FOR MOBILIZING COMMUNICATION (AT LAST) FOR THE PLANET

POR UMA COMUNICAÇÃO MOBILIZADORA (FINALMENTE) PARA O PLANETA

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Abstract. Communication is the cornerstone of collective action, especially as we confront the planet's future. Volume 17, Issue 4 of the Brazilian Journal of Education, Technology and Society (BRAJETs) presents 25 articles across three thematic sections, reinforcing the journal's mission to advance knowledge at the nexus of communication, education, and societal change. The opening section, "For Mobilizing Communication Science for the Planet," features nine articles from the Congrès International des Sciences de la Communication (CISC'24), exploring how communication fosters environmental awareness, drives sustainable behavior, and leverages technology to address global issues. Topics include chatbot use in crises, branding for sustainable tourism, and the link between education and strategic communication. The second section, "Novel Approaches in Education, Society, and Culture Development," examines innovative methods to enhance pedagogy, social advancement, and resource use, with studies on game-based learning, AI in education, and machine learning for sustainability. The final section, "Cultural, Economic, and Educational Interconnections in Society," investigates digital transformation, cultural identity, and policy-making, addressing themes like the digitization of education and intercultural communication during crises. Each article was rigorously reviewed through a double-blind process, ensuring academic rigor and practical relevance. This issue not only highlights BRAJETs' role in bridging theory and practice but also urges readers to reflect, innovate, and act—advancing communication as a catalyst for both planetary and human flourishing. We invite you to explore these contributions and join the global effort to mobilize communication for a better future.

Keywords: Communication; education; society; culture; planet.

Resumo. A comunicação é a base da ação coletiva, especialmente quando o futuro do planeta está em jogo. O Volume 17, Número 4 da Brazilian Journal of Education, Technology and Society (BRAJETs) reúne 25 artigos distribuídos em três seções temáticas, refletindo o compromisso da revista com o avanço do conhecimento na intersecção entre comunicação, educação e transformação social. A primeira seção, "Por uma Ciência da Comunicação Mobilizadora para o Planeta", traz nove artigos do Congrès International des Sciences de la Communication (CISC'24), que mostram como a comunicação pode promover consciência ambiental, incentivar práticas sustentáveis e aplicar inovações tecnológicas a desafios globais. Os temas incluem chatbots em contextos de crise, branding para turismo sustentável e o papel estratégico da comunicação na educação. A segunda seção, "Novas Abordagens no Desenvolvimento da Educação, Sociedade e Cultura", apresenta metodologias inovadoras voltadas à pedagogia, ao progresso social e à gestão de recursos, com destaque para o uso de jogos no ensino, modelos educacionais com IA e aprendizado de máquina aplicado à sustentabilidade. A última seção, "Interconexões Culturais, Econômicas e Educacionais na Sociedade", discute as relações entre transformação digital, identidade cultural e políticas públicas, com artigos sobre digitalização da educação, comunicação intercultural em crises e a atuação do setor público no desenvolvimento sustentável. Todos os artigos passaram por rigorosa avaliação por pares em processo duplo-cego, assegurando excelência acadêmica e relevância prática. Esta edição reafirma o papel da BRAJETs em aproximar teoria e prática, ao mesmo tempo em que convida os leitores a refletir, inovar e agir por um mundo onde a comunicação seja uma força transformadora. Convidamos você a explorar estas contribuições e somar-se ao esforço global por um futuro melhor.

Palavras-chave: Comunicação; educação; sociedade; cultura; planeta

COMMUNICATION AS A CATALYST FOR PLANETARY TRANSFORMATION

In an era defined by global interdependence and mounting challenges, the role of communication has taken on a new urgency. Communication is no longer confined to the transfer of information; it has emerged as a vital force in shaping our collective response to crises such as climate change, educational inequality, and the quest for sustainable development. At the heart of the Congrès International des Sciences de la Communication (CISC'24) lies this transformative vision of communication, encapsulated in its theme, "For Mobilizing Communication Science for the Planet."

Communication, at its core, transcends disciplinary boundaries. It connects people, ideas, and actions, serving as a transformative force that aligns individual and collective efforts toward shared goals. The theme of CISC'24 underscores this potential, emphasizing how communication science can be harnessed not only as a medium for information exchange but also as a catalyst for societal and environmental change. From advancing digital literacy to building inclusive governance, the contributions to this congress reflect the multifaceted nature of communication science and its application across diverse contexts.

What sets communication apart as a transformative catalyst is its ability to transcend disciplinary boundaries and foster human connections. It is through communication that diverse perspectives converge, fostering collective action and innovation. The theme of CISC'24 underscores this potential, inviting scholars and practitioners to explore communication not merely as a technical process but as an ethical, social, and cultural endeavor capable of inspiring change.

The contributions to this congress—and their reflection in this journal edition—reveal communication's dynamic role in addressing complex, interconnected global issues. The nine articles featured in the first session of the actual edition of BRAJETS represent a curated selection of research presented at CISC'24, showcasing how communication science intersects with education, technology, and society to address pressing global issues. Each contribution embodies the congress' mission to mobilize communication as a tool for transformative action, offering insights that are both theoretically rich and practically relevant.

The articles explore themes that resonate deeply with the goals of mobilizing communication for the planet. They address critical challenges such as the integration of ICT in education, the use of artificial intelligence in learning environments, the dynamics of political and socio-pedagogical communication, and the branding of territories to promote identity and tourism. Collectively, these studies highlight the potential of communication to inspire innovation, foster collaboration, and create pathways for sustainable development. From the integration of digital technologies in education to the reimagination of political discourse and territorial branding, the articles collectively explore communication as a tool for fostering innovation, inclusivity, and sustainability. Each contribution reflects the congress's commitment to mobilizing communication science for societal transformation, emphasizing the importance of collaborative methodologies and interdisciplinary dialogue.

The section, "Novel Approaches in Education, Society, and Culture Development," delves into innovative methodologies for advancing pedagogy, societal progress, and resource management. Highlights include research on game-based learning, AI-driven education models, and machine learning applications in sustainability. The section, "Cultural, Economic, and Educational Interconnections in Society," explores the complex relationships among digital transformation, cultural identity, and public policy. Articles tackle issues such as the digitization of education, intercultural communication in crisis contexts, and public administration's role in sustainable development. As the contributions in this edition illustrate, the potential of communication science extends far beyond information dissemination. It is a powerful mechanism for shaping perceptions, fostering collaboration, and mobilizing action in the face of global challenges. The diverse methodological approaches and interdisciplinary perspectives reflected in these articles exemplify the richness of communication science as a field of inquiry and its capacity to generate meaningful change.

The theme of CISC'24, "For Mobilizing Communication Science for the Planet," serves as a reminder that communication is not merely a tool – it is a personal, educational, social, political responsibility. By leveraging its transformative potential, we can create a world where knowledge flows freely, innovation thrives, and collective efforts are directed toward the well-being of our planet and its inhabitants.

As this editorial unfolds, it aims to guide readers through the rich tapestry of insights and reflections presented in this edition of BRAJETS. Section "Mobilizing Communication Beyond Data Transmission: Being-With and For-the-Other through Ricoeur's Ethical Philosophy" delves into the philosophical foundations of communication, drawing on Paul Ricoeur's profound reflections. This section explores how communication transcends the mere exchange of information, serving as a deeply human and ethical endeavor. By linking

Ricoeur's ideas of discourse, shared meaning, and mutual recognition with the themes of CISC'24, this section sets the stage for a more reflective and intentional understanding of the transformative potential of communication science. The inclusion of Ricoeur's philosophy also serves as a way to promote constructive dialogue across disciplines, offering a shared framework for the diverse perspectives represented in this edition – a modest contribution from the editors toward fostering interdisciplinary connections.

The section, "Association Between CISC'24 and BRAJETS" highlights the productive partnership between the congress and this journal. This collaboration underscores a shared commitment to advancing interdisciplinary research and fostering innovative responses to global issues. The section on "Article Selection" offers an overview of the nine featured studies, celebrating their thematic diversity and methodological richness. From digital education to cultural identity and economic development, each article demonstrates the depth and applicability of research under CISC'24's theme.

Finally, the concluding section brings these threads together, reiterating that communication is not simply a process or tool—but a collective, ethical endeavor. The articles stand not only as academic contributions but as calls to action. They underscore communication's role in shaping a more just, sustainable, and interconnected world.

Through this editorial, the editors hope to inspire reflection and engagement, encouraging readers to explore how communication can be mobilized to meet the urgent challenges—and embrace the possibilities—of our time. Integrating Ricoeur's philosophy, this edition reinforces communication's central role in advancing knowledge, collaboration, and shared human understanding.

MOBILIZING COMMUNICATION BEYOND DATA TRANSMISSION: BEING-WITH AND FOR-THE-OTHER THROUGH RICOEUR'S ETHICAL PHILOSOPHY

The theme of CISC'24, "For Mobilizing Communication Science for the Planet", calls us to reimagine the role of communication as a transformative force capable of addressing the critical challenges of our era. From advancing education to fostering inclusion, from rethinking political discourse to creating sustainable identities, communication transcends its function as a medium of information exchange to become a site of shared meaning, collaboration, and ethical action. To frame this collection of articles, we draw on the profound philosophical insights of Paul Ricoeur, whose reflections on language and communication provide a rich lens through which to understand the contributions of the nine studies featured in this edition.

In "Discourse and Communication", Ricoeur (2014) describes communication as a "miracle," an extraordinary act of transcending isolation to seek shared understanding, despite the inherent barriers of subjective experience. For Ricoeur, the essence of communication lies not merely in the event of transmitting messages—reduced to the mechanistic model of sender-message-receiver—but in the transcendence of sense, the intentional meaning that emerges through discourse. His insistence that "tout discours est réalisé comme événement, mais compris comme sens" (all discourse occurs as an event but is understood as meaning) underscores the intersubjective and ethical dimensions of communication.

The studies featured here embody this perspective, revealing how communication, in its many forms, functions as a medium for creating shared understanding and fostering meaningful connections. Ricoeur's critique of the reductionist models of communication resonates deeply with the themes explored in these articles, as they demonstrate how communication science can overcome the limits of data transmission to address societal, educational, and ecological challenges.

Ricoeur's idea of communication as both an act of intentionality and a site of ethical reciprocity echoes through the themes of this edition. The integration of ICTs in education by El Kammouni and Razkaoui (2024), the use of AI-driven systems for personalized learning by Aammou, Tagdimi, and Touis (2024), and the socio-pedagogical dynamics within schools studied by Atiki, El Bakkali, and Lahiala (2024) reflect an understanding of communication not merely as the conveyance of information but as the creation of environments that empower learners, foster inclusion, and bridge gaps in access and equity. These studies align with Ricoeur's assertion that communication serves to transform private experiences into accessible, shared realities, enabling collaboration and mutual understanding.

In the realm of political discourse, the analysis of interactional images within Moroccan governance by Ouhssou, Razmi, and Fallous (2024) highlights how ethos, logos, and pathos converge in the performative aspects of political communication. Ricoeur's exploration of the dialogical relationship between self and other illuminates the complex dynamics at play, where discourse functions as a means to assert identity while fostering cooperation in the public sphere. Similarly, the articles on territorial branding by Mouhib, El Aida, and Lahiala

(2024) and autism care by Mahboub, El Mlili, and Razkaoui (2024) emphasize the relational dimensions of communication, focusing on how shared meaning can overcome stereotypes, bridge cultural divides, and enhance mutual recognition.

Ricoeur's philosophy also invites us to consider the ethical stakes of communication. His concept of the subject as capable—one who speaks, acts, narrates, and imputes responsibility—resonates with the articles' focus on the transformative power of communication to create inclusive, sustainable, and participatory systems. For Ricoeur, communication is a cooperative act rooted in mutual recognition and respect, an idea mirrored in the studies on socio-pedagogical engagement (Atiki et al., 2024), political discourse (Ouhssou et al., 2024), and autism care (Mahboub et al., 2024). These works demonstrate how communication can transcend barriers of isolation and mistrust to foster shared meaning and collective action.

Moreover, Ricoeur's metaphor of communication as an ongoing "wager" highlights the inherent tensions in the act of meaning-making. Just as translation involves bridging linguistic and cultural gaps without achieving perfect equivalence, communication in these studies emerges as a process of continuous negotiation, marked by its aspirations and its limitations. The articles collectively underscore this tension, reflecting on the challenges of fostering engagement, bridging divides, and creating sustainable frameworks for collaboration.

The theme of CISC'24 challenges us to think of communication as a planetary ethic—an act of shared responsibility that transcends disciplinary and geographical boundaries to address global challenges. Ricoeur's vision of justice as "living well with and for others in just institutions" provides a compelling framework for understanding the contributions of this edition. Communication, as these studies illustrate, is both an individual act of meaning-making and a collective endeavor to create equitable and sustainable systems.

By aligning Ricoeur's reflections with the themes of CISC'24, this editorial underscores the philosophical depth of communication science as a tool for transformation. Whether through educational innovation (Aammou et al., 2024), political discourse (Ouhssou et al., 2024), or cultural preservation (Mouhib et al., 2024), the articles featured here exemplify the potential of communication to bridge divides, foster understanding, and mobilize collective action for the planet.

As Ricoeur reminds us, communication is both a possibility and a paradox. It is marked by its aspiration to transcend isolation, yet constrained by the limits of human subjectivity. This tension, however, is what makes communication a profoundly human endeavor—an act of hope and reciprocity that holds the promise of creating a more just and connected world.

Against this philosophical backdrop, we invite readers to engage with the nine articles selected from CISC'24, each offering a unique perspective on how communication science can mobilize action and foster innovation across education, technology, and society. These studies not only illuminate the theoretical and practical dimensions of communication but also embody the ethical and intersubjective ideals articulated by Ricoeur. Together, they inspire us to envision a future where communication serves as a foundation for planetary transformation.

ASSOCIATION BETWEEN CISC'24 AND BRAJETS

The Brazilian Journal of Education, Technology, and Society (BRAJETS) is a distinguished open-access scientific journal that serves as a platform for the dissemination of high-quality research on emerging topics in education, technology, and society. Since its inception in 2010, the journal has consistently published its issues quarterly (March, June, September, and December), maintaining a regular and reliable schedule that reflects its commitment to academic excellence. With a multidisciplinary focus, BRAJETS is dedicated to fostering dialogue and innovation at the intersection of these fields, addressing contemporary challenges and contributing to global academic and practical advancements.

The journal is indexed in leading databases such as Latindex, DOAJ, and Web of Science, where it is part of the Core Collection under the Emerging Sources Citation Index (ESCI), classified within the category of "Education & Educational Research." Its classification as A4 in the QUALIS/CAPES 2017-2020 evaluation reflects its recognized academic quality and relevance. QUALIS is the evaluation system developed by CAPES (Coordination for the Improvement of Higher Education Personnel), a foundation linked to the Brazilian Ministry of Education. It classifies academic journals based on their quality, relevance, and impact, assigning rankings ranging from A1 (highest) to C (lowest) within specific areas of knowledge. The classification of BRAJETS as A4 highlights its significant contribution to scholarly discussions in education, technology, and society, emphasizing its relevance within both the Brazilian and international academic communities.

As stated on its website, BRAJETS also adheres to an open-access policy under the Creative Commons Attribution License (CC BY 4.0), enabling unrestricted access to its content.

BRAJETS focuses on promoting theoretical and empirical research that addresses emerging issues within its fields of expertise. Its multidisciplinary scope encourages the integration of diverse perspectives, fostering collaboration between researchers, professionals, and students across the globe. The journal welcomes contributions that explore:

- Innovative Educational Practices: Research aimed at enhancing teaching methodologies, educational technologies, and pedagogical models.
- Technological Advancements: Studies examining the societal impacts of technological innovations and their integration into various sectors.
- Societal Development: Investigations addressing cultural, economic, and environmental challenges, particularly through the lens of education and technology.
- Interdisciplinary Approaches: Research that bridges disciplines to provide holistic solutions to contemporary issues.

As part of its ongoing mission to internationalize and expand its impact, BRAJETS collaborates with prominent academic events, including the second edition of the International Congress of Communication Sciences (CISC'24), organized by the École Normale Supérieure of Tétouan. After the resounding success of its first edition, the congress was held on November 28th, 29th, and 30th, 2024. This partnership exemplifies the journal's dedication to fostering interdisciplinary research and advancing solutions to global challenges. Articles from CISC'24 are featured under the theme "For Mobilizing Communication Science for the Planet," addressing critical issues such as sustainability, environmental awareness, and the transformative role of communication in society.

All articles, including those from CISC'24, undergo a rigorous double-blind peer review process to ensure academic rigor, originality, and relevance. Each manuscript is evaluated by expert reviewers based on strict criteria, including clarity of objectives, methodological robustness, and alignment with the journal's editorial line. Submissions are also analyzed using the my.plag.pt system to maintain a maximum similarity threshold of 40%, ensuring the originality of the work.

The mission of BRAJETS is to serve as a dynamic platform for the dissemination of impactful research that bridges theory and practice. By encouraging dialogue and collaboration among researchers, educators, and professionals, the journal aims to:

- Advance knowledge in education, technology, and society.
- Promote innovative and interdisciplinary research.
- Facilitate global exchanges between academic and research institutions.
- Provide a space for critical reflection on emerging technical-scientific topics.
- Support continuous education through the publication of original articles, fostering debates and solutions to pressing societal issues.

Through its partnership with CISC'24, commitment to academic excellence, and adherence to open-access principles, BRAJETS continues to strengthen its position as a leading publication in its field, contributing to the development of knowledge that drives positive change in education, technology, and society worldwide.

ARTICLE SELECTION

The first section of this edition of BRAJETS highlights the critical role of communication in shaping societal outcomes, presenting nine articles selected from the Congrès International des Sciences de la Communication (CISC'24). These contributions underscore the transformative potential of communication across diverse domains, including education, technology, governance, health, and cultural development.

The articles collectively demonstrate the innovative and interdisciplinary approaches employed by researchers to address pressing global challenges, with a particular focus on the methodologies used for data collection and analysis. By delving into topics ranging from the integration of ICT in education to territorial branding for economic development, this section encapsulates the journal's commitment to advancing rigorous, impactful research. Each article not only provides theoretical insights but also offers practical recommendations, reinforcing the overarching theme of mobilizing communication for societal progress.

We open this edition of the BRAJETS journal with an article by El Kammouni Naila and Razkaoui Yassin, which examines the integration of Information and Communication Technologies (ICT) in the Moroccan education system. The authors assess the current state, opportunities, and challenges of ICT adoption, focusing on its effects on teaching and learning, particularly in higher education. The article also addresses teacher training, digital resource development, and four decades of ICT evolution, highlighting initiatives like the GENIE program from the Moroccan Ministry of National Education. Through a reflective literature review, the study identifies gaps between policy goals and on-the-ground realities. While recognizing ICT's benefits—such as enhanced teacher performance and student engagement—the authors also cite major obstacles: limited teacher training, inadequate infrastructure, and a lack of alignment between technology and pedagogical aims. These issues point to the need for strong policies that ensure accessible resources, high-quality educator training, and strategic support for learners and teachers. The article concludes by calling for a holistic approach to ICT integration—one that focuses not only on introducing technology but on fundamentally transforming the learning experience.

Following the opening article, we present the insightful work of Kaoutar BaaJ, EL Arbi El Bakkali, and Mohamed Amine Lahiala, which explores the role of chatbots in crisis communication within educational institutions. The article examines how chatbots disseminate accurate information, counter misinformation, and support educational continuity during disruptions—particularly in the context of the COVID-19 pandemic. This timely study reveals both the potential and limitations of integrating chatbot technology in education. Using a qualitative case study method, the authors analyze the implementation of AI-powered chatbots across five U.S. universities: California State University, Northridge (CSUN), George Washington University (GWU), Texas A&M University, Arizona State University (ASU), and Georgia State University (GSU). Through document analysis and thematic coding, the study captures diverse perspectives on chatbot use, including improved communication, operational support, and student engagement. Data triangulation and stakeholder testimonials reinforce the credibility of the findings. The article highlights key benefits such as more effective crisis communication, lower dropout rates (as seen in GSU's reduction of summer melt), and the delivery of timely, accurate information. Yet, it also identifies significant limitations, including engagement challenges, technical integration issues, and the need for regular updates to maintain relevance. The authors propose solutions to improve linguistic and cultural responsiveness and build user trust. Ultimately, the article underscores the transformative potential of chatbots in crisis contexts, calling for strategic enhancements to maximize their impact. Though based on U.S. case studies, the research encourages broader exploration of chatbot use in diverse cultural and regional settings. This contribution offers important insights for educators, policymakers, and technologists aiming to harness AI tools for innovation and resilience in education.

The third article, by Laila Drouiche and Hassan Baha, examines the vital role of reputation management in higher education, focusing on two Moroccan universities: Abdelmalek Essaâdi and Hassan 1st. The study explores how these institutions implement strategic communication and marketing to enhance their image and visibility in an increasingly competitive academic environment. It presents a detailed case study showing how universities can use digital tools to strengthen their reputation and connect with stakeholders. Using a qualitative methodology, the research combines a literature review with an in-depth analysis of the universities' digital platforms, including official websites and Facebook pages. Non-participant observation and visual content analysis evaluate how institutional activities are presented and how audiences engage online. A lexicometric analysis with Ana Text 2.3 identifies recurring keywords in university communications, while Facebook engagement rates assess audience interaction. The findings show that university reputation is multifaceted, involving academic quality, leadership, and socioeconomic appeal. The study emphasizes the importance of online presence, with websites offering detailed information and social media used to share news and promote events. However, public engagement remains inconsistent, highlighting the need for improved strategies to boost visibility. This article is notable for its focus on Moroccan universities, a context seldom addressed in academic research. It underscores the value of adapting communication and marketing to local institutional contexts while meeting global expectations. The study offers practical guidance for universities seeking to build their brand through strategic digital communication. The authors conclude that effective reputation management is crucial to long-term institutional success, advocating a comprehensive communication strategy—both online and offline—to enhance visibility and credibility. This article makes a meaningful contribution to the field of university reputation management, providing actionable insights for using digital platforms to achieve institutional goals.

Continuing the exploration of communication's transformative role, the fourth article delves into political discourse. Authored by Ouhssou Youssef, Razmi Khaoula, and Fallous Ali, the study, titled "The Political-

Interactional Images: The Case of Aziz Akhannouch's Government", analyzes how Moroccan political figures construct, project, and defend their public image in a complex socio-political context. Focusing on the Akhannouch government and institutional settings like parliamentary debates, the article examines rhetorical strategies and how political communication functions as both a performative and relational act, with ethos—a politician's perceived character—central to shaping public perception and credibility. Using a pragmatic and interactional approach, the authors explore how speech acts and non-verbal cues convey competence, leadership, and societal alignment. The study shows how politicians adapt their strategies based on their political role—government or opposition—and how they frame discourse on national issues like the Moroccan Sahara or foreign relations. Combining qualitative discourse analysis with pragmatic theory, the authors highlight how ethos, pathos, and logos intersect to craft persuasive narratives. Analyzing parliamentary speeches via YouTube archives, they examine rhetorical choices and the influence of external events like the Morocco-Germany and Moroccan-Spanish crises on political image-making. This article contributes to the edition's broader themes by linking communication strategies with societal impact. It emphasizes political discourse as a tool to build trust, manage ideological tensions, and address national and global challenges. By centering Moroccan politics—often overlooked in communication research—the authors offer fresh insight into how politicians use ethos to assert leadership and navigate governance. As part of the section's focus on communication for change, the article stands out for its exploration of political interaction's relational and performative nature, showing how discourse shapes perception and outcomes. It invites reflection on the power of communication in shaping political landscapes, making it a key contribution to this issue.

The fifth article marks a shift to the intersection of technology and education, examining the transformative potential of artificial intelligence in boosting student engagement. Authored by Aammou Souhaib, Tagdimi Zakaria, and Touis Tarik, the study explores the integration of AI-driven systems within the Moodle platform to enhance socio-pedagogical interaction. By employing personalized communication and tailored recommendations, the authors tackle the challenge of sustaining engagement in digital learning environments where social interaction is limited. Positioned at the forefront of educational innovation, the research shows how AI and Natural Language Processing (NLP) can foster adaptive, inclusive learning experiences that address diverse student needs. Drawing on performance metrics, interaction patterns, and engagement data, the authors developed a dynamic system that customizes content and communication strategies. The study highlights AI's capacity to create equitable and responsive educational systems. It also details the methodological rigor behind training AI models on simulated datasets mirroring real-world educational scenarios. These models, embedded in Moodle, detect disengagement and enable timely, tailored interventions. While results show improved engagement and learning outcomes, the authors note limitations, such as reliance on simulated data and lack of real-world testing. These are balanced by forward-looking conclusions that encourage further investigation into AI's evolving role in education. As digital learning grows globally, this article offers key insights for educators, technologists, and policymakers seeking to enhance learning through AI. By showing how personalized learning can close engagement gaps, the authors provide a roadmap for building more interactive, student-centered digital education systems—aligning with this edition's broader themes.

Building on the theme of communication in education, the sixth article—by Anouar Atiki, El Bakkali El Arbi, and Lahiala Abdelfattah—explores the vital role of socio-pedagogical communication in fostering effective and modern learning environments. The study investigates how communication practices—or their absence—affect Moroccan educational institutions, focusing on interactions among teachers, administrators, students, and, indirectly, parents. Centered on secondary and high schools in Martil, Morocco, the article deepens our understanding of communication's impact on educational outcomes and institutional efficiency. Adopting a mixed-methods approach, the research combines questionnaire data with qualitative observations across eight institutions. It uncovers major gaps in collaboration, coordination, and transparency, including irregular teacher communication, lack of structured planning, minimal professional dialogue, and weak teacher-administrator interaction. These findings underscore the urgent need for institutionalized communication strategies to enhance school effectiveness. This article complements the previous one on AI-enhanced engagement by emphasizing the human side of educational communication. Together, they highlight the dual dimensions of engagement—technological and interpersonal. The authors stress that overcoming communication deficits requires making it a strategic priority, backed by structured programs defining stakeholder roles. They also call for cultivating communication as a societal value, aligning with broader educational aims to resolve academic and psychological issues. Institutionalizing effective communication can support achievement, foster collaboration, and enrich the educational experience. As digital and human-centered communication converge, this article offers vital insights into optimizing learning environments, affirming that

technology alone cannot solve systemic issues without strong interpersonal foundations—making it a key contribution to this edition's theme of transformative communication.

As this edition continues to explore the intersection of technology, pedagogy, and communication, the seventh article presents an innovative approach to integrating artificial intelligence in education. Authored by Aammou Souhaib, Tagdimi Zakaria, and Touis Tarik, the study—"Using Small Language Models as Tools for Teaching in the ELSEI Master's Program"—demonstrates how Small Language Models (SLMs) can enhance teaching and learning, particularly in introductory Python programming courses. Building on earlier discussions of AI in education (Articles 5 and 6), this study shifts focus to SLMs as lightweight, cost-effective alternatives to Large Language Models (LLMs) in academic settings. It introduces the QAIP (Question Answering Introduction to Python) system, developed within the E-learning and Intelligent Educational Systems (ELSEI) program, which provides students with personalized, accurate responses to Python-related queries. Using a systematic methodology, the authors curated a large dataset from IntoPython.com—over 150,000 paragraphs with structured topic hierarchies—and fine-tuned the SLMs for task relevance. Through tools like Google Colab and Hugging Face's pre-trained models, they created a responsive QA system tailored to learners' needs. The article highlights the balance between computational efficiency and performance, showing how SLMs serve institutions with limited resources. The findings underscore SLMs' potential to personalize education, empower learners technologically, and increase AI accessibility and diversity. Despite limitations—like ensuring factual accuracy and coherence—the authors affirm that SLMs can effectively boost engagement and programming skills. This article brings a fresh angle to the edition by showing how educational technology can be democratized, offering AI tools to a wider range of institutions and students. As digital education evolves, this study provides a practical roadmap for integrating innovative AI in academic programs, aligning with the edition's broader focus on transformative practices in education, technology, and society.

The eighth article shifts the focus to a deeply human and critical aspect of communication: the interaction between parents of autistic children and healthcare professionals. Authored by Abdelaziz Mahboub, El Mlili Nisrin, and Razkaoui Yassin, the study presents a bibliographical analysis of the barriers and opportunities within this crucial partnership. Focusing on autism care, the article adds a distinctive perspective to this issue's overarching theme of communication as a transformative force in addressing societal challenges. Complementing earlier discussions—particularly the sixth article on socio-pedagogical communication—it emphasizes how effective communication fosters trust and collaboration among key stakeholders. The study further highlights the importance of literacy, empathy, and mutual understanding in achieving positive outcomes. Communication in autism care is portrayed not just as information exchange, but as the foundation for partnerships that enable optimal therapeutic results. The authors conducted a systematic review of literature from PubMed and Google Scholar, selecting 20 relevant articles in French and English. The research identifies major obstacles such as limited autism literacy among both parents and professionals, cultural differences, and parental stress, all of which impede effective communication and therapy success. It also stresses the importance of training programs that help healthcare providers engage with families empathetically and constructively. The study proposes strategies like enhancing health literacy, reducing stress, and encouraging collaboration between families and professionals—aligning with this edition's broader objectives of societal betterment through communication. By addressing an often-overlooked domain, the article offers meaningful insights for scholars, practitioners, and policymakers. Its focus on actionable solutions deepens our understanding of how communication can build inclusive, supportive environments for families dealing with autism. As the edition continues to explore communication's power to drive change, this contribution stands out as a poignant reminder of its impact on both individual lives and wider societal structures.

Concluding the first section of this BRAJETS edition, the ninth article explores the intersection of identity, communication, and economic development. Authored by Houyam Mouhib, Kaoutar El Aida, and Abdelfattah Lahiala, the study examines the role of territorial branding in shaping the identity and tourist appeal of Larache, Morocco. By analyzing the city's distinct features and the perceptions of both residents and potential tourists, it offers valuable insights into the challenges and opportunities of promoting Larache through strategic branding. This research expands on earlier themes of communication as a transformative tool, shifting the focus to economic and cultural dimensions. It demonstrates how branding can strengthen a city's identity, attract tourism, and cultivate local pride. Resonating with the eighth article's emphasis on perception, this study shows how stakeholder views can influence broader societal outcomes. Using a mixed-methods approach, the authors combine quantitative questionnaire data with qualitative insights from social representation analysis and semi-structured interviews. The findings reveal a pronounced gap between how residents and tourists perceive Larache, stressing the need for a branding strategy that authentically reflects its cultural and historical assets,

such as the Lixus archaeological site and the Loukous River. The article advocates for a strategic, participatory branding approach involving local stakeholders and aligning with the lived identity of the city. Effective branding, the authors argue, must balance the promotion of local uniqueness with the correction of external misconceptions. This nuanced analysis offers actionable recommendations for local authorities and tourism boards to elevate Larache's visibility and appeal. As the final article in this section, it reinforces the issue's central theme—mobilizing communication for societal transformation. By addressing the links between identity, communication, and development, it contributes meaningfully to the discourse on territorial branding and underscores its relevance for sustainable development and cultural preservation.

As this section concludes, the nine articles collectively illustrate the multifaceted nature of communication as a tool for transformation. From improving educational practices through AI and socio-pedagogical strategies to addressing health communication barriers for autism care and redefining territorial identity for tourism, these studies highlight the breadth of communication's influence. The diversity of methodologies—from bibliographical reviews and qualitative discourse analyses to mixed-method approaches—reflects the authors' dedication to advancing innovative research. Together, these contributions reinforce the vital role of communication in fostering collaboration, inclusivity, and sustainable development. By bridging theoretical exploration with practical application, this section sets the stage for further interdisciplinary discourse, encouraging readers to engage with communication's profound capacity to address global challenges and enhance societal well-being.

CONCLUSION

In an era marked by rapid technological advancements and pressing global challenges, the transformative power of communication has emerged as an essential force in shaping the trajectory of our interconnected world. Communication transcends the mere exchange of information; it serves as a bridge between individuals, societies, and ideas, fostering collaboration, innovation, and shared understanding. From combating climate change to enhancing educational equity and promoting sustainable development, communication science holds the potential to mobilize collective action and drive meaningful change. This aspiration lies at the heart of the Congrès International des Sciences de la Communication (CISC'24), which convened researchers and practitioners under the compelling theme: "For Mobilizing Communication Science for the Planet."

Communication is inherently multidisciplinary, intersecting with domains as diverse as education, politics, technology, and environmental science. Paul Ricoeur's philosophy of communication provides a lens through which to understand its transformative power. Ricoeur frames communication as a "miraculous and precarious achievement" that bridges the monadic isolation of individuals, enabling the creation of shared meaning and fostering human connection. This perspective aligns seamlessly with the vision of CISC'24, emphasizing communication not merely as a technical process but as a humanistic endeavor that transcends barriers and creates spaces for mutual recognition and collaborative action.

As Ricoeur reminds us, the essence of communication lies in its duality – it is both an event and a process of meaning-making, allowing individuals to transcend their isolation and engage in the shared pursuit of living well with and for others in a just society. The event represents the act of speaking or transmitting information, while the process emphasizes the interpretation and mutual understanding that emerge through dialogue, encompassing its ethical, moral, and political dimensions. This intricate duality is at the heart of the studies presented at CISC'24, which demonstrate how communication can act as a catalyst for addressing the multifaceted social, cultural, and environmental challenges of our time.

The theme of CISC'24 reflects an urgent call to action: to leverage the tools and insights of communication science for the betterment of humanity and the planet. Communication, in this context, is not confined to traditional models of sender-message-receiver dynamics. Instead, it is reimagined as a relational and ethical practice that prioritizes more human and humanizing relationships, inclusion, equity, empathy for the other and sustainability for the planet. The nine articles featured in the first session of this edition of BRAJETS exemplify this ethos, offering diverse methodological and theoretical contributions that demonstrate the transformative potential of communication science.

For instance, the integration of Information and Communication Technologies (ICTs) into educational systems, as discussed by El Kammouni and Razkaoui (2024), underscores how communication technologies can enhance pedagogical outcomes while addressing systemic inequities. Similarly, the research by Aammou, Tagdimi, and Touis (2024) on AI-driven personalized learning highlights how digital tools can create inclusive educational environments that cater to diverse learner needs, fostering engagement and collaboration. These

studies illustrate how the intentional use of communication technologies can create opportunities for innovation and equity, reflecting the broader mission of mobilizing communication for societal progress.

The intersection of communication and politics is explored by Ouhssou, Razmi, and Fallous (2024), whose analysis of Moroccan political discourse highlights how communication strategies shape public perception and foster governance rooted in ethos and credibility. This study, alongside others on socio-pedagogical communication (Atiki, El Bakkali, and Lahiala, 2024) and territorial branding (Mouhib, El Aida, and Lahiala, 2024), demonstrates the multifaceted applications of communication science in navigating social complexities and fostering identity, collaboration, and community engagement.

At its core, the theme "For Mobilizing Communication Science for the Planet" resonates with Ricoeur's assertion that communication is an ethical and relational act. This perspective compels us to view communication not merely as a tool but as a responsibility – a shared commitment to advancing the common good. The articles in this edition collectively embody this commitment, offering insights that address global challenges through innovative methodologies, interdisciplinary approaches, and a shared vision of a more sustainable and equitable future.

From the transformative potential of AI in education to the dynamics of political discourse and the strategic role of branding in fostering local identity and tourism, these studies illustrate how communication science can shape the narratives, relationships, and actions needed to tackle the most pressing issues of our time. By emphasizing the relational and ethical dimensions of communication, the contributions to this edition underscore the importance of fostering collaboration, inclusivity, and mutual understanding as foundational principles for planetary transformation.

The potential of communication science lies not only in its capacity to disseminate information but also in its ability to shape perceptions, build trust, and mobilize collective action. This transformative power is evident across the contributions in this edition, which reflect the richness and diversity of communication science as a field of inquiry. As Ricoeur suggests, communication is a continuous "wager" – a commitment to overcoming the barriers of incommunicability and creating spaces for dialogue, recognition, and shared meaning.

As we confront the challenges of the 21st century, the insights offered by these studies serve as a testament to the power of education and communication science to foster innovation, collaboration, and sustainability. By mobilizing education and communication as a catalyst for planetary transformation, we can aspire to create a world where knowledge flows freely, relationships are strengthened, and collective efforts are directed toward the well-being of our planet and its inhabitants. This edition of BRAJETS invites readers to engage with these ideas, recognizing the profound potential of communication science to inspire change and build a future rooted in mutual respect, shared responsibility, and hope.

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