



Statement

by

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to the United Nations**

**at the
Fourth Committee**

Item 54: Questions relating to information

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*Permanent Mission of Lebanon to the United Nations
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Mr. Chairman,

Let me begin by thanking you for holding this meeting of the Fourth Committee. I would also like to express my deep appreciation to the Acting Under-Secretary-General for Communications and Public Information for his presentation and comprehensive reports.

Mr. Chairman,

In today's world, the prevailing narrative is: googling, smartphone, tweeting, facebook posting; this dominating and incredibly instant social media network demonstrates not only easy and rapid access to information, but also highlights the vulnerability that individuals, cultures, companies and societies are subjected to, and therefore, stresses the need to respect confidentiality and privacy as well as the need to ensure meaningful, credible and valuable content. The main challenge is to transform this wealth of information on the tip of our fingers, into a powerful tool for improvement.

My delegation considers that the United Nations, and through its Department of Public Information, is playing a pivotal role in conveying the messages with international scope and launching a universal dialogue involving multiple stakeholders and countries; from the endeavors to combat the Ebola epidemic, to the fight against terrorism, to addressing the threats to peace and security around the world, as well as implementing the new agenda for sustainable development post-2015, and ensuring rule of law, justice and human rights for all, just to name a few.

This role will be strengthened through partnerships between different departments within the United Nations as well as between the UN, the private sector, media and civil society. Indeed, the diversity of media sources is necessary for meaningful and equitable dissemination of information.

We commend the improvement of the tools of the Department, in particular its website, the use of social media, the press statements issued, radio, television and many others. The efficient alternance between both traditional media channels and social media platforms helps to expand the reach of the message of the United Nations across the world. In this regard, Lebanon salutes the involvement and the efforts of the Strategic Communications Division in promoting UN messages and projects, such as UN peacekeeping operations and the Sustainable Development Goals.

As the United Nations continues to spread its message and its moral values across the world, the DPI must improve the multilingual content of the Organization's website. We must find a way to implement a strategy in order to deliver daily press releases in all of the official UN languages.

Mr. Chairman,

My delegation reiterates its support to DPI's Special Information Program on the Question of Palestine in raising awareness on the situation in the Middle East and the inalienable rights of the Palestinian people, as well as the efforts towards a just and comprehensive peace in the Middle East.

We commend efforts made, in particular during this year, the International Year of Solidarity with the People of Palestine. We encourage the department to continue shedding light on the plight of the Palestinian people, and the international initiative to rebuild Gaza after the Israeli military aggression in the summer, to resume the peace process, and to end occupation.

Mr. Chairman,

As host of one of the UN's Public Information centers, Lebanon can attest to the messages that these centers convey. They represent the faces and the voices for the principles and purposes of the UN among the peoples of the world. The efficiency and effectiveness of these centers hinge upon allocation of appropriate financial and human resources. Moreover, the knowledge and understanding of the efforts of the United Nations and the specificities of the work environment is of paramount importance.

My delegation emphasizes the visibility that media campaigns can ensure in raising the awareness. "The challenge" is one of the latest initiatives of UNIFIL's Public Information Office. "The Challenge" is an online televised series, in which eight Lebanese University journalism graduates visit different UNIFIL's contingents. People can easily watch the episodes on Lebanese TV channels and have access to the episodes on the Facebook page of UNIFIL's Public Information Office. The outcome of this project is fruitful, as evidenced by the Lebanese students who have called this initiative an 'educational journey'. It is with such initiative that you reach the grass roots audience and ensure a bottom up approach.

My delegation is looking forward to furthering its cooperation with DPI be it through participation of journalists in Reham Al Farra Fellowship Programme or through intensifying the engagement with youth, women and civil society.

Mr. Chairman,

"The pen is mightier than the sword", and louder than shellings and bombardement. It is our duty to allow access to information and knowledge to build power for our common and better future.