



**POLICY CENTER
FOR THE NEW SOUTH**

Tomorrow's Voices

**Artificial Intelligence, Communication,
and the New Global Order**

Roberto Razeto & Michael Stopford



Tomorrow's Voices: Artificial Intelligence, Communication, and the New Global Order

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About Policy Center For The New South

The Policy Center for the New South (PCNS) is a Moroccan think tank aiming to contribute to the improvement of economic and social public policies that challenge Morocco and the rest of Africa as integral parts of the global South.

The PCNS pleads for an open, accountable and enterprising "new South" that defines its own narratives and mental maps around the Mediterranean and South Atlantic basins, as part of a forward-looking relationship with the rest of the world. Through its analytical endeavours, the think tank aims to support the development of public policies in Africa and to give the floor to experts from the South. This stance is focused on dialogue and partnership, and aims to cultivate African expertise and excellence needed for the accurate analysis of African and global challenges and the suggestion of appropriate solutions.

As such, the PCNS brings together researchers, publishes their work and capitalizes on a network of renowned partners, representative of different regions of the world. The PCNS hosts a series of gatherings of different formats and scales throughout the year, the most important being the annual international conferences "The Atlantic Dialogues" and "African Peace and Security Annual Conference" (APSACO).

Finally, the think tank is developing a community of young leaders through the Atlantic Dialogues Emerging Leaders program(ADEL) a space for cooperation and networking between a new generation of decision-makers from the government, business and civil society sectors. Through this initiative, which already counts more than 300 members, the Policy Center for the New South contributes to intergenerational dialogue and the emergence of tomorrow's leaders.

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About the Authors



**Michael
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Michael Stopford has served as a diplomat, international civil servant, multinational corporate senior staff member and university administrator. Currently Founding Partner and Chairman of ANCORED, a global Data-based Analysis, Strategic Communications and Reputation Management company. Initially with the UK Diplomatic Service in New York and Vienna, Michael joined the United Nations and served in the Office of the Secretary-General in New York, as Chief of Staff at UN Office in Geneva and as Director of the UN Washington Office. He then joined the World Bank as Head of External Relations for IFC. More recently he served as Dep. Assistant Secretary General for Strategic Communications with NATO in Brussels, also heading the Alliance's Science for Peace and Security Program.

Michael has taught on international security and communications as Visiting Professor at several universities, including Georgetown's SFS; Johns Hopkins SAIS; American SIS; and currently teaches on international security and multilateral institutions at FGSES UM6P Rabat; and at IULM Milan. He also taught the MBA program at the University of Nebraska.

In the international private sector, Michael served as Senior Adviser for International Affairs with ExxonMobil at Dallas HQ; headed Global Corporate Reputation for The Coca-Cola Company at corporate HQ in Atlanta; and led Global Public Affairs for the agribusiness multinational Syngenta at Basel HQ. Later he served as EVP for the multinational Public Affairs firm Weber Shandwick, based in Washington, D.C. From 2017 to 2019 Michael served as Managing Director, Oxford Analytica, in Oxford, UK. From 2019 to 2022 he was Senior Adviser to the European University Institute in Florence.

In higher education, Michael served as Asst. Vice Chancellor for International Affairs at the University of Nebraska and as Senior Assistant to the President for International Affairs at American University in Washington, DC. He has a BA and MA from Oxford University.



Roberto Maria Razeto, PhD

Roberto Maria Razeto is a seasoned professional in international relations, public policy, and strategic communication. Currently serving as the Head of International Affairs at IULM University in Milan, he also coordinates the Master's program in Communication for International Relations (MICRI). Throughout his career, Roberto has played pivotal roles in developing and implementing initiatives that promote sustainability and climate action.

He has collaborated with significant international organizations, including a UNESCO-funded project aimed at supporting media resilience in Afghanistan. In this role, he worked to empower journalists in challenging environments, promoting safety and gender equality. Roberto has also contributed to climate change communication initiatives with the World Bank Group's Connect4Climate program.

An author of several articles, Roberto is an expert on disinformation related to climate change and the integration of communication with new technologies. He holds a PhD in Cultural and Media Studies, where his research focused on the evolution of climate change communication. Additionally, he earned a degree in Philosophy, a Master's in Aesthetics, and specialized in Public Affairs at the American University in Washington D.C., enriching his interdisciplinary approach to communication and public policy.

A speaker at international conferences, Roberto shares his insights on climate change communication, disinformation, and the impact of new technologies. He is dedicated to educating the next generation of professionals in international relations.

Tomorrow's Voices

Artificial Intelligence, Communication, and the New Global Order

"Tomorrow's Voices: Artificial Intelligence, Communication, and the New Global Order" by Roberto Razeto and Michael Stopford is an eye-opening exploration of how communication—and the rise of artificial intelligence—are reshaping the world. In an era defined by climate crises, pandemics, and spiralling geopolitical tensions, the book reveals how language, diplomacy, and AI-driven technology can bridge divides and drive global solutions. In fact today's daunting global challenges can only be met through an effective use of communications.

From the power of storytelling to the ethical challenges of AI, Razeto and Stopford present real-world examples of communication's transformative impact. They show how AI, when used responsibly, can amplify voices, foster transparency, and combat misinformation. Yet, they also warn of the dangers: how unchecked technology might mislead, manipulate, or deepen divides.

Through vivid case studies, the authors illustrate the role of communication in fostering a more resilient, interconnected world. "Tomorrow's Voices" invites readers to imagine a future where communication not only informs but inspires collective action, guided by ethics and innovation. This is more than a treatise—it's a call to shape the digital age with clarity, empathy, and purpose."

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