

International Conference ICA France 2026

Rethinking international comparison: communication in crisis

PROGRAM · November 16–18, 2026 · Campus Fonderie, UHA, Mulhouse

Three days to encourage international exchanges, accompany young researchers and open up new perspectives for cooperation.

How do societies deal with informational, environmental and political crises? What role do media, digital platforms and new technologies play in these transformations and in everyday life in very remote international contexts? And what can we learn by comparing the experiences of different countries?

From 16 to 18 November 2026, the University of Haute-Alsace will host in Mulhouse the international conference *Rethinking International Comparison: Communication in Crisis*, organized as part of the activities of the French chapter of the International Communication Association (ICA), one of the main international scientific associations in the field of communication. Supported this year by the CRESAT laboratory with the help of the information-communication department, and precious support from the Research Council of the Université de Haute-Alsace, this event will bring together researchers from several French and foreign universities, including India, Egypt and Norway, around a common ambition: to rethink the way in which international comparison allows us to better understand the transformations of our societies.

Through conferences, presentations of research in information and communication sciences and interdisciplinary round tables, the exchanges will address changes in information, the place of the body, environmental issues, political transformations, artificial intelligence and the protection of personal data. Particular attention will be paid to the possibilities, but also to the difficulties, of comparing social and communication phenomena between different countries and cultural contexts.

An important place will be reserved for young researchers, with international doctoral workshops organized in hybrid format. Bringing together participants from French, Indian and African universities, these meetings will make it possible to confront research on realities as diverse as electoral misinformation in Cameroon, journalistic practices in conflict situations, representations of the genre on digital platforms or the use of artificial intelligence. Beyond the presentation of the work, the objective is to promote exchanges between different scientific traditions and to facilitate the integration of young researchers into international research networks and to contribute to the question at the heart of the scientific part: how to move from research located in different national contexts to a real comparative reflection?

By hosting this annual event of the French chapter of the ICA, whose organization is entrusted each year to a different French university laboratory, the University of Haute-Alsace and CRESAT contribute to the development of international research networks, while promoting dialogue between disciplines, generations of researchers and national contexts.