Bogotá, April 23, 2024

Subject: Invitation to the 2024 Orbicom World Conference – UNESCO Chair on Communication PUJ – Bogotá. Contributions, Limitations, and Challenges of Artificial Intelligence

Dear Orbicom Members,

The UNESCO Chair on Communication of the Faculty of Communication and Language at the Pontificia Universidad Javeriana in Bogotá is celebrating its 30th anniversary, and within the framework of that celebration, we will be hosting the **World Conference of the ORBICOM Network**.

The event will take place on October 23, 24, and 25, 2024, in Bogotá, Colombia. It will feature the participation of international and national speakers, panels, and thematic working groups to present papers, research, workshops, and communication experiences related to the central theme of the Conference and the Chair.

The central theme of the event will address the **Contributions, Limitations, and Challenges of Artificial Intelligence** (AI), about the following thematic/problematic axes:

	Thematic Axes	Descriptors (Specific Topics)
1	I.A., ethics, rights, security, surveillance and freedoms	• Ethical debates and responsibility • Right to communication, regulations and governance • Human and digital rights (biases, discriminations, genre inequalities, equity, interculturality, …) • Privacy and computer security
2	I.A., politics and economy	• Political communication • Political economy of AI • Platform capitalism • I.A. and international cooperation • Automation and datafication in Global South contexts
3	I.A., media, mediations, networks and media ecosystems	• Media and cultural and creative industries • Technologies and social media • Platforms and video games • I.A., mediations, and sociotechnical imaginaries

www.javeriana.edu.co/unesco
catedraunesco@javeriana.edu.co
(57- 601) 3208320 Ext. 4560 / 4584
Transversal 4 N° 42-00 Piso 6
Universidad Javeriana, Bogotá, Colombia

4	I.A. and journalism	• I.A. journalism, misinformation, and verification • Data journalism • Journalism and generative art
5	I.A., education, culture and research	• I.A. and education • I.A. and culture/ digital culture • I.A. and social research • I.A. and research-creation
6	I.A. and languages	• Research in computational linguistics • I.A., knowledge, culture, and indigenous languages • I.A. and critical literacies and writtings
7	I.A., work, companies y organizaciones	• I.A. and work (biases and quality of work datafication, precarization, plataformization, new markets, …) • I.A. in organizations and companies (digital transformation, technological infrastructure, programmatic advertising, …)

We hereby invite you to participate in the event, either as an attendee or as a speaker, by presenting a research paper, experience, or reflective work related to the conference's general theme. Your participation can be in-person and/or remote (virtual), for which you can fill out the form at the following link: https://forms.office.com/r/4BuZ8qZVm5

On October 22, as a pre-event, the Jesús Martín-Barbero Chair led by the Universidad del Valle will be held in coordination with other universities of the country.

The deadline to confirm your in-person or remote (virtual) participation as a speaker or attendee is September 16, 2024.

All information about the event will be published on the following website: https://www.javeriana.edu.co/unesco/index.html

For more information, please contact us at this email: catedraunesco@javeriana.edu.co

www.javeriana.edu.co/unesco
catedraunesco@javeriana.edu.co
(57- 601) 3208320 Ext. 4560 / 4584
Transversal 4 N° 42-00 Piso 6
Universidad Javeriana, Bogotá,
Colombia

We thank you in advance for your participation and look forward to welcoming you to celebrate the 30 years of the UNESCO Chair on Communication at Pontificia Universidad Javeriana and the Orbicom World Conference.

Sincerely,

Juan Ramos Martin
Dean
Faculty of Communication and Language
Director
Unesco Chair of Communication
Pontifical Javeriana University

José Miguel Pereira G. (JM)
Associate Professor
Academic Coordinator
Unesco Chair of Communication
Pontifical Javeriana University

www.javeriana.edu.co/unesco
catedraunesco@javeriana.edu.co
(57- 601) 3208320 Ext. 4560 / 4584
Transversal 4 N° 42-00 Piso 6
Universidad Javeriana, Bogotá,
Colombia