



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

A background image showing a network of glowing nodes and lines in various colors (blue, orange, yellow) over a dark blue globe. The nodes are connected by thin lines, creating a complex web of connections. The globe is partially visible on the left side, showing the horizon and some stars in the background.

ORBI-INFO

Special Edition: Members' Publications

JUNE 2025

MESSAGE FROM THE SECRETARY-GENERAL

Dear ORBICOM Members,

It is with great pleasure that we share with you the latest issue of ORBI-INFO, exclusively dedicated to your publications. This bulletin highlights the diversity and richness of the work carried out by members of our network, whether in the form of articles, conferences, or other types of scientific dissemination.

These publications reflect the wide range of expertise within our network, as well as the ongoing commitment of each and every one of you. From East to West, and from South to North, they illustrate the vitality, richness, and impact of your contributions.

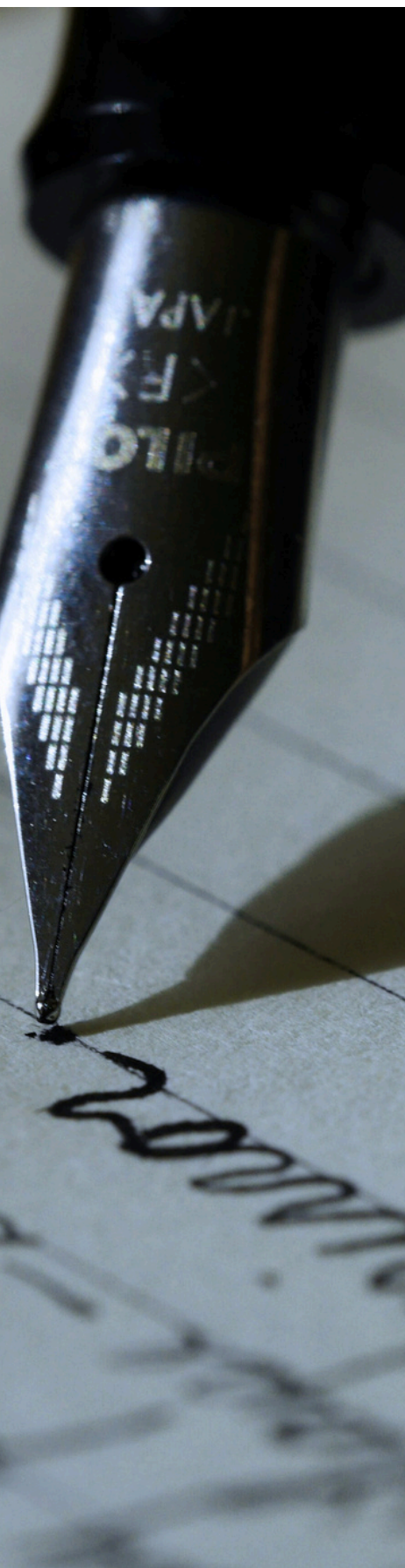
I am also pleased that many of you have responded to the call to participate in the Digital Learning Week 2025, organized by UNESCO this coming September. Several chairs will be represented and will take part in this important dialogue. It will be a wonderful opportunity to meet in person and exchange on this theme, as well as on other topics of interest to our network.

Together, let us continue to enrich our network and promote knowledge sharing, for ever more fruitful collaboration.

With my best regards,



Magda Fusaro
Professor, Secretary-General of ORBICOM
Université du Québec à Montréal



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**MEMBERS'
PUBLICATIONS**

AFRICA

GHANA



GIFTY APPIAH-ADJEI

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

Authors : Gifty Appiah-Adjei et Oyewole Oladapo
as part of the book project "Digital Surveillance in Africa"

Abstract:

The chapter focuses on the implications for citizen's rights amidst the rapid expansion of digital surveillance in Ghana and explores the forms of civic agency being used to resist rights-violating surveillance and the contestation of power in digital spaces. It considers the surveillance experiences of victims targeted by governments' investments in surveillance technologies and the enactment of statutes that support and expands government's surveillance power.

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

2-Title : Journalists' Perspectives on Artificial Intelligence and Health and Science News Coverage in Ghana

Abstract :

Journalists' Perspectives on Artificial Intelligence and Health and Science News Coverage in Ghana is authored by Gifty Appiah-Adjei in the Health and Science Journalism in the Twenty-First Century: Emerging Practices during Crisis book. The study leverages AI as a powerful means for boosting coverage and dissemination of science and health news to examine the adoption and integration of AI into science and health journalism in Ghana.

Through a qualitative approach and case study design, data is gathered to examine the extent to which journalists in Ghana are deploying AI in their production of science and health news and thematically analysed through the lens of the technology acceptance model.

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

ASIA

INDONESIA



DENI DARMAWAN

1-Book Title : Artificial Intelligence from the Perspective of Biocommunication

Authors : Deni Darmawan and Bernard Marr

Abstract:

This book explains in detail the scientific foundations and framework of AI across various areas of life. It emphasizes that the application of AI should be regulated by governmental policies or by institutions, universities, schools, and even local governments.

The book is also co-written in collaboration with Bernard Marr, a prominent figure in the AI industry across various business sectors today.

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



2-Title : Empirical Study of Differentiated Learning Using the Moodle Platform on Personalized IT Subjects in Vocational High Schools

Abstract:

his study aims to examine the implementation of differentiated learning using the Moodle Learning Management System (LMS) through personalized learning, and to describe students' responses. A qualitative and descriptive method was used. Direct interviews were conducted with student representatives to understand their responses to differentiated learning. Personalized learning was applied using Moodle's features to configure teaching materials according to students' preferences. Student learning was grouped into three types, reflecting content differentiation, and the configuration of formative and summative remedial assessments as a form of process differentiation. The results showed that: 1) Differentiated learning patterns were identified, with each student showing varied learning styles and preferences for the provided instructional materials; 2) Process differentiation effectively supported the achievement of diverse student learning abilities.

3-Title : Trends in Digital Media in Teaching Conflict Resolution Bibliometric Analysis of Research on Primary Education (2013–2023)

Abstract:

This study examines trends and thematic developments in digital media publications focused on conflict resolution education in primary schools through a bibliometric analysis. A total of 993 relevant articles published between 2013 and 2023 were analyzed using VOSviewer and Publish or Perish software. The results identify three key thematic clusters: conflict resolution, digital media, and primary education. The study reveals a significant increase in publication rates from 2014 to 2017, followed by a sharp decline in recent years, with only 18 articles published in 2023.

The bibliometric mapping highlights the growing importance of digital tools such as augmented reality and gamification in supporting conflict resolution education. Despite the declining research interest, this study emphasizes the essential role of innovative digital media in addressing educational challenges and fostering harmonious learning.

EUROPE

BULGARIA



STELLA ANGOVA

Research Paper Title: Media Culture and Higher Education in Bulgaria: Integrating Media and Information Literacy Education in Social Sciences

Authors: Svetla Tsankova, Stella Angova, Ivan Valchanov

Abstract:

This paper examines the main challenges facing the integration of media culture education in higher education in Bulgaria. The authors argue for the choice of "media culture" as a course name with the provision of theoretical and practical-applied knowledge for the perception and analysis of the impact of various media forms, public communications and types of content in a cultural, social, educational, technological, and economic context. The undergraduate course was introduced during the academic year 2023/24 for the first time in the curriculum of several majors in the field of social sciences to second-year students of the majors "Media and Journalism", "Media Economics", "Sociology", "Political Science", "International Relations" and "European Politics and Economics" at the University of National and World Economy. The effectiveness of the course in terms of acquired knowledge and skills for critical participation in media processes was assessed through an anonymous survey in Microsoft Forms. 76 respondents answered 12 questions – 10 with option choice and 2 with text input. The results reveal that students felt more adapted to the media world and better prepared to distinguish between different types of information, including disinformation and propaganda. The course also increased their confidence in evaluation and usage of media sources, while developing their critical thinking regarding social processes. Students identified topics that should be separately identified in the curriculum. The study allows for the identification of issues for national discussion from the perspective of challenges to the integration of media literacy education in universities, overcoming key barriers to the introduction and development of media literacy-oriented courses, and the impact and effectiveness of media literacy education in higher education institutions in Bulgaria.

Keywords: media culture, media and information literacy, media pedagogy, social sciences, higher education, formal education

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

EUROPE

BULGARIA



MINKA ZLATEVA

Titre: Retrospectives on Public Communication
(Sofia, Propeller Publishing House , 2024,496 p. , ISBN 978-954-392-798-2)

Abstract : The year 2024 marks 180 years since the beginning of Bulgarian journalism, 130 years of the organized journalistic movement in our country, 50 years since the establishment of the Faculty of Journalism and Mass Communication (FJMC) of Sofia University "St. Kl. Ohridski" and 30 years of the specialty "Public Relations and Advertising", which laid the foundations for the academic training of Bulgarian first specialists in public relations and advertising.

The studies and articles of Prof. Minka Zlateva, PhD, collected in the book "Retrospectives on Public Communication", published in scientific journals and collections in Bulgaria, in many countries of Western and Eastern Europe, Russia, USA and China, as well as two unpublished papers and three lectures, cover the period 1994-2024. They are related to these anniversaries and to the pioneering role of the FJMC of Sofia University "St. Kl. Ohridski" in public communication education .Emphasis is placed on a number of new developments in academic education and practice in journalism,"public relations and media pedagogy/media literacy.

The publications are grouped in three sections.

In the first section are grouped studies and articles on the history of "Journalism and journalism education". Among them is the study on the beginning of academic education in newspaper studies in Europe, its founder Prof. Karl Bücher - the scientific supervisor of the first two Bulgarian PhDs in journalism. For the first time the pre-academic forms of higher education in Bulgarian journalism in and the role of creative journalistic organizations in their realization are analyzed. The beginning of academic education in journalism in Bulgaria(1952), the contribution of three Viennese graduates and of the Bulgarian-Austrian academic cooperation to its development are presented, as well as the first pages of media pedagogy/media literacy education in the country(2003).

The second section is dedicated to "Personalities with a Cause", who have left a significant mark in world journalism and in the history of Bulgarian nation with their work and activities as bright Bulgarian friends and defenders of our national cause, as awakers of the world public conscience over the years. These are Januarius McGahan - the "liberator of Bulgaria" and the founder of investigative journalism; the war correspondent in the Russo-Turkish Liberation War and in the Balkan War, Vasily Ivanovich Nemirovich-Danchenko; the intrepid Czech journalist Vladmir Sis; the distinguished Italian journalist and writer Giorgio Norigiani; the "whirlwind reporter" Egon Erwin Kisch-classic of reporting; the "father of the computer" and electronic numeracy John Atanasoff, who forecasts in 1950 the development of Communication science, and the world-famous Polish reporter and writer Ryszard Kapuscinski.

And the third section "Development of Public Relations and Challenges in the Digital Age" brings together texts on the development of academic education in public relations in Bulgaria from its beginnings in 1994 ; the establishing of UNESCO chair "Communication and Public Relations" with the support of UNESCO by President of ORBICOM Alain Modoux and IPRA; its work in ORBICOM and creating of the communication net BALKANCOM(2009).

The book presents also its inclusion in the European academic space and in practice, the application of modern digital technologies in public relations, as well as the unfolding of the communication revolution in the 21st century and her provocations it poses to theorists and practitioners in the field of public communication and journalism.

Updates, some clarifications and additions are made to the texts with previously unknown data from the Central Government Archiv and the archives of the University of Sofia, Leipzig and Vienna University. The texts are followed by other publications and internet publications on the same topic. For the first time, the scientific texts in the book are accompanied by illustrations, some of which are from the author's personal archive.

The book "Retrospectives on Public Communication" may be of interest to researchers, specialists and students in scientific fields such as communication, journalism, public relations, sociology, European studies, media literacy, public diplomacy, etc.

It was presented on 26 February in the FJMC of Sofia University and in publications of Bulgarian Telegraph Agency (BTA), Bulgarian National Radio, Union of Bulgarian Journalists and other media and websites.

EUROPE

NORTH MACEDONIA



ZANETA TRAJKOSKA

1- Title: Monograph: The Narrative Trap: Exposing Harmful Narratives used by Politicians and Media

Abstract :

The monograph traces the paths of the harmful political narratives, exploring their creation, structuring, promotion, implementation, as well as the potential effects and consequences within the current socio-political context. It examines these narratives both during the periods of 'regular' political communication and 'electoral' political communication.

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

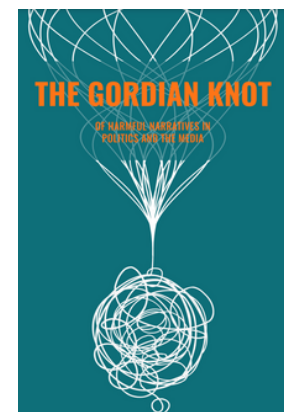


2-Title: Guide: The Gordian Knot of Harmful Narratives in Politics and the Media

Abstract :

The publication "The Gordian Knot of Harmful Narratives in Politics and Media" analyzes harmful narratives in Macedonian political discourse through case studies identified during nine months of monitoring. It examines sixteen harmful narratives in detail, highlights violations of standards in political communication and media reporting, and offers recommendations for political actors and journalists.

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



EUROPE

SPAIN



PATRICIA IZQUIERDO-IRANZO

1- Title: Overview of the Armenian Media System According to the Hallin and Mancini Model

Authors: Patricia Izquierdo-Iranzo and Liana Sayadyan

Abstract:

An overview of the Armenian media system is presented from the perspective of media professionals. The interference of the political system in the media system is analyzed, and the state of the Armenian media is examined in the context of its transition from a Soviet republic to a liberal model. The international situation provides context for the analysis (the resurgence of Russia–West hostility and globalization), as does Armenia’s troubled relationship with its neighbors: with Turkey, due to the 1915 genocide, and with Azerbaijan, because of the Nagorno-Karabakh conflict. Relevant domestic issues are also considered, such as the successful citizen mobilization and the 2018 Velvet Revolution. The methodology is based on in-depth interviews conducted in Yerevan (09/23) with 13 key informants. Their responses were analyzed through content analysis using the dimensions of the Hallin and Mancini model. The study serves to discuss how the media are used as tools of power and how the media system reproduces the political system (polarization and individual ownership). It is found that the media are owned or controlled by political parties, and that the government controls public media and also part of the private sector through broadcasting licenses and economic pressure. The media are not self-sustainable, and economic dependence compromises editorial independence; very few outlets are truly independent. There is plurality, but it is highly polarized; there is no systematic censorship, but defamation fines reinforce journalists’ self-censorship; internet freedom is high, but it leads to misinformation. Even so, professionalism exists, and there may still be hope for the media if peace and the economy stabilize.

Keywords: Armenia; Armenian media; Hallin and Mancini; media systems; political system; press freedom

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

EUROPE

SPAIN



CARLOS LOZANO ASCENCIO

1- Title: The Climate Risks of the Amazon Framed by Independent Journalism

Authors: Marcia Franz Amaral, Carlos Lozano Ascencio, Esther Puertas Cristobal

Abstract:

The aim of this study is to analyze how climate risks related to the Amazon are framed on two independent platforms that produce journalism from the region and disseminate information in Portuguese, English, and Spanish. The study first examines how information about the Amazon region is produced. Then, using framing analysis, it systematizes how climate risks are associated with Amazon-related topics in 41 articles from the two platforms, InfoAmazonia and Sumaúma. The research was conducted between September and December 2022, a period that coincides with the presidential elections in Brazil and the 27th United Nations Climate Change Conference (COP27). The study explores to what extent the debate on climate issues is framed from a political perspective in both Spain and Brazil, considering that these independent Amazonian platforms offer a more complex analysis of the subject. The results show that both platforms argue that the climate crisis is caused by human activity and is considered a cross-cutting issue, with the rainforest as a privileged site for action and prevention. The chosen frames approach the topic from an anti-speciesist perspective and prioritize the voices of local actors and scientists. The conclusion is that the interpretive packages used by both platforms are disruptive, as they offer a strong critique of capitalist logic. Consequently, issues involving the rainforest and the climate are framed in more pluralistic and critical ways.

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

EUROPE

SPAIN



LOZANO LÓPEZ, MARIA EUGENÍA

11- Title: The News Coverage of COP28 and the ECODES Decalogue in the Newspapers El Mundo, El Español, and El País

Authors: José Luis Martín Sáez, María Eugenia Lozano López, Yolanda Ortiz de Guinea Ayala

Abstract:

Introduction: This work is framed within the current context of the global climate emergency, and its main objective is to understand how the three most widely read Spanish digital general-interest newspapers – El Mundo, El Español, and El País – constructed their coverage of the 28th United Nations Climate Change Conference (COP28), held in late 2023 in Dubai.

Keywords: Climate change, ECODES Decalogue, disinformation, denialism, risk society, COP28, sustainability, digital newspapers

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

2- Article Title: Artificial Intelligence and Journalistic Ethics

Authors: Ortiz de Guinea Ayala, Y., Martín Sáez, J. L., and Lozano López, M. E.

In A. Barrientos-Báez, D. Caldevilla Domínguez, and J. Sierra Sánchez (Eds.), Artificial Intelligence: Friend or Foe? (pp. 335–343). PETER LANG. [ISBN 978-3-631-91587-5](#). DOI 10.3726/b22553

EUROPE

SPAIN



JUAN IGNACIO MARTÍNEZ DE MORENTIN

Title : Adolescents and negligent social media use

Abstract :

Digital technology has evolved very quickly in a very short space of time, to the point at which it is now a personal technology that manages the information and communications of users who access the different services offered over the Internet - users who are increasingly younger and at greater risk. Negligent technology use is understood as use linked to the management of social media accounts and mobile apps that, while not intentionally harmful, may nevertheless place the user and/or others at risk. The study of negligent digital technology use during adolescence is vital to preventing risk behaviours through education. These types of behaviours range from anxiety to cyberbullying, device addiction, problems with self-perceptions of one's own body and depression, among others. In this context, the aim of the present study is to analyse negligent digital technology use among adolescents on social media, and to explore the perceptions of this population group regarding the seriousness of these actions and the possible relationship between the two variables. Participants were 2529 students aged between 10 and 17 years from seven regions in southern Europe spread across three countries (Spain, Italy and Greece). The instrument used to collect the data was an ad hoc questionnaire designed to measure, among other things, actions indicating negligent use, excessive use of social media and perceptions of the seriousness of such social media behaviour.

The results reveal that the most negligent actions carried out by minors are: arranging to meet people they met on a social media site; displaying personal information in their account; and giving their passwords to people other than their parents and/or teachers. The results also indicate that adolescents engage in those negligent actions that they perceive to be less serious more assiduously, and carry out those they perceive to be more serious more sporadically. One of the principal findings was the increase in negligent use among older adolescents, which suggests that education in this field needs to begin much earlier, ideally before the age of 12 years.

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

EUROPE

SPAIN



RAINER RUBIRA-GARCÍA

1- Title : Perceptions of University Students in Communication about Disinformation:

Authors: Juliana Colussi, Paula de Souza Paes, Rainer Rubira-García, Thays Assunção Reis

Abstract :

This exploratory research is framed in the context of information disorders and its main objective is to identify the perception of Communication students in Brazil, Colombia and Spain about disinformation, their information consumption practices and aspects of their university education on media literacy. In order to carry out this study, an online survey was conducted between May and July 2023 in 23 higher education centers in the three countries, answered by 231 students. The main findings indicate that university students are aware of what fake news are and most of them know how to identify disinformative content, despite the fact that the development of the necessary skills for a critical reading of the media and the fight against disinformation takes place transversally in different subjects according to the students' perception, which shows the absence of a specific subject on media literacy in the curricula of the Communication degrees in the institutions assessed in the three countries.

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

2- Title : Comparing Media Systems: A New Critical Academic Reading

Authors: Rainer Rubira-García, Aurora Labio-Bernal and Rasa Pocevicienė

Abstract :

The year 2024 marks the 20th anniversary of the publication of *Comparing Media Systems* (2004), by Daniel C. Hallin and Paolo Mancini, a book that established three major media models in the Western world. Subsequently, the same authors published *Comparing Media Systems Beyond the Western World* (2011), which extended the work to other countries such as Russia, Poland, and China. In both cases, the interest was in the comparative analysis using a series of variables that made it possible to classify the media structures of the countries into differential groups.

For their analysis, the authors included different study categories that need to be reinterpreted considering technological evolution, changes in consumption habits, or the irruption of social networks. This thematic issue is a proposal for a review of media models in different countries and aims to be a starting point for future lines of research on this subject. A total of 10 articles are presented to address an academic debate on the scientific relevance of Hallin and Mancini's work, its contribution to comparative media studies, and its necessary re-reading in a historical-temporal framework different from the moment in which it was published.

Keywords: communication models; comparative studies; critical analysis; Hallin; Mancini; media systems; political economy

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

3- Title : Gabo Award: A Historical-Critical Analysis of a Benchmark of Latin American Chronicle Values

Authors: Juan José Robledo-Tangarife and Rainer Rubira-García

Abstract:

Introduction: The Gabo Foundation for New Ibero-American Journalism, founded by journalist and writer Gabriel García Márquez, has achieved significant consolidation over its 30 years of existence. This organization has become a benchmark for the ethical and narrative values that characterize Latin American chronicle writing. Through its workshops, publications, and recognitions—such as the CEMEX-FNPI Award and the Gabo Award—it has influenced a generation of journalists, keeping alive the ideals of commitment and high-quality journalism championed by García Márquez.

Methodology: This text employs a historical-critical approach to analyze the evolution of the Gabo Award from its inception to the present day. It examines both its impact on Ibero-American journalism and its role at the intersection of literature and journalism. Additionally, it considers the contexts in which media outlets and journalists have shown resilience in the face of threats and economic crises.

Results: The analysis reveals that, within a decade, the Gabo Award has established itself as the most prestigious journalism prize in the region. It not only rewards journalistic excellence but also highlights a strong commitment to ethical values and narrative innovation. The award has successfully showcased the ability of Ibero-American journalists to face professional and economic challenges while maintaining a unique and enriching perspective on the world.

Discussion: The Gabo Foundation has had a significant impact on the training of journalists in Latin America, promoting the importance of ethical and responsible storytelling. The Gabo Award, in particular, has served as a platform that not only celebrates well-executed work but also emphasizes the need for committed journalism in times of crisis. García Márquez's legacy is reflected in how the foundation and its awards encourage professionals to uphold high standards despite global challenges.

Conclusions: Over the course of its three decades, the Gabo Foundation has become a pillar of Ibero-American journalism, significantly influencing a generation of journalists. The Gabo Award, in its ten-year history, has stood out for promoting the convergence of literature and journalism, as well as for its defense of ethical commitment. This analysis reinforces the idea that the work of the foundation and its award remains essential to the resilience and evolution of media in the region.

Keywords: Gabo Foundation, Gabo Award, Latin American chronicle, narrative journalism, new media, global cacophony, empathy, resilience

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

4- Title : Latin America as an Object of Study in Spanish Communication Research (2007–2018)

Authors: Polledo-Zulueta, Yenisley, Rubira-García, Rainer, Lozano-Ascencio, Carlos

Abstract :

This study seeks to address how the Latin American communicative context is researched in Spanish academia. Methodologically, a meta-analysis is used to examine scientific articles and research and development projects published in Spain between 2007 and 2018, which have taken on the Latin American context as an object of study. In addition, this research includes semi-structured interviews with Latin American experts from the academic field, providing insights into the institutional mediations that have influenced the configuration of these studies. This combination of methods enables the triangulation of results and facilitates a discussion on the research horizons concerning Latin America within Spain. The results show the empirical nature of Spanish scientific production on Latin America, as well as a noticeable lack of research agendas aimed at social transformation and addressing the communication needs of Latin American communities and territories.

Keywords: Content analysis; Scientific articles; Interviews; Meta-knowledge; Scientific production; Research projects

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

MIDDLE EAST

UNITED ARAB EMIRATES

MATHANI HASSAN ABASHER

Title : An Exploration of User Engagement and Communication Strategies on Spotify: A Uses and Gratifications Perspective

By : Abashar, Mahtani Hassan Elsir Ali Saad Mohamed Haitham Abdelrahman Alaawad Saleh Obaid Al-Rached Abdulla Ebrahim Altaher

Abstract :

This study examined the lack of communication between Spotify and its users, focusing on message consistency, specific user experiences, and feedback mechanisms.

Data analysis from students at Umm Al Quwain University revealed a potential gap between how Spotify communicates and how users expect to be addressed. This gap could negatively impact user engagement and satisfaction. The key findings highlighted the need for personalized communication tailored to user needs, improved feedback channels, and the active integration of this feedback into Spotify's communication strategies.

By bridging this communication gap, Spotify can enhance user experience, strengthen its user-centered approach, and potentially solidify its leadership in the digital music landscape.

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

MIDDLE EAST

LEBANON



IMANE RIZK

Title : Effects of the Communication Economy and the Economic-Psychic Behaviors of Lebanese Youth on Social Media

Abstract :

The digital world is undergoing radical transformations that profoundly affect the economic, psychological, and educational behaviors of young people, particularly in Lebanon. This includes the communication economy – which encompasses online communication and digital advertising.

The research problem centers on how the communication economy affects the economic, psychological, and educational behavior of Lebanese youth on social networking sites, leading to the following questions:

- To what extent does targeted advertising impact the economic behavior of Lebanese youth?
- How does the communication economy affect the mental health of Lebanese youth?
- Are there effects of the communication economy on the values and educational practices of young people?
- How can the challenges posed by the communication economy be addressed at the economic, psychological, and educational levels?

This study is based on a random sample of young men and women aged 13 to 27 and analyzes the effects of communication economies — with a focus on targeted advertising — on their psychological health and educational values, through their responses to a six-question questionnaire prepared by the two researchers.

The results are expected to reveal a close relationship between exposure to digital advertising and changes in economic behavior, in addition to clear effects on mental health, and to contribute to creating a healthy and balanced digital environment.

Keywords: Communication economy – economic behavior – mental health – digital advertising – Lebanese youth – educational values.

NORTH AMERICA

CANADA



RICO DE SOTELO, CARMEN

Title of the article : The Field of Communication Studies: Places and Encounters between Michel de Certeau and Jesús Martín Barbero

Abstract :

Ma. del Carmen Rico, "The Field of Communication Studies: Places and Encounters between Michel de Certeau and Jesús Martín Barbero", in Thinking in Movement: 30 Years of the UNESCO Chair in Communication at the Pontifical Javeriana University of Bogotá, edited by José Miguel Pereira.

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



NORTH AMERICA

CANADA

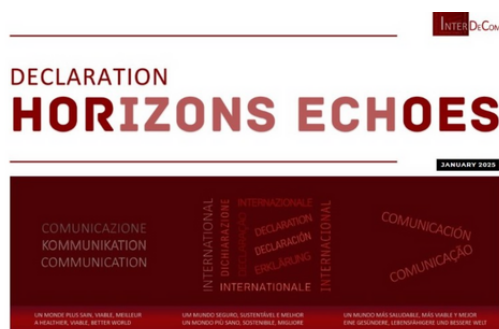


SOLANGE TREMBLAY

Newsletter: HORIZONS ECHOES, Issue Two, April 2025

The second issue of HORIZONS ECHOES, published in April 2024, highlights the central role of communications in defending democracy, equity, freedom, and inclusion, in a global context where these principles are constantly being challenged. It gives special attention to ORBICOM, particularly in the article "Piece of History — Shaping Press Freedom and Global Dialogue over Conflict", which reflects on the decisive contribution of Madame Paquet-Sévigny to the establishment of World Press Freedom Day. This article was written before the announcement of her passing.

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



SOUTH AMERICA

ARGENTINA



CYNTHIA OTTAVIANO

Title of the conference : “ It was in the country of the green tide that they tried to kill Cristina “

Dr. Cynthia Ottaviano delivered the keynote inaugural lecture at the 21st Congress on Women, Feminisms, and Gender Studies at the Autonomous University of the State of Hidalgo in Mexico, in front of a full auditorium with over two hundred attendees. Part of the conference was later published in the outreach magazine *Contraeditorial*, which can be read at: [Click here](#)



SOUTH AMERICA

ARGENTINA



MALVINA EUGENIA RODRÍGUEZ

Title : Changing the Game: From Artificial Intelligence to Collective Intelligence in Communicative Capitalism

Abstract :

Artificial Intelligence (AI) has become central to contemporary studies in communication, education, and culture. This essay proposes that understanding AI—even as a meta-technology, metalanguage, and metacommunication—requires an epistemological shift that decentralizes the object and instead focuses on the characteristics of the subject: communicative capitalism, within which AI is framed.

To this end, we present a critical and argumentative analysis that revisits the turn-of-the-century work of Latin American intellectual Mabel Piccini, initiating a dialogue with current theoretical approaches to AI, as well as with UNESCO's proposals on AI ethics and the governance of digital platforms. The aim is to highlight the inequalities and forms of discrimination related to AI and socio-digital environments. The essay seeks to build a new pedagogy of communication that, through genuine community participation, promotes collective and creative intelligence in relation to the development of AI in Latin America.

Rodríguez, Malvina (2025). Cambiar el juego: de la inteligencia artificial a la inteligencia colectiva en el capitalismo comunicativo. RICSH Revista Iberoamericana De Las Ciencias Sociales Y Humanísticas, 14(27).

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

SOUTH AMERICA

MEXICO



MANUEL ALEJANDRO GUERRERO

1-Title : Beyond Media Systems: Corporate-Consensus and Confrontational Media Regimes in Three Latin American Cases

Authors: Manuel Alejandro Guerrero, Mariana Sánchez, Eduardo Pérez Otaño

Abstract :

The term captured-liberal has been proposed as an approach to Latin American media systems. Here, we contend these systems result from the region's particular democratization path (i.e., competitive and open access to power but a flawed exercise of power). We also contend that since media systems operate at structural levels, the concept does not seem flexible enough to explain conjunctural variations and particular dynamics in the media landscape. We propose that these aspects are better explained by looking at regimes (roles) rather than systems (structures). Thus, we advance the concept of media regimes, which, by responding to the political orientation of the government in office, incarnates into two forms in some Latin American cases: a corporate-consensus or a confrontational media regime.

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

2-Title : "Media In Latin America", in Daniela Dimitrova (ed). Global Journalism: Understanding World Media Systems. London: Palgrave.

Authors: Manuel Alejandro Guerrero and Jimena Zarate

3-Title : "Alternative Media Under Conditions of Media Capture in Mexico: Is Resistance Enough for Responsive Journalism?" in Bethia Pearson y Hayes Mabweazara, Media Capture in Africa and Latin America: Power and Resistance. London: Springer.

Authors: Manuel Alejandro Guerrero and Federico Mastrogiovanni

4-Title : What Does Political Communication Stand for from a Global South Perspective?

Authors: Giselle Kuri Carrasco and Manuel Alejandro Guerrero

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

5-Title : Public Sphere and Political Communication Changes in Latin America. Digital Media and Democracy in Brazil and Mexico

Authors: Arthur Ituassu and Manuel Alejandro Guerrero

Abstract :

Digital media has brought consequences for democracies around the world. The ways media systems' changes affect different contexts are a rich object of analysis favoring comparative perspectives. This essay deals with the Brazilian and Mexican cases. In the first case, we point to fake news, radicalization, and equalization as new implications for Brazil's democratic dynamics. In the second, we focus on how Mexico's government captured the country's public sphere using digital media. Comparing the two scenarios, we make final considerations related to populism, the role of the media, and the use of digital media by new or non-conventional actors.

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

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