professor Patricia Izquierdo-Iranzo (Rey Juan Carlos University, Spain) conducted extensive fieldwork on the "Maple Spring" movement, within the framework of the collaborative project "Mapping and Characterizing the Role of Social Media in 21st-Century Social Movements."

Her stay, hosted by ORBICOM's General Secretariat, made it possible to carry out 18 interviews with key actors in the movement, including participants from UQAM, Université Laval, Radio-Canada, CHOQ.ca, and the Fédération professionnelle des journalistes du Québec.

Through this study, the researcher highlights:

- the place of the Maple Spring within the continuum of global protest movements of the 2010s;
- the amplifying, though not initiating, role of social media, whose use fostered coordination, memory, and participant protection; and
- the distinctiveness of the Quebec movement, deeply rooted in a long tradition of social mobilization and student associationism.

Among the perspectives discussed, Professor Izquierdo-Iranzo proposes to continue collaboration with two researchers from UQAM and Université Laval to compare the narratives collected in Montreal with other contexts (South Africa, Lebanon, Spain), in light of current digital practices.

Read the welcome article published in June 2025

EUROPE

SPAIN



JUAN IGNACIO MARTÍNEZ DE MORENTIN

ONGOING PROJECTS

SUnder the direction of Juan Ignacio Martínez de Morentin, holder of the UNESCO Chair on Communication and Values at the University of the Basque Country (UPV/EHU), the Chair's research group is currently conducting a project titled "Design and Validation of an Instrument to Measure the Responsible and Critical Use of the Internet and Digital Devices in Primary Education (Ages 9 to 12)."

The goal is to design and validate a tool that assesses the responsible and critical use of the Internet and digital technologies among students aged 9 to 12 in the Basque Autonomous Community (CAPV).

In recent years, the UNESCO Chair has developed educational resources to support secondary school teachers in teaching media, technological, and digital literacy skills.

These resources are freely available in Spanish, Basque (Euskera), and Galician at the following address: <u>Click here</u>

Publications du groupe de recherche

• Etxague-Goia, I., & Cuervo-Sánchez, S. L. (2025). Interpersonal relationships on the internet: Risky actions and the perception of seriousness in adolescence. Journal of Technology and Science Education, 15(2), 529-542.

Link: Click here

• Sáenz-Arrizubieta, E., Lareki Arcos, A., & Altuna Urdin, J. (2025). El uso de las tecnologías digitales por parte de los y las adolescentes en riesgo de exclusión social. Comunicar, 33(83), 13-24.

Link: Click here

EUROPE SWITZERLAND

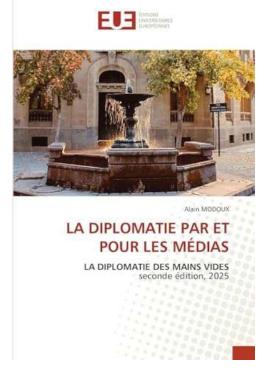


ALAIN MODOUX

PUBLICATIONS

Title: Diplomacy by and for the Media: The Diplomacy of Empty Hands Second Edition, 2025, Alain Modoux

The European University Editions (EUE) have released the second edition of Alain Modoux's memoirs under the title "Diplomacy by and for the Media", with the subtitle "The Diplomacy of Empty Hands" (title of the first edition). The author, a Swiss national, is a former senior international civil servant specializing in diplomatic and intercultural communication. More than 30 years of continuous commitment to press freedom and the safety of journalists have made him a "foremost authority" international media circles, according to Seymour Topping, Professor Emeritus of International Journalism at Columbia University (USA), former Administrator of the Pulitzer Prizes and Managing Editor of The New York Times.



Alain Modoux's professional memoirs reflect both the work he carried out in the course of his various duties—first with the ICRC and later with UNESCO—and provide insight into a number of historical events he personally witnessed, which marked the last 25 years of the Cold War and the decade following the fall of the Berlin Wall on November 9, 1989. These include armed conflicts (such as the Vietnam War, the Arab-Israeli conflict, and the Biafran War), as well as dramatic but short-lived events like airplane hijackings and hostage-takings in the Middle East (for example, TWA Flight 840 hijacked to Damascus in August 1969, the hijacking of...) of three aircraft in Zarqa in September 1970,

or that of a Sabena plane in Tel Aviv in May 1972), as well as exchanges of secret agents, such as the exfiltration from Lebanon to Israel of Mossad agent Shula Cohen (codenamed "The Pearl") in August 1967.

Beyond shedding light on these historical events, the author shares with readers his personal experience in dealing with major international media outlets (print, radio, and television)—first as Head of Institutional Communication for the ICRC, including his experience as a spokesperson to the international press, and later as UNESCO's representative in charge of promoting and defending media independence and freedom among Member States.

The experiences he recounts in his memoirs serve as valuable case studies for teachers, researchers, and students in international and intercultural communication, who can use them for educational or research purposes.

Link: Click here



UNESCO GENERAL CONFERENCE: 43RD SESSION

October 30 - November 13, 2025



@ UNESCO

The 43rd session of the UNESCO General Conference will be held from October 30 to November 13, 2025, in Samarkand, Uzbekistan, marking a historic milestone for the Organization, as it will be the first time this major event takes place outside its Paris Headquarters. <u>Learn more about the UNESCO General Conference</u>

This event, which brings together UNESCO's 193 Member States, will define the Organization's strategic and budgetary priorities for the coming years. It also serves as a global forum for dialogue on UNESCO's key areas of focus: education, sciences, culture, communication, and information.

The discussions will address, among other topics:

- the skills needed for a sustainable future;
- the ethical and inclusive use of artificial intelligence;
- the protection of heritage in emergency situations; and
- international cooperation in science and culture.

For UNESCO, this 43rd session will also be an opportunity to strengthen the implementation of the <u>Pact for the future</u>, adopted by the United Nations in 2024, which calls on States to rethink global governance, sustainability, and solidarity among peoples.

All related documents, agendas, and practical information are available on the official UNESCO website: Click here

SAVE THE DATE

World Futures Day: Anticipation in an era of volatility



SAVE THE DATE

WORLD FUTURES DAY ANTICIPATION IN AN ERA OF VOLATILITY 2 December 2025

UNESCO Headquarters 9:00 – 18:00, Room I 125 avenue de Suffren 75007, Paris



This event will aim to explore how societies and governments can respond to volatility in an era defined by technological disruptions, demographic transitions, and the climate crisis, by mobilizing foresight, anticipation, and futures thinking to inform policies and inspire collective action.

This year's edition will showcase the concrete application of foresight and anticipation in policy development.

It will also draw on interdisciplinary expertise, including that of the UNESCO Chairs in Futures Studies, to identify and examine emerging issues on the horizon.

For more information, please contact UNESCO at the following address: futures@unesco.org

NOVEMBER 2025



www.orbicom.ca

Layout by Sonia Dahmani, under the supervision of Magda Fusaro