



**The address of His Excellency Ambassador Ahmed  
Rashid Khattabi,  
Assistant Secretary-General and head of the Media  
and Communication Sector,**

**At the Opening Session of the Ninth Scientific  
Conference,  
Faculty of Communication, Modern University**

**Cairo, 23 December 2025**



**In the name of God, the Most Gracious, the Most Merciful,**

**Your Excellency Dr. Olfat Kamel,  
President of the Modern University for Technology and  
Information,**

**Your Excellency Dr. Sami El-Sherif,  
Dean of the Faculty of Communication and Conference Chair,**

**Distinguished Professors and Guests,**

**At the outset, I am pleased to extend my sincere appreciation for your kind invitation to attend this scientific conference, within the context of the openness of the Media and Communication Sector at the League of Arab States to the academic sphere and its engagement with the transformations shaping the contemporary media landscape.**

**Your choice of the theme, “Media, Entertainment, and Social Responsibility,” sends a clear message reflecting this promising academic institution’s commitment to making a meaningful contribution to consolidating professional standards and ethical principles for the media professionals of tomorrow. It also reflects a shared aspiration to work together—with the participation of**



**all media stakeholders and content creators—to lay the foundations for a purposeful and responsible Arab media system that promotes societal awareness, supports sustainable development, and keeps pace with the requirements of the technological revolution.**

**It is no secret that social media platforms and digital spaces, while having expanded opportunities for the democratisation of communication, freedom of expression, and constructive participation in public debate, have at the same time become arenas marked by a rush for financial gain, sensationalism, fame, and trending content. This has often led to the dissemination of superficial material, with negative repercussions on the minds and behaviors of young people.**

**From this perspective, the particular importance of the executive plan for the Media and Information Literacy Strategy—adopted by the Council of Arab Information Ministers at its 55th session, held last month in Cairo—becomes evident. This plan merits consideration and integration into educational curricula across Arab countries, as it contributes to fostering critical awareness, ensuring the credibility of information, and containing harmful practices such as misinformation, the erosion of ethical and societal values, and the promotion of tendencies towards violence, discrimination, and hate speech within the media sphere.**



Several states and regional blocs, particularly the European Union, have adopted legal and regulatory measures to consolidate digital sovereignty, govern cyberspace, and combat unsafe content. They have also launched capacity-building programmes in the media field, especially in response to the growing proliferation of artificial intelligence. In the same vein, the Council of Arab Ministers of Information—guided by the principle of protecting digital rights—stressed during its 55th ministerial session the urgent need to finalize the Arab negotiating approach with the major global media corporations, commonly referred to by the acronym GAFAM (Google, Apple, Facebook—now Meta—Amazon, and Microsoft).

Entertainment, etymologically derived from the concept of well-being, serves as a powerful means of self-realisation and innovation, while elevating the public's cultural and aesthetic sensibilities, if not simply the “users.” Entertainment embodies a philosophy of life and acts as a vehicle for societal development through diverse cultural, heritage, artistic, sports, and dramatic expressions. True development, however, is inseparable from comprehensive social responsibility, in which the efforts of the state, private sector, legislative and intellectual bodies, civil society, and media actors converge harmoniously.

In conclusion, I address the dear students to affirm that our hopes are pinned on you and your peers across the Arab world. We rely on the emerging generations to master technological knowledge, seize the opportunities of digital transition, and embrace the



**knowledge era with confidence and a spirit of competitiveness. I wish every success to the proceedings of this conference.**

**Peace and God's mercy be upon you.**