

Ethical Communication & Community Engagement

A Museum Perspective from Iran

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Museums Communicate Values

What museums say.
What museums don't say.
Who museums include.
Who museums listen to.



What Do We Mean by Ethical Communication?

Visibility

Participation

Access

Responsibility

Stability

Institutional Continuity

Freedom of Expression

Institutional Security



Vulnerability Is a Condition, Not a Limitation

Vulnerability reveals what values matter most.





Iran Dolls Museum

Cultural Diversity Community Heritage Education Outreach

Ethical Communication Requires Ethical Judgement

What should we communicate?

When should we communicate?

Who may be affected?

What responsibilities do we have?

The Reality of Vulnerable Museum Practice

- Constraints
- Cultural Vulnerability
- International Isolation
- Emotional Labour





From Practice to Framework

Listening before modelling...

Purpose

People

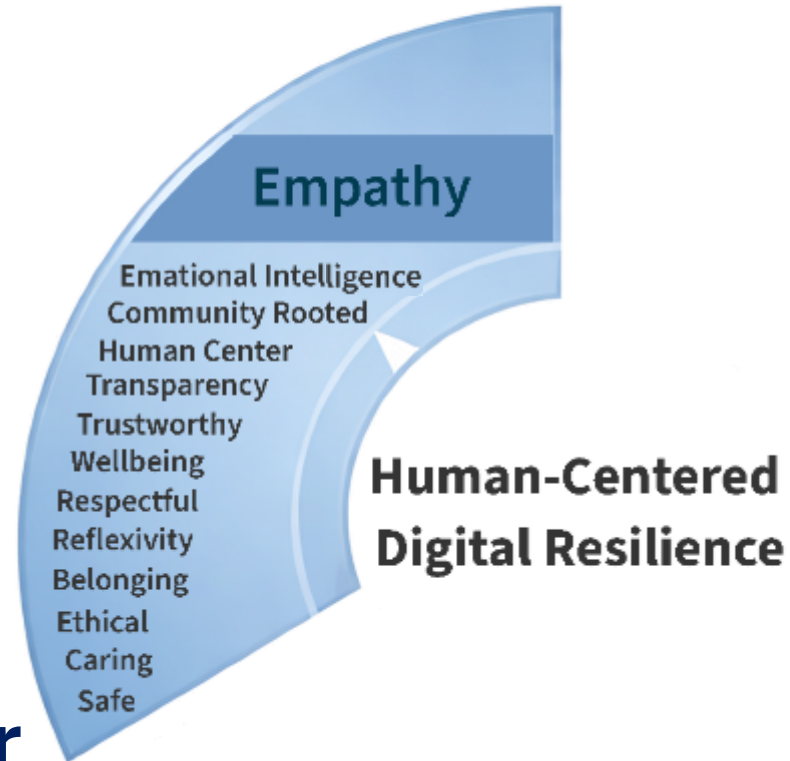
Values

Relationships

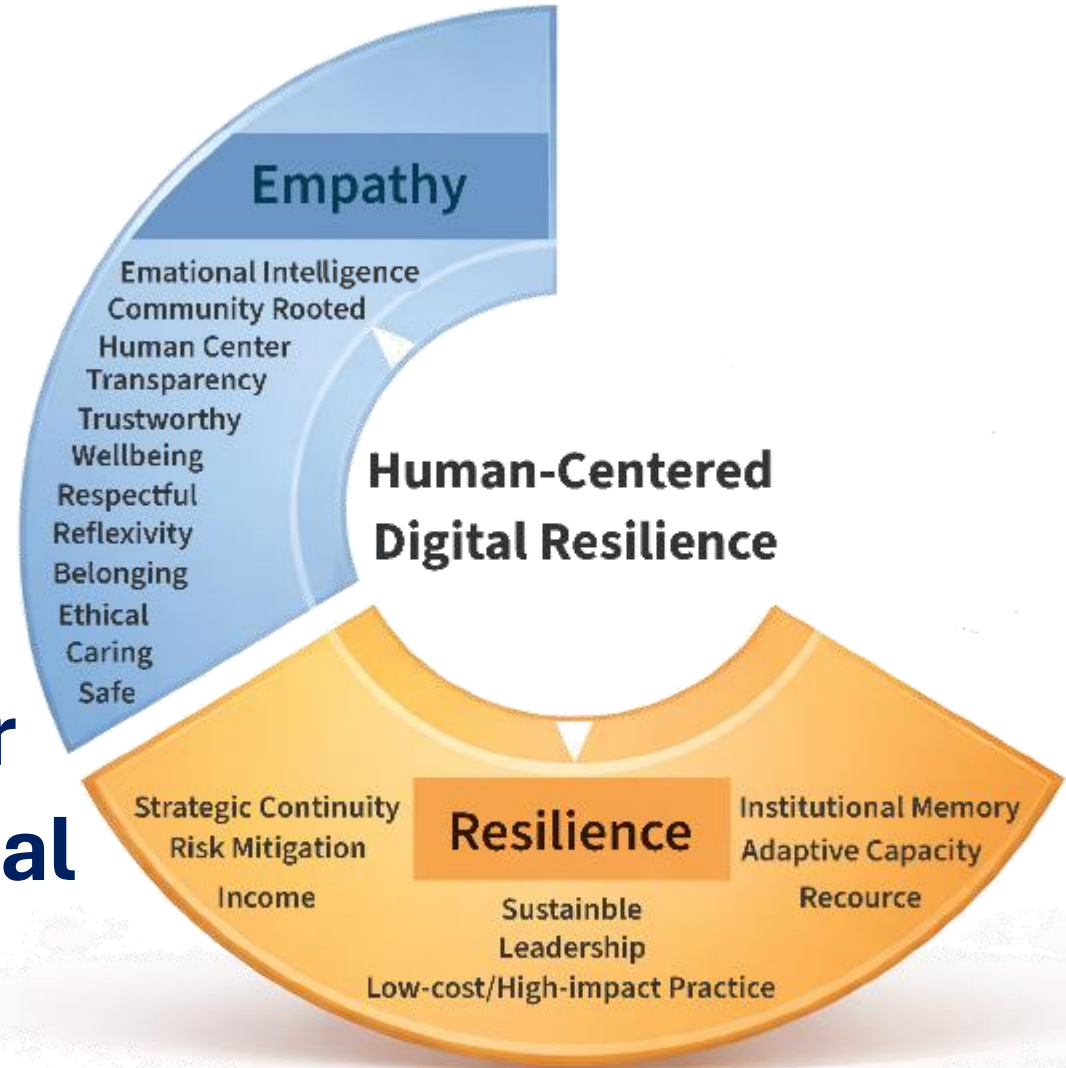
Three-Dimensional Values Framework for Human-Centred Digital Resilience



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Three-Dimensional Values Framework for Human-Centred Digital Resilience



Why a Dynamic Model?



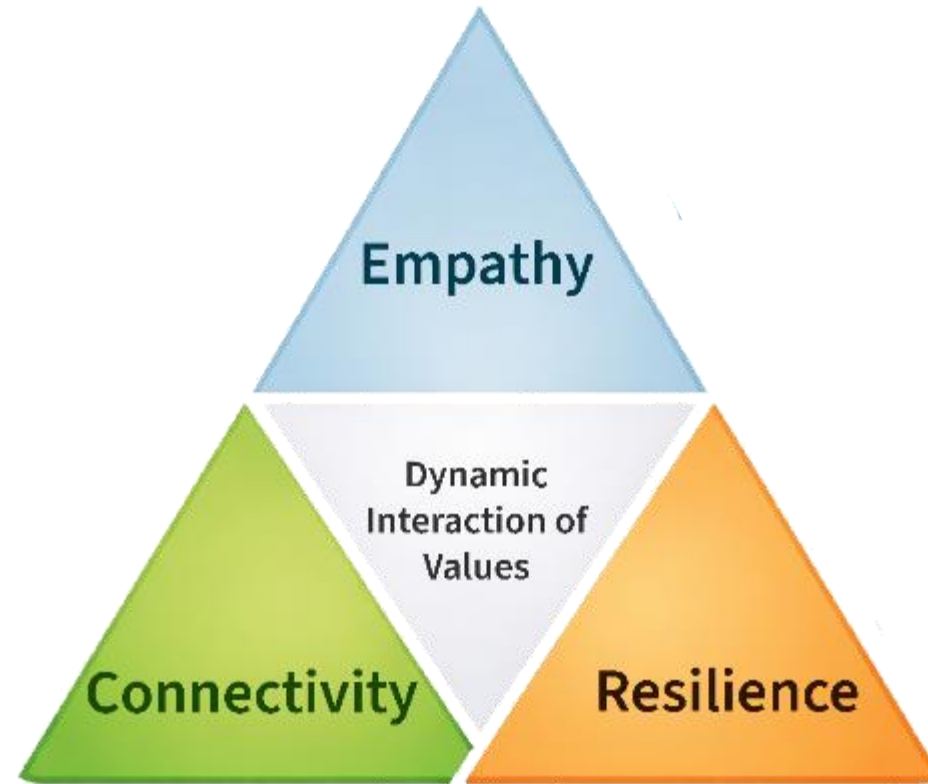
Values



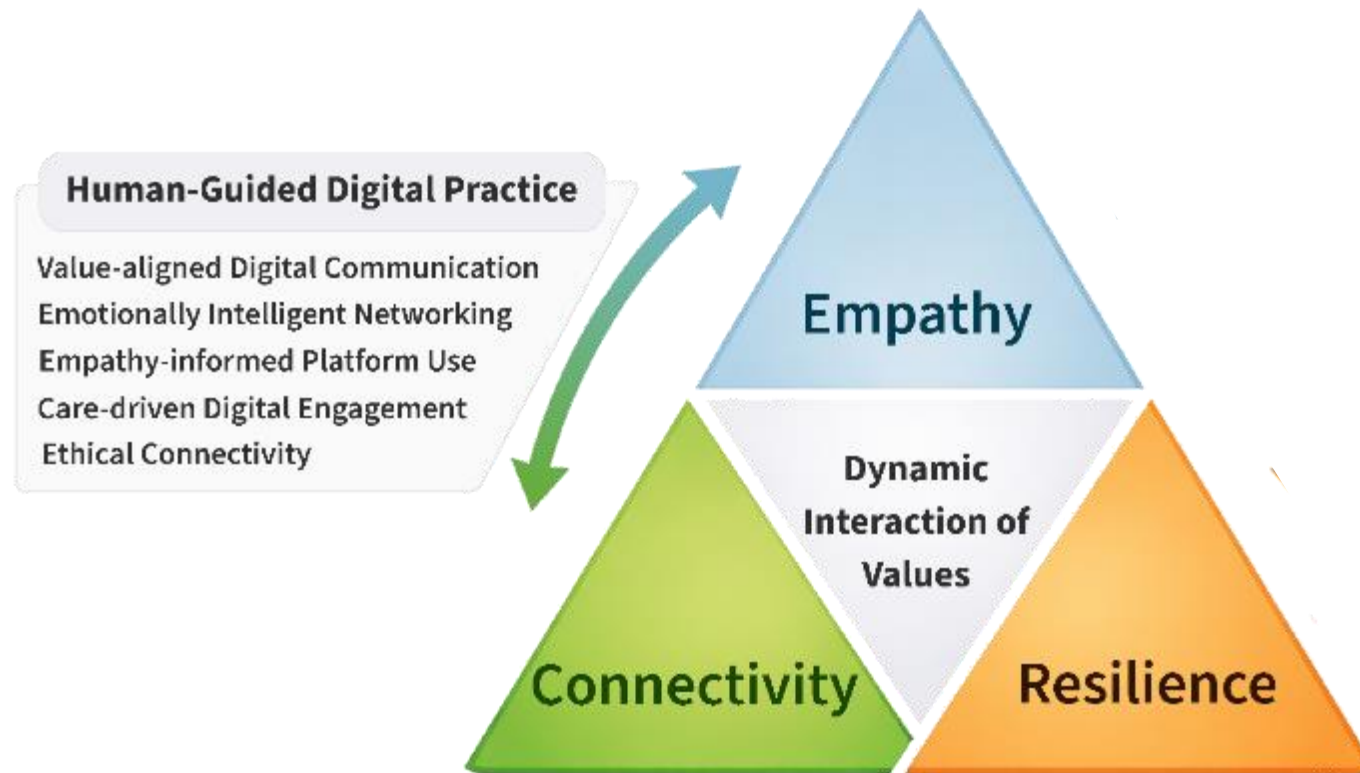
Interaction



Endurance



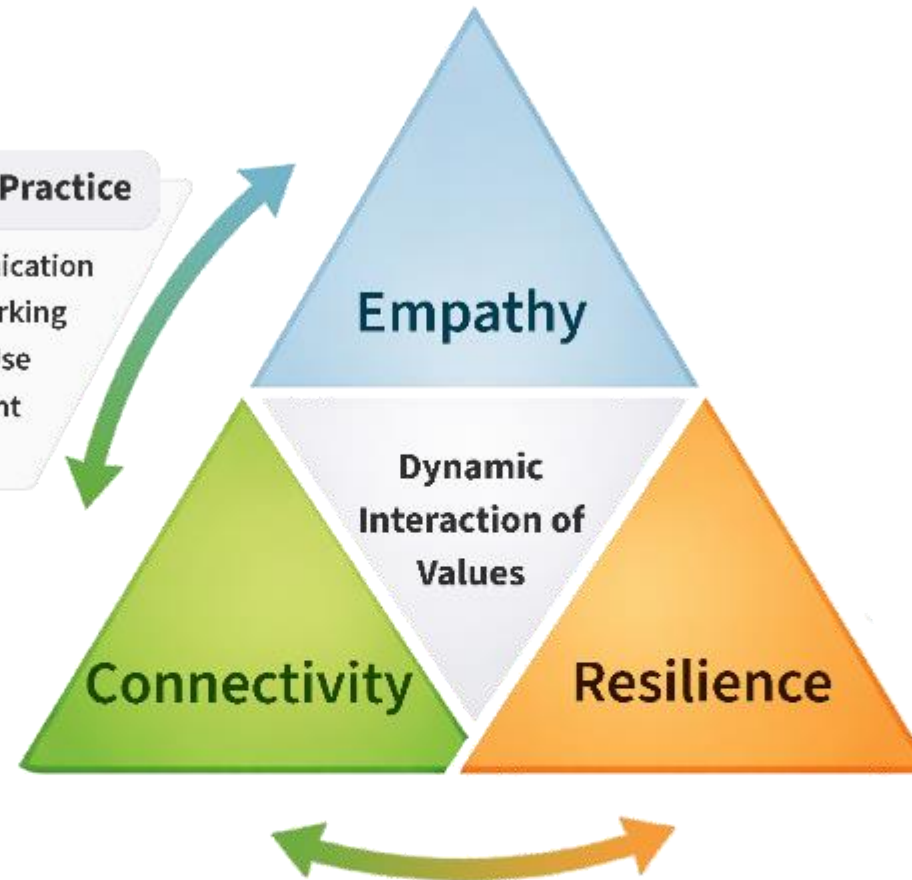
**Dynamic
Interaction of
Values-Led Digital
Transformation**



Dynamic Interaction of Values-Led Digital Transformation

Human-Guided Digital Practice

- Value-aligned Digital Communication
- Emotionally Intelligent Networking
- Empathy-informed Platform Use
- Care-driven Digital Engagement
- Ethical Connectivity



Empathy

Dynamic
Interaction of
Values

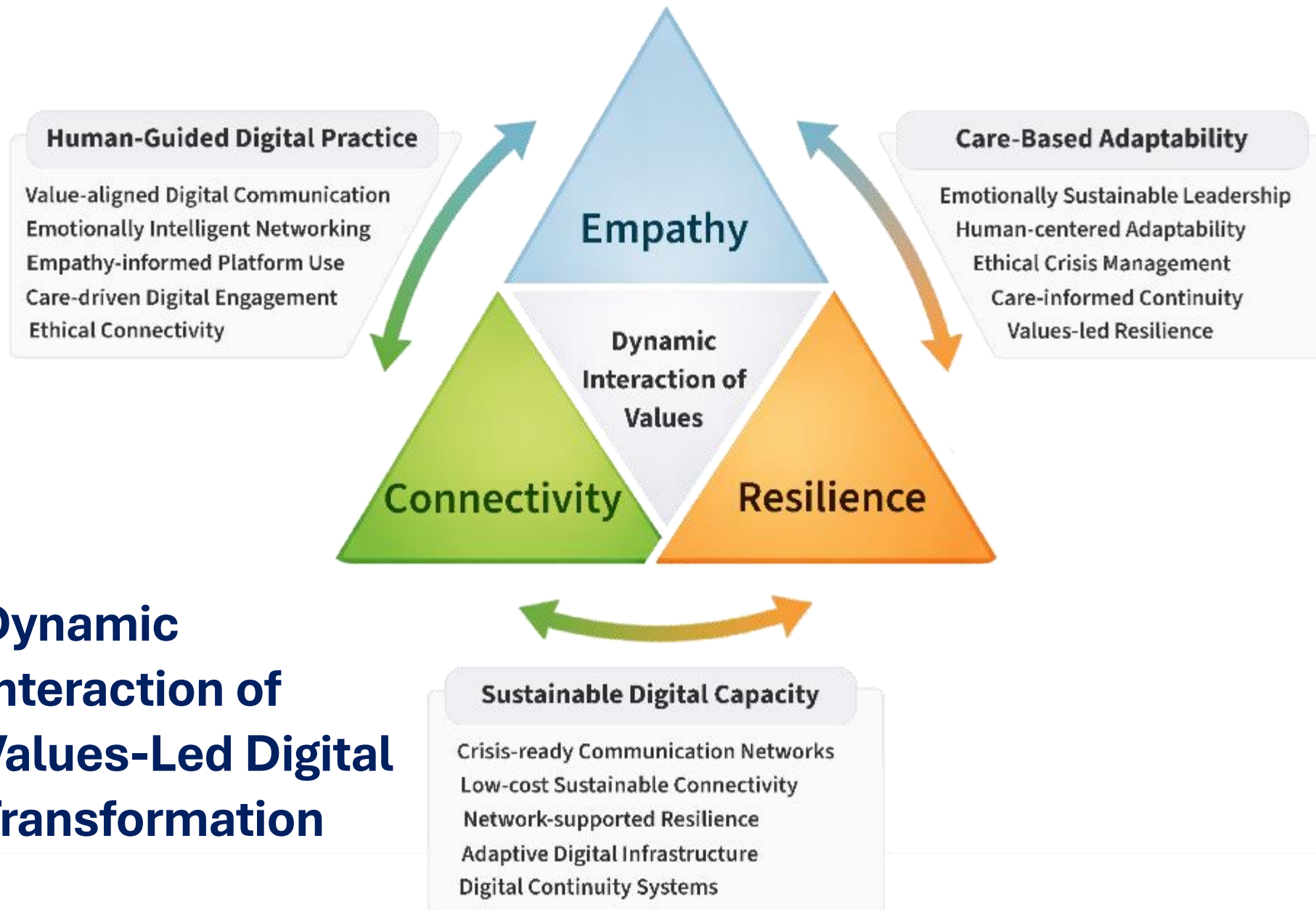
Connectivity

Resilience

Dynamic Interaction of Values-Led Digital Transformation

Sustainable Digital Capacity

- Crisis-ready Communication Networks
- Low-cost Sustainable Connectivity
- Network-supported Resilience
- Adaptive Digital Infrastructure
- Digital Continuity Systems



Dynamic Interaction of Values-Led Digital Transformation

What Does This Change?

Rethinking digital maturity through vulnerability



The museum's donation appeal video, viewed more than 40,000 times, illustrating how digital communication became a channel for care, solidarity, and institutional continuity.

From Vulnerability to Solidarity

Museums Connect Without Borders

Building communities of care beyond institutional and geographical boundaries



In English, Arabic and Persian
Curated by: Niloofar Yazdkhasti

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Lessons from Vulnerability

Vulnerability can be analytically productive.

Ethical communication requires judgement.

Community engagement requires care.

Values shape transformation.

Meaningful transformation begins with people, purpose, and care.

Thank
You!

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