

CONGRESS AND INTERNATIONAL MEETING ORBICOM 2022

Public Communication for Social Justice, Human Rights and Territorial Development in the Digital Age

November 9 to 11, 2022

In virtual mode

Organizer:

Network of UNESCO Chairs in Communication (Orbicom)

**Secretariat of Institutional Communication of the National University of Villa María,
Argentina (SCI-UNVM)**

Participating Institutions:

- National University of Avellaneda / Universidad Nacional de Avellaneda (UNDAV-Argentina)
- Autonomous University of the State of Hidalgo / Universidad Autónoma del Estado de Hidalgo (UAEH-Mexico)
- Metropolitan Autonomous University - Xochimilco Campus (Department of Education and Communication, Mexico) / Universidad Autónoma Metropolitana - Unidad Xochimilco (Departamento de Educación y Comunicación, México)
- Pontifical Bolivarian University - Bucaramanga Campus (Colombia) / Universidad Pontificia Bolivariana - sede Bucaramanga (Colombia)
- Brasilia University (Brazil) / Universidad de Brasilia (Brasil)

CALL FOR PAPERS

- **Central Theme**

Public Communication for Social Justice, Human Rights and Territorial Development in the Digital Age.

- **Justification**

The communication of the 21st century permanently transforms the boundaries of the possible from the development of new technologies. In a globalized world, large technology companies (Big Tech) have established themselves as the place of production and circulation of information and connections in virtual spaces.

However, the global health crisis has involved an unforeseen questioning of crisis communication policies that has placed the state back at the center of public communication.

In this context, this annual meeting and the international congress of the Network of UNESCO Chairs in Communication - Orbicom, organized by the National University of Villa María of Argentina and a Latin American international network, aims to promote public communication as a human right, intangible heritage, social capital, space for the construction of identities and cultures.

In accordance with the objectives of the project presented and favorably evaluated for the creation of the first UNESCO chair in Communication in Argentina, based at the National University of Villa María, it is expected that the reflections under discussion will promote awareness of the need to develop a public communication in the new socio-digital environments with social justice, based on the investigation of its background, fundamental postulates, political action schemes and historical casuistry.

The academic discussions that are presented should raise awareness about the human rights of the public, who have become audiences, consumers, actors and contentprosumers, as well as the public, legal, ethical, cultural and human responsibilities of those who manage media, generate and/or circulate messages.

Finally, the theme of the Congress aims to promote territorial development, based on the visualization of the strategic importance of communication as a dimension that builds meaning on the very conception of development, its consensus, its possibilities, its debates. and the instruments that allow the different local-territorial actors to achieve this ideal in the digital age.

- **Thematic Axes**

1) Public Communication and Education in the Digital Age

2) The Challenges of Public Communication in the Face of Hate Speech

3) Public Communication Policies in the Digital Age

4) Public Communication and Digital Activism

5) Public Communication, Human Rights and Environmental Development

6) Public Communication, Journalism and Gender in the Digital Age

- **Scientific Committee:** composed of Orbicom authorities, leaders of Ibero-American chairs, and recognized researchers.

- **Organizing Committee:** chaired by representatives of the universities participating in the organization and made up of teams from the National University of Villa María (UNVM) and the National University of Avellaneda (UNDAV), Argentina.

- **Modalities for Participation**

The event will take place online. It is possible to participate simultaneously, in a virtual room, or on a delayed basis, by sending the recorded video of the presentation before the presentation date. At the time of sending the abstract, the type of participation will be indicated.

During the congress, contributions can be presented in Spanish, English, French and Portuguese, taking into account that the oral presentation must be made in one language and the supporting digital presentation (PPT, Prezi or similar) in another language to promote understanding and discussion.

The presentations of each thematic table will be organized taking into account the time zones of the different member countries.

- **Participation Fees**



- **Registration and presentation** fees for Orbicom members: free of charge.
- Registration fees to attend to the conference without presenting, **non-Orbicom members**: free of charge. Access to panels, conferences will be possible without restriction through the National University of Villa Maria's Youtube channel.
- Registration fees for **non-Orbicom presenters**: in Argentina: 5000 ARS (Argentinian peso), outside Argentina: 40\$US.
- Registration fees for **academics and graduate students of argentinian universities** presenting papers:: 2000 ARS.

- **Calendar**
 - **August 1st, 2022: Beginning of the reception of abstracts.**
 - **October 1, 2022: Deadline to receive the abstracts.**
 - **October 1 to 15, 2022: Confirmation of acceptance of abstracts.**
 - **October 15, 2022: Start sending the presentations/articles.**
 - **October 31, 2022:End of submission of videos for deferred participation.**
 - **November 9 to 11,2022: Conduct of the Congress.**
 - **November 15, 2022: End of the sending of presentations/articles, for participation in the publication (deadline for receipt of presentations/articles).**

- **Presentation of Abstracts of Communications/Articles**
 - Title of the article in one language and translation into another of the accepted languages (**Spanish, French, English or Portuguese**).
 - Author(s)Data: full first and last names, university or institution of affiliation, country, emails (up to a maximum of three authors).
 - Number and name of the thematic axis to which the article applies.



- o Three keywords in the mother tongue and in another of the accepted languages (which, if possible, do not repeat those of the title).
- o Text between 500 and 800 words including: – Central theme – Objectives – Characterization of the proposed study or theoretical discussion – Approach and/or methodology of the approach – Main results, reflections and most important conclusions.
- o References (only cited), according to APA 7 standards (up to 200 words).

Abstracts will be submitted through a computer system, access to which will be available on the National University of Villa Maria (UNVM) website **from August 1, 2022**. The **deadline** for receipt of **abstracts** is **September 30, 2022**.

- **Presentation of Papers/Articles**

The texts must be original and can be written in Spanish, English, French or Portuguese. Manuscripts should follow the following guidelines:

1. Articles should be between **15 and 20 pages** (including biography and footnotes).
2. All articles should include a **half-page** abstract (in preferred language).
Tous les articles doivent inclure un **résumé d'une demi-page** (dans la langue préférée).
3. **Page Format:** A4.
4. **Font:** Arial 12.
5. **Spacing:** 1,5.
6. **Margins :** 2,5 cm at top, 3 cm at right, 2,5 cm down, 4 cm at left.
7. **Title of the article :** Arial 14,bold.
8. **Name(s) of the author(s):** Arial 14, bold.
9. **Titles(s) of the author(s): Titre de l'auteur :** Arial 12,1 interligne.
10. **Subtitle(s):** Arial 12 underline.
11. **Notes at the end of the document:** Arial 11. Notes must be added at the end of the document. Please do not use footnotes.
12. **Bibliography:** Arial 11. APA Standard 7. Books cited only.

Papers/articles will be presented through a computer system, access to which will be available on the National University of Villa Maria (UNVM) website from October 15, 2022. The deadline for receipt of papers/articles is November 15, 2022.

- **Additional Informations**
 - The program will be presented in Spanish, English and French.
 - The schedules will be presented in three time zones (Argentina, Spain and Malaysia).
 - The Zoom and Meet platforms will be used. The simultaneous broadcast of the opening, lectures, panels and closing is planned via the YouTube channel of the National University of Villa Maria (UNVM).
 - Simultaneous translation will be provided in Spanish, French and English for the opening, conferences, panels and closing.
 - Sign language interpretation will be provided for the opening, lectures, panels and closing.
 - The thematic axis tables will receive presentations in Spanish, French, English and Portuguese. Speakers will be invited to use supporting material in an official language other than the language of presentation. There will be no simultaneous translation or retransmission on YouTube. The sessions will be recorded for the publication of the proceedings of the congress.
 - Each speaker will have **10 minutes to present their paper**. There will then be a series of debates.
 - The **publication of communications/articles is planned in digital format**.
 - For conferences and panels, gender parity will be taken into account.
 - A closing workshop is **scheduled for Friday, November 11, 2022**, for those attending in person at the National University of Villa Maria (UNVM).

- **Contact** : an email will be communicated in order to answer questions.