

UNDER THE HIGH PATRONAGE OF HIS MAJESTY THE KING MOHAMMED VI



HACA's International Days on Diversity In collaboration with ORBICOM, Network of UNESCO Chairs in Communication

*Mohammed VI Conference Center, Skhirat
May 24-25 and 26, 2013*

Cultural and linguistic diversity :

Richness and freedom

Regulation and creativity

Agenda

▪ Friday, May 24

07 PM : Welcome session

- **Mrs. Amina Lemrini El Ouahabi**, *President of the High Authority for Audiovisual Communication (HACA) – Morocco*
- **Mr. Yves Théorêt**, *Secretary-General of the International Network of UNESCO chairs in Communication (ORBICOM). Lecturer, Media School, University of Quebec in Montreal – Canada*
- **Mr. Faouzi Skalli Lami**, *Member of the Higher Council of Audiovisual Communication (CSCA) – Morocco*
- **Mr. Jamal Eddine Naji**, *Director-General of the Audiovisual Communication (HACA) – Morocco*

08 :30 PM : Cocktail diner

- **Saturday, May 25**

09 AM : Registration

09 :30 AM : Opening session

Chairperson: *Mr. Jamal Eddine Naji, Director-General HACA*

- **Mrs. Amina Lemrini El Ouahabi**, *President of the High Authority for Audiovisual Communication (HACA) – Morocco*
- **« Diversity in the UNESCO strategy »**
Mr. Janis Karklins, *Deputy Director-General for communication and information (UNESCO). Former Ambassador of Latvia in France and at UNESCO, former President of the 2nd Phase of the World Summit on Information Society (Tunis 2005)*
- **« Technologies of Information and Communication, Cultural Diversity and Regulation Stakes »**
Mr. Bertrand Cabedoche, *President of the International Network of UNESCO chairs in Communication (ORBICOM). Titular, UNESCO chair in international communication, Stendhal University -Grenoble –France.*
- **« The concept of cultural diversity : a study case - Canada »**
Mr. Yves Théorêt, *Secretary-General (ORBICOM). Lecturer, Media School, University of Quebec in Montreal – Canada*

11AM – 11 :30 AM : Break

11 :30 AM : Sequence I : Concepts, principles and fields of diversity

Chairperson: *Dr. Faouzi Skalli Lami, CSCA member*

- **«Promises and theoretical limits of the reference to cultural diversity for audiovisual regulation»**
Mr. Bertrand Cabedoche, *President (ORBICOM). Titular, UNESCO chair in international communication, Stendhal University -Grenoble –France.*

- **« Diversidad y heterogeneidad: tensiones entre dos conceptos a la luz del marketing cultural en el Perú »**

Mr. Javier Protzel, *Associate member of the UNESCO chair in communication and peace culture, University of Lima –Peru.*

- **« The expression of the diversity of cultures, a stake for understanding and peace in the world »**

Mr. Michel Mathien, *Titular, UNESCO chair in communication- Press and media practices, between globalization and cultural diversity, University of Strasbourg – France*

- Debate

01 PM : Lunch

03 PM : **Sequence II : Media and stakes of diversity, including the internet**

Chairperson : *Mr. Bertrand Cabedoche, President of Orbicom*

- **« More channels, less diversity : owners, employment and programming in US television »**

Mrs. Margareth Moritz, *Titular, Unesco chair in journalism and education. Lecturer at the University of Colorado USA.*

- **« Pluralismo y diversidad en el sistema de medios espanoles »**

Mrs. Maria Dolores Montero Sanchez, *Titular, Unesco chair in communication (InCom UAB), Autonomous University of Barcelona – Spain.*

- **« Sistemas mediaticos en America Latina : entre la captura corporativa y la audiencia participativa»**

Mr. Manuel Alejandro Guerrero Martinez, *Lecturer at the Ibero-american University Mexico City – Mexico.*

04 :30 PM – 05 PM : Break

05 PM : Resume sequence II

Chairperson : Mr. Yves Théorêt, Secretary-General ORBICOM

- « **The digital impact on cultural contents : some elements of governance for diversity** »

Mrs. Divina Frau-Meigs, *Expert Unesco. Lecturer at the University of Paris III – France.*

- « **The reform of RTVE : independence, plurality and new regulation** »

Mrs. Carmen Caffarel Serra, *Director, titular, Unesco chair in communication- AFRICOM. University of King Juan Carlos – Spain.*

- Debate

06 PM : Closure of the day

08 PM : Diner

- **Sunday, May 26**

09 AM: Sequence III : Diversity, regulation, indicators, certifications

Chairperson: *Mrs. Amina Lemrini El Ouahabi, President of HACA*

- « **The position of diasporas in diversity spheres: media and cultures, local, transnational and global** »
Mr. Mohamed El Hajji, *Lecturer at the University of Rio de Janeiro - Brazil*
- « **Certification in the media industry, the guarantee of a continuous and sustainable improvement of the company management** »
Mr. Alain Modoux, *Former Deputy Director-General (UNESCO), former President of ORBICOM.*

Closing speech:

- **Mr. Janis Karklins**, *Deputy Director-General for communication and information (UNESCO)*
- **Mr. Yves Théorêt**, *Secretary-General (ORBICOM). Lecturer, Media School, University of Quebec in Montreal – Canada*
- **Mr. Bertrand Cabedoche**, *President (ORBICOM). Titular, UNESCO chair in international communication, Stendhal University -Grenoble –France.*
- **Mr. Jamal Eddine Naji**, *Director-General of the Audiovisual Communication (HACA) – Morocco*

01 PM : Lunch

03 PM: Meeting of ORBICOM's members

08:30 PM: Closing Diner and gala in Rabat