



SERVICE LEARNING AND CIVIC ENGAGEMENT THROUGH HIGHER EDUCATION

## DR. RIXIO GERARDO PORTILLO RIOS | UNIVERSIDAD DE MONTERREY

### USE OF TECHNOLOGY IN A SERVICE-LEARNING EXPERIENCE ON INTERCULTURAL COMMUNICATION: MEXICO - VENEZUELA

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#### ABSTRACT:

This study examines the use of technology in a Service-Learning project on intercultural communication between Mexico and Venezuela (2021–2025). Conducted at the University of Monterrey with the Asociación Civil Escuelas Arquidiocesanas in Maracaibo, it involved 135 students developing six communication projects for 41 schools serving 28,000 youth. Products included a redesigned website, audiovisual content, and a communication plan, enhancing visibility and outreach. The initiative strengthened students' professional skills while delivering tangible benefits to marginalized communities.

#### THEMATIC FOCUS:

**Shifting Foundations: Modern fundamental changes in how communities form, change, and represent themselves.**

#### BIO:

Rixio Gerardo Portillo holds a PhD in Culture of Unity from the Sophia University Institute in Italy. He is a research professor in the Department of Film and Communication at the University of Monterrey. He is the chair of the Interpersonal and Intercultural Communication course in the bachelor's Program in Information and Communication Sciences, where he applies the service-learning method in intercultural contexts, specifically in Mexico and Venezuela, through the design of communication proposals in social sectors. His research focus is on Dialogue and Social Ethics, which aims to contribute to improving coexistence through Effective Communication. He is a member of the National Research System in Mexico and a candidate for various media outlets, journals, and websites in Italy, Spain, Colombia, Venezuela, Argentina, Ecuador, and Mexico.

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