



## International Conference

# Communication professions Challenges and Issues in the Digital Age

Tunisia – April 22 to 24, 2026



## Call for paper

Institute of presse and information sciences  
University campus of Manouba, 2010  
Tél. : (216) 71 60 08 31 - 71 60 09 81 - Fax : (216) 71 60 04 65  
Site web : [www.ipsi.rnu.tn](http://www.ipsi.rnu.tn) / e-mail : [colloque@ipsi.uma.tn](mailto:colloque@ipsi.uma.tn)

# CALL FOR PAPERS

## INTERNATIONAL CONFERENCE – APRIL 2026

### Communication professions: Challenges and issues in the digital age

Organized by the Institute of press and information sciences (IPSI)

#### CONTEXT AND SCIENTIFIC EMERGENCE

##### 1- Communication, Technologies and Societies: Towards a Redefinition of Communication Professions

Communication professions have undergone a profound transformation over the last two decades, due to technological and political developments as well as the rise of digital platforms and artificial intelligence (AI). As a result, communication functions have become more complex, professionalized and diverse in public, institutional, political and private spheres. Therefore, it is necessary to reflect on how to think about these new professions, in light of democratic requirements, local socio-political dynamics and international standards.

“These profound mutations invite us to rethink communication, not only as a professional practice, but also as a central issue for social cohesion and intercultural understanding,” as Dominique Wolton emphasizes. He adds, “communication is the ‘oxygen balloon’ that binds individual life to collective life,” and “reconciling individual freedom with equality for all remains one of the challenges of globalization” (Lafontaine Orvild , 2022). In this perspective, communication emerges as a major scientific and political issue of the 21st century, particularly in the face of the dominance of technological and commercial logics, raising warnings about the potential loss of meaning in digital exchanges (Lafontaine Orvild , 2022).

Bernard Motulsky explains: “It was only in the 19th century that communication started to be at least partially handled by professionals in the field – i.e., by people who earned their main income from communication and whose goals was to help businesses, States and organizations communicate effectively” (Motulsky, B., 2018). “To communicate effectively is to transmit a message with a specific objective, aiming to influence the perceptions, attitudes or behaviors of a target audience” (Motulsky, B., 2018).

Today, communication professions are gaining recognition. Nevertheless, they are constantly diversified and reshaped. Many of these professions can be considered traditional, such as: public relations officer, press officer, advertiser, external communication officer or manager, internal communication officer or manager, director of communication, etc. Other

professions are emerging and they are mostly related to “Internet professions” (Conference, Calenda, 2014).

As to Olivier Ertzscheid (2012), he explores the redefinition of professional identities through the rise of platforms and algorithmic logic, emphasizing the issues of e-reputation and digital memory (Blog *affordance.info*).

In this context, the international conference titled “Communication Professions: Challenges and Issues in the Digital Age” will be held on April 22-24, 2026 in Tunisia. This scientific event aims to explore the profound transformations currently reshaping communication professions worldwide, in the Arab world, Africa and Tunisia. Researchers in Information and Communication Sciences, with diverse academic, geographic and contextual backgrounds, will come together to collectively reflect on the current and future challenges facing the field, the adaptation of communication practices in response to the digital revolution, as well as the impact of emerging technologies (AI, social media, data, etc.) on skills, training and organizational models, while taking into consideration the cultural, economic and social specificities of different regions.

## **2- Scientific Insights into the Transformation of Communication Professions in the Digital Age:**

In the digital age, communication professions are undergoing a deep transformation in terms of their practices and forms of professional recognition. This transformation is not limited to the introduction of new tools. It is related to a more comprehensive restructure of roles, skills, training as well as the social representations linked to the roles of a communicator. Several recent academic studies offer insights that analyze these dynamics and key issues.

The redefinition of professional roles in response to new digital tools is the first observed transformation. According to Sophie Pène (Pène, 2020), in the context of public service, digital technology disrupts not only trade tools but also the frameworks that legitimize the roles of communication professionals. The digital transition is analyzed as a deep organizational process that requires rethinking these professions through a logic of blending the old and the new. Pène refers to this as a process of “digital acculturation,” where traditional professions are being reshaped without necessarily disappearing (Pène, 2020).

Within this perspective, the conference of the International Network on the Professionalization of Communicators (RESIPROC 2014) raises a key question: What are the skills, statuses and recognition forms for new professions, such as community managers, data journalists or content strategy consultants? Although these professions stem from traditional communication, they are still struggling to stabilize at the institutional level. The conference emphasizes that the professionalization of digital communication jobs requires knowledge structuring as well as a greater academic and organizational recognition (RESIPROC, 2014).

The link between digital transformation and professional training is also widely studied. According to Alexandre Coutant and Jean-Claude Domenget (2016), digital technology « disrupts the communicator », and this disruption has a direct impact on training measures. Hybridization between academic knowledge and digital practices has become unavoidable, emphasizing project-based learning, transversal skills and the critical appropriation of digital

tools. This calls for a continuous adaptation of competency standards in both educational institutions and companies.

In this context, Kimani, Bryce (2024) observed that internal communication strategies which promote employees' engagement are obvious. They systematically underline a positive correlation between a transparent communication, a two-way communication, leadership communication and the use of multiple communication channels with higher levels of engagement.

In particular, leadership communication plays a fundamental role in shaping organizational culture and values, thus influencing employees' commitment to organizational goals. However, some challenges persist, such as information overload, language barriers and discrepancies in communication efficiency across departments.

Finally, the rise of nomadic careers, typical of digital professions where autonomy, mobility and multidisciplinary have become essential assets, represents an important dimension of the new knowledge economy (Tremblay, Diane-Gabrielle, 2003).

“The rise of these professions entails some challenges in terms of human resources related to the recruitment, integration, retention of new professionals as well as the management of new skills and career paths. The latter follow unconventional logics whose consequences influence businesses, mainly in terms of employability and psychological contracts” (Ceccarelli, A., Lutz, A. et Chouki, M., 2024).

Thus, the communicator often adapts to different employment statuses (employee, freelancer or consultant), in an unstable professional environment, where the ability to manage one's personal image, networks and versatility has become a key employment criterion.

These different insights allow us to understand that the transformation of communication professions in the digital age is not linear. It is expressed through an ongoing reconfiguration, between continuity (legacy of traditional professions) and rupture (creation of new roles), between formal and informal fields, between institutional stabilization and precarity. The major challenge for professionals, instructors and institutions lies in their ability to support these transformations while paying attention to the human, ethical and social issues of communication.

## **KEY INSIGHTS AND ISSUES:**

Communication professions are evolving rapidly due to technological advances, both worldwide and in Tunisia. These professions are constantly called upon to adapt to the needs and expectations of their audience.

### **1. At the Global Level: Communicational Transformation in the Age of AI**

Communication practices are evolving to adapt to new digital issues, driven by the rise of digital technologies, artificial intelligence, evolution of societal expectations, as well as economic and political upheavals. These transformations have an impact on work methods, training models and governance modes within the sector.

### **a) Impact of Digital Technologies and AI :**

Digital tools, automation, content personalization, algorithm monitoring and predictive analysis are fundamentally transforming organizational communication. These developments raise questions about transparency, data sovereignty, technological bias and ethical regulation.

### **b) Reconfiguration of Communication Roles:**

Traditional boundaries between institutional communication, marketing, public relations, journalism and advocacy are becoming increasingly blurred. New hybrid roles (such as community managers, AI specialists, data analysts, etc.) are emerging, and they require versatility, technical skills, critical thinking and agility.

### **c) Ethical and Strategic Issues:**

Communication has become a central lever for governance, crisis management, social responsibility and organizational transformation. Requirements in terms of ethics, sustainability, diversity and inclusion call for a more responsible, transparent and systemic approach.

## **2. In Tunisia: Structural Challenges and Issues of Institutional and Organizational Communication**

Since 2011, communication in Tunisia has undergone a radical transformation. Political transformations, institutional restructurings, civil society growing demands and economic shifts have significantly altered expectations in terms of public, governmental and organizational communication. Within this framework, professions related to communication must be reconfigured, skillsets change, and the limits between journalism, marketing, activism and institutional communication become increasingly blurred.

### **a) Structural and Institutional Challenges:**

Government communication is still characterized by the absence of an integrated strategic framework. It is based on a set of fragmented texts rather than a comprehensive law, leading to practices fragmentation and limited institutional coordination. Despite the existence of Organic Law No. 2016-22 relating to access to information, implementation remains partial, which has exacerbated the gap between the right to information and its actual dissemination. The confusion between political communication and state communication has reinforced bias perception and hindered the emergence of a neutral and professional public communication model.

### **b) Weaknesses of Institutional and Organizational Communication:**

Communication is often perceived as a secondary function, limited to event planning or content dissemination. There is no clear strategy, a weak internal cultural communication, limited institutional recognition and regional disparities in terms of access to information. In the private and associative sectors, communication often lacks qualified resources and a long-term perspective. These shortcomings hinder the integration of communication as a lever of governance, transparency and performance.

### c) Unequal Institutional and Digital Environment:

Even if some initiatives - such as mobile digital identity - have been launched, digitalization is still unevenly distributed across regions, especially in public administrations where bureaucracy and a lack of digital skills slow progress. This limits the efficiency of public communication, which must further integrate digital tools today so as to better reach and engage citizens.

To address these challenges, it is essential to redesign training and develop new skillsets. Communication professions can play a key role in transforming organizations. To support this evolution, the Institute of Press and Information Sciences (IPSI) plans to launch a Master's program in Organizational Communication to train professionals capable of meeting the challenges of digital communication in Tunisia and the region.

## CONFERENCE OBJECTIVES:

This international conference aims to bring together information and communication sciences researchers along with scholars from other disciplines and diverse contexts in order to:

- Produce a critical and contextualized mapping of the new communication professions, in relation to economic, social, and technological changes.
- Reflect on the legal and ethical frameworks that are governing these professions, while taking into consideration the specificities of the Tunisian media system and technological requirements.
- Analyze the impact of technologies (AI, platforms, big data) on professional practices in institutional and organizational communication.
- Develop innovative training models that align with the job market needs and digital transition requirements.
- Evaluate the opportunities and risks related to digital technologies and AI in communication.
- Explore the ethical issues associated with digitalization and the use of AI, while taking into consideration cultural and democratic contexts.

## TARGET AUDIENCE:

The conference addresses a wide audience:

- Researchers and academics in information and communication sciences, humanities and social sciences, political science, education sciences, economics and management, law and ethics, and science and technology.
- Professors and teachers at schools and institutes of journalism and communication.
- Doctoral students and students in the above-mentioned disciplines.
- Communication professionals and practitioners in political, organizational, institutional, public, and corporate communication, as well as civil society actors **WHO HAVE APPLIED RESEARCH ACTIVITIES** in communication strategies, digital

communication, digital transformation, communication performance measurement, ethics, inclusion, and responsibility.

## **CONFERENCE THEMES:**

Communication professions have undergone major transformations over the last two decades, driven by technological advances, political changes, the rise of digital platforms, and artificial intelligence (AI). These developments have complicated and diversified functions across the public, institutional, political, and private spheres. The conference examines how these professions adapt to democratic requirements, local sociopolitical dynamics, and international standards.

The transformations notably affect:

- Private organizations, where communication departments have become strategic hubs.
- Public institutions, facing challenges related to government communication, public policy pedagogy, and transparency.
- The political field, where electoral communication and the use of digital platforms are radically transforming mobilization and persuasion.
- The associative, academic, and cultural sectors, where mediation with audiences must be reconsidered so as to enhance visibility and legitimacy.

These transformations, which are marked by digitalization, AI and sociopolitical changes, are redefining the boundaries of communication professions and presenting unprecedented challenges in terms of practices, regulations, ethics and training. This makes the recent developments of the political transition and the specificities of the digital ecosystem, particularly in terms of the diversity of uses a highly relevant case study in the Tunisian context.

The conference aims to analyze how AI, citizen trust, training of hybrid communication professionals, and influence of digital platforms are redefining communication professions in the digital age.

Proposals must be framed within one of the following four thematic axes:

### **Theme 1: Artificial Intelligence and Digitalization: Revolution and Ethical Dilemmas in Communication Professions**

This theme focuses on the study of AI and digitalization impacts on communication practices: new skills (data analysis, AI fluency, platforms management), technological opportunities for a more targeted and efficient communication, but also challenges related to ethics, biases and data protection.

### **Theme 2: Public Communication and Trust Challenge: Rethinking Relations with Citizens:**

This theme explores innovative strategies to restore trust in public institutions and organizations through communication: structures coherence, transparency, citizen participation, and fight against distrust.

### **Theme 3: Training Hybrid Communicators: Skills, Innovations and Local/Global Adaptation:**

This theme provides an insight into organizational communication training: hybrid skills (technological, analytical, ethical and strategic), pedagogical innovations, as well as adaptation to local realities and global professional demands for future professions.

### **Theme 4: Influence of Digital Platforms and Algorithms on Communication Practices**

This theme tackles the impact of digital platforms and algorithms on actors, devices and communication practices. It focuses on the transformation of communication strategies and the role of algorithms as invisible mediators that are reshaping power relations in an ecosystem that is dominated by private platforms. Ethical and democratic issues related to the plurality of discourse, the risks of abuse of dominant positions, as well as the tensions between commercial logic, public interest and content regulation are also examined.

## **ROUND TABLE SESSION:**

The conference will conclude with a roundtable on:

“Professional Practices and Digital Transformations: Challenges, strategies, and responsibilities.”

The session will explore key professional practices, strategies, and challenges in communication, encouraging dialogue between researchers and practitioners.

Participants will include representatives from private sector, public institutions, NGOs and associations, media and journalists, training and research sectors, program directors in communication, marketing, and public relations, as well as communication science experts in digital and AI-related fields.

## **SUMBISSION GUIDELINES:**

Communication proposals (Maximum 500 words) should specify:

- Last name, first name, institutional affiliation and contact information,
- Title of the communication,
- Problem statement and research question(s),
- Methodology,
- Main expected results,
- 3 to 5 relevant key-words.

It can be written in Arabic, French or English.

**Evaluation:** Texts will be evaluated through a double-blind review process.

**Author’s Biography:** The text should not exceed 100 words.

## **FULL TEXTS PRESENTATION STANDARDS:**

- Format: Word (.docx) or PDF
- Font Times New Roman, size 12 pts
- Line Spacing: 1.5
- Margins: 2.5 cm on each side
- Submission of the full text and/or article after presentation at the conference must be accompanied by an abstract in French or English (maximum 500 characters, excluding spaces), five keywords, and the author's or authors' contact information (job title, laboratory name, research center and/or affiliated institution, email).
- Number of characters (excluding spaces, abstract, and bibliographic references): 40,000 to 60,000. Tables (e.g., Excel or Word) and illustrations (e.g., screenshots and images in PNG or JPEG format) are to be grouped in an annexed file. The author indicates the placement of tables and illustrations within the article.
- Bibliographic references: APA style, 7th edition

## **KEY DATES:**

- Call for papers released: September 1, 2025
- Deadline of abstracts submission: October 31, 2025
- Notification of acceptance : November 30, 2025.
- Submission of a full version of communications: February 28, 2026.
- Conference dates : April 24-25, 2026
- Submission of the full and final text of communications: June 15, 2026
- Publication of conference proceedings: December 2026

## **CONTACT:**

Abstracts must be emailed to the following address: [colloque@ipsi.uma.tn](mailto:colloque@ipsi.uma.tn)

All abstracts received after the deadline will not be considered.

## **MESSAGE TO CONTRIBUTORS:**

Contributions that are accepted and presented at the conference will be published, after scientific evaluation, in a collective volume.

## **PARTICIPATION/REGISTRATION FEES:**

- Selected foreign candidates: 150 US Dollars / 130 Euros (registration fee)
- Participants are responsible for their own accommodation and transportation costs.

## **SCIENTIFIC COMMITTEE:**

### **Conference Chair**

- Sadok Hammami, Professor,  
Director of the Institute of press and information sciences, University of Manouba, Tunisia.

### **Scientific Coordinators (in alphabetical order)**

- Lamia Ben Hassine, Assistant Professor, Institute of press and information sciences, University of Manouba, Tunisia.
- Maroua Ben Becha, Assistant Professor, Institute of press and information sciences, University of Manouba, Tunisia.

### **Scientific Committee (In alphabetical order - Currently being updated))**

- Abdelkarim Hizaoui, Professor, Institute of presse and information sciences, University of Manouba, Tunisia.
- Éric Dacheux, Professor, Founder of the Communication and Solidarity Lab, Member of RIUESS, Chair “Communication and SSE”, Clermont Auvergne University, France.
- Habib Ben Belgacem, Assistant Professor habilitated to research, Deputy Director and Head of Studies and Training, Ability to lead reserch, Institute of presse and information sciences, University of Manouba, Tunisia.
- Hamida Elbour, Lecturer, Director of “Media, Communication and Transitions” Lab, Editor-in-Chief of Tunisian Journal of Communication, Vice-President of the World Francophone Network of Journalism Training Institutes, University of Manouba, Tunisia.
- Jamel Zran, Professor, Institute of Press and Information Sciences, University of Manouba, Tunisia.
- Khalaf Lafi Al-Hammad, Lecturer and Researcher, Yarmouk University – Faculty of Media, Jordan.
- Mamadou Ndiaye, Professor-Researcher in Information and Communication Sciences, Director of the Center for Studies on Information Sciences and Techniques, President of Theophraste Network, Cheikh Anta Diop University (UCAD), Dakar University, Senegal.
- Mohamed Abd Elouahab El Allali, Professor of Higher Education, Former administrator, and Founder of the Master's Program in Political and Social Communication. Higher Institute of Information and Communication (ISIC), Rabat, Morocco.
- Moncef Louati, Professor, Chair of the Doctorate and University Habilitation Committee in Information and Communication Sciences, Institute of Press and Information Sciences, University of Manouba, Tunisia.
- Nacer-Eddine Layadi, Professor of Information and Communication Sciences, University of Algiers III, Algeria.
- Nadia Abaoub Ouertani, Professor and Director of Higher School of Business of Tunis, University of Manouba, Tunisia.

- Rizk Saad Abdel-Moati, Professor of Communication and Public Relations, Vice-President of EPRA (Egyptian Public Relations Association) for Scientific Affairs, Egypt International University, Egypt.
- Rym Bouguerra, Higher Institute of Accounting and Business Administration, University of Manouba, Tunisia.
- Saloua Charfi, Professor Emeritus, Institute of presse and information sciences, University of Manouba, Tunisia.
- Sami Melki, Professor, Institute of presse and information sciences, University of Manouba, Tunisia.
- Sébastien Rouquette, Professor of Information and Communication Sciences, Co-editor of K@iros journal, Master's Program Head, Co-leader of "Plural Public Sphere" research axis, Clermont Auvergne University, France.
- Sihem Najjar, Professor, Institute of presse and information sciences, University of Manouba, Tunisia.
- Wail Ismail Abdel Barry, Professeur en media studies, Ain Shams University, Egypt.
- Yousra Seghir, Assistant professor habilitated to research, Coordinator of Master's in Political Communication, Institute of presse and information sciences, University of Manouba, Tunisia.
- Zohra Gharbi, Professor, Head of Organizational Communication Project in "Media, Communication and Transition" laboratory, Institute of presse and information sciences, University of Manouba, Tunisia.

## BIBLIOGRAPHY

### IN TUNISIA

- Abdelaziz, A. B., El Haddad, N., Hannachi, H., Nouira, S., Melki, S., Chebil, D., ... & Boussouf, N. (2021). Qualité Des supports de communication de crise lors de la pandémie de la COVID-19 Au Grand Maghreb. *Revue d'Épidémiologie et de Santé Publique*, 69(3), 116-126.
- Ben Achour, R. (2025). La communication publicitaire de l'opérateur français Orange-Tunisie : emprunt, traduction ou créativité. *Revue internationale de Traduction Moderne*, 6(10), 4-15.
- D., Amel. (2025). Les dynamiques de la communication interculturelles au sein des organisations internationales implantées en Tunisie. 10(1), 122-131. Les dynamiques de la communication interculturelle au sein des organisations internationales implantées en Tunisie | ASJP,
- Elhaou, M. A. (2010). La rhétorique du "Changement" comme dispositif d'innovation en Tunisie. *ESSACHESS-Journal for Communication Studies*, 3(02), 47-77.
- Hammami, S. (2007). Les chantiers de la recherche en communication publique dans le monde arabe. Dans S. Hammami (Coord.), *Actes du colloque "la communication publique"* (pp. [pages si disponibles, sinon laisser vide]). Institut de Presse et des Sciences de l'information, Fondation Konrad Adenauer.
- Hammami, S. (2009). La communication publique dans le monde arabe. Essai d'analyse de son émergence et de son développement. *Communication & Organisation*, (35), 182-190. <https://www.cairn.info/revue-communication-et-organisation-2009-1-page-182.htm>
- Hammami, S. (2022). Le moins d'Etat et ses paradoxes. Enjeux de la politique publique médiatique en Tunisie. *Revue Tunisienne de Science Politique*, (7). Éd. Nirvana.
- Hassine, L. B. (2021). Réception des campagnes de communication sociale et effets des messages de prévention chez la population du Grand Tunis. [Type de document non spécifié, par ex. Mémoire de Master ou Thèse de Doctorat, Si thèse : (Thèse de doctorat, [Nom de l'université si connue])].
- Jeddou, S. B. (2015). Communication publique : ancrage des TIC dans l'organisation : étude de cas: l'administration tunisienne. (Thèse de doctorat, Université Grenoble Alpes; Université de la Manouba (Tunisie)).
- Karchoud, R. (2022). La communication politique en Tunisie : vers la professionnalisation ? (Thèse de doctorat, Université Paris-Panthéon-Assas).
- Référentiel Tunisien des Métiers et des Compétences, « Journalisme et information média (E1106). [En ligne] RTMC - Référentiel Tunisien des Métiers et des Compétences (Page consultée le 24 mai 2025)
- Romdhane, M. B., Bsir, B., & Mkadmi, A. (2011). Sites web et stratégies de communication des entreprises tunisiennes : Expériences de SIMAP, Arts de Tunisie & Golden Yasmin. *Revue Maghrébine de Documentation et d'Information*, (20), en-cours.
- Zouari, S., Gardair, E., & Mouelhi, N. B. D. (2016). Croyances superstitieuses en Tunisie : quel impact pour les stratégies de communication des entreprises ? (No. Hal-02172566). [Type de document non spécifié, potentiellement un working paper ou un chapitre de livre non publié officiellement].

- Zramdini, O. (2011). Étude des déterminants de la communication environnementale des entreprises : cas de la Tunisie et du Maroc. (Thèse de doctorat, Université de Besançon).

## AROUND THE WOLD

- « Les métiers de la communication traversés par le numérique », Colloque, Calenda, Publié le lundi 01 septembre 2014, <https://doi.org/10.58079/qrt>
- Austin, L., & Pinkleton, B. (2021). *Strategic Public Relations: From Practitioner to Partner* (4th ed.). SAGE Publications.
- Bernard, F. (2021). *Les relations publiques à l'ère du numérique et des influenceurs*. EMS Éditions.
- Chaudet, H., & Kaci, M. (2023). *La communication publique et territoriale à l'ère du numérique*. Territorial Éditions.
- Douin, M. (2022). *Manuel des relations presse et e-influence : Maîtriser les stratégies médias et digitales*. Dunod.
- D'Silva, J., & Philips, D. (2022). *Public Relations and the Digital Age: Adapting to the New Communication Landscape*. Routledge.
- Ertzscheid Olivier, *Identité numérique et e-reputation*, IUT de La Roche sur Yon, Octobre 2011, 79 pages.
- Gregory, A. (2023). *AI in Public Relations: Opportunities and Challenges for Communication Professionals*. Palgrave Macmillan.
- Jeanne, M. (2021). *Communication politique 2.0: Stratégies et enjeux*. De Boeck Supérieur.
- Johnston, J., & Zawawi, M. (Eds.). (2023). *Public Relations: Theories, Issues and Cases* (4th ed.). Routledge.
- Libert, P. (2020). *Le Big Data et l'IA pour les communicants : Stratégies, outils et cas pratiques*. Kawa Éditions.
- Macnamara, J. (2021). *Transparency and Public Relations: Ethical Challenges and Strategic Opportunities*. Routledge.
- Morse, D. (2022). *Crisis Communication and Public Relations: Best Practices for Reputation Management*. Business Expert Press.
- Parry, K., & Sriramesh, K. (Eds.). (2022). *Public Relations in the Global Village: An International Reader* (3rd ed.). Routledge.
- Pesqueux, Y. (2021). *L'éthique de la communication : Réflexions et cas pratiques*. EMS Éditions.
- Tench, R., & Yeomans, L. (Eds.). (2024). *Exploring Public Relations* (6th ed.). Pearson.
- Botsford, F. ou Ragas, M. J. ou autres auteurs pertinents. (2023-2024). *Ethical Frameworks for Algorithmic Communication: Navigating AI's Impact on Public Trust*. *Communication Theory* ou *Journal of Business Ethics*.
- [Rawlins, B., Neff, B. D., Ewing, M. ou autres auteurs pertinents]. (2021 ou 2022). *Rethinking Public Relations Education: Preparing Students for the Future of Work in a Data-Driven World*. *Journal of Public Relations Education* ou *Journalism & Mass Communication Educator*.
- « Les métiers de la communication traversés par le numérique », Colloque, Calenda, Publié le lundi 01 septembre 2014, <https://doi.org/10.58079/qrt>

## SCIENTIFIC ARTICLES

- Ceccarelli, A., Lutz, A. et Chouki, M. (2024). Comment se dessinent les carrières dans le numérique ? Un regard porté sur trois nouveaux métiers des TIC. *Revue internationale de psychosociologie et de gestion des comportements organisationnels - RIPCO*, . XXX(82), 69-92. <https://doi.org/10.3917/rips1.082.0069>.
- Coutant A., Domenget J-C , A. (2016). Le communicateur bousculé par le numérique. Quelles compétences à transmettre ? | 2016 | No 3 | Réseau international sur la professionnalisation des communicateurs (RESIPROC)
- Igor Babou et Joëlle Le Marec, « Les pratiques de communication professionnelle dans les institutions scientifiques », *Revue d'anthropologie des connaissances* [En ligne], 2-1 | 2008, mis en ligne le 01 mars 2008, consulté le 08 août 2025. URL : <http://journals.openedition.org/rac/20222> ;
- Jin, Y., & Pang, A. (2022). Addressing Misinformation: The Role of Public Relations Professionals in Promoting Information Literacy. *International Journal of Communication*.
- Kimani, Bryce. (2024). Internal Communication Strategies and Employee Engagement. *Journal of Public Relations*. 2. 13-24. (PDF) Internal Communication Strategies and Employee Engagement
- Lafontaine Orvild, « Dominique Wolton, Informer n'est pas communiquer », *Lectures* [Online], *Reviews*, Online since 07 February 2022, connection on 10 August 2025. URL : <http://journals.openedition.org/lectures/54263> ; DOI : <https://doi.org/10.4000/lectures.54263>
- Lafontaine Orvild, « Dominique Wolton, Informer n'est pas communiquer », *Lectures* [Online], *Reviews*, Online since 07 February 2022, connection on 10 August 2025. URL : <http://journals.openedition.org/lectures/54263> ; DOI : <https://doi.org/10.4000/lectures.54263>
- Lafontaine Orvild, « Dominique Wolton, Informer n'est pas communiquer », *Lectures* [Online], *Reviews*, Online since 07 February 2022, connection on 10 August 2025. URL : <http://journals.openedition.org/lectures/54263> ; DOI : <https://doi.org/10.4000/lectures.54263>
- Motulsky, B. (2018). Chapitre 6. Les métiers de la communication. Dans T. Libaert *Communication : L'ouvrage de toutes les communications* (p. 139-153). Vuibert. <https://doi.org/10.3917/vuib.libae.2018.01.0139>.
- Motulsky, B. (2018). Chapitre 6. Les métiers de la communication. Dans T. Libaert *Communication : L'ouvrage de toutes les communications* (p. 139-153). Vuibert. <https://doi.org/10.3917/vuib.libae.2018.01.0139>.
- Nicole D'Almeida et Valérie Carayol, « La communication organisationnelle, une question de communauté », *Revue française des sciences de l'information et de la communication* [En ligne], 4 | 2014, mis en ligne le 01 janvier 2014, consulté le 10 août 2025. URL : <http://journals.openedition.org/rfsic/870> ;
- Pène, S. (2020). Métiers de la fonction publique : motifs et modèles de transition numérique. *Approches Théoriques en Information-Communication (ATIC)* 1(1), 58-80. <https://doi.org/10.3917/atic.001.0058>.
- Rakova, B., Yang, J., Cramer, H., & Chowdhury, R. (2020). Where Responsible AI meets Reality: Practitioner Perspectives on Enablers for shifting Organizational

<https://arxiv.org/abs/2006.12358>

- RESIPROC. (2014). Les métiers de la communication traversés par le numérique. Colloque international, Université catholique de Louvain, Calenda. <https://calenda.org/298251>
- Sarra, H. (2023). L'IA au cœur de la communication organisationnelle. ,(2)5 مصداقية, 111-89. <https://asjp.cerist.dz/en/article/241035>
- Seeger, M. W., & Sellnow, T. L. (2021). Beyond Spin and Into Strategy: The Evolving Role of Public Relations in Crisis Management in the Digital Age. *Journal of Public Relations Research*.
- Tench, R., & Meng, J. (2023). The Rise of the Digital Communication Specialist: A New Professional Identity in Organizational Communication. *Journal of Communication Management*.
- Tremblay, Diane-Gabrielle. (2003). Nouvelles carrières nomades et défis du marché du travail; une étude dans le secteur du multimédia. *Revue de Carriérologie*. 9. (PDF) Nouvelles carrières nomades et défis du marché du travail ; une étude dans le secteur du multimédia
- Wolton, D. (2001). La communication, un enjeu scientifique et politique majeur du XXIe siècle. *L'Année sociologique*, .51(2), 309-326. <https://doi.org/10.3917/anso.012.0309>.
- Zémor, P. (1996). Éthique et déontologie de la communication publique. *LEGICOM*, 11(1), 52-56. <https://doi.org/10.3917/legi.011.0052>