

**ASIAN MEDIA INFORMATION AND COMMUNICATION CENTRE (AMIC)
25th INTERNATIONAL CONFERENCE**

Rethinking Communication in a Resurgent Asia

27-29 September 2017, Manila Philippines

CALL FOR PAPERS

According to an ancient Chinese proverb, *To forget one's ancestors is to be a brook without a source, a tree without roots.*

An old Philippine proverb says, *Sino man ang hindi marunong lumingon sa kanyang pinanggalingan, ay hindi makakarating sa kanyang paroroonan.* (He who does not think back on his past, will not arrive at his destination.)

We invoke this ancient Asian wisdom to warn, as we lunge headlong into today's fast-changing world, that non-Asian communication theories, sophisticated gadgets and apps are not the panacea to the world's problems. The solutions are in us.

We in AMIC and in Asia need to rediscover our roots, somehow buried under our feet as we run mindlessly forward. We have imbibed non-Asian ways, and adopted foreign communication theories, methodologies and practices as we studied abroad, and brought them back to Asia to teach to our young students who would one day become our disciples.

We preach that communication and culture are inextricably linked. But have we studied or developed Asian theories of communication based on Asian culture? Very little. In this coming 2016 AMIC annual conference, we pause and look back to where we came from.

We need to rediscover our "Asianess" amidst a resurging Asia. The Asian Development Bank has reported that if Asia continues its current growth trajectory, by 2050 it will regain the dominant economic position it held some 300 years ago, before the industrial revolution. In this scenario Asia's gross domestic product (GDP) will reach \$174 trillion (or half of the global GDP) from \$17 trillion in 2010.

A resurging Asia must also be seen in terms of new challenges characterized by inequalities, conflicts, climate change, unsustainable practices, and corruption. Beyond the tools of mass communication, are there distinct Asian communication strategies which can effectively address these challenges that threaten the resurgence of Asia?

Let us rediscover our Asian past so that we can confidently move into our future.

CONFERENCE CLUSTERS AND STREAMS

Cluster on Asian Philosophies, Theories, and Paradigms

- How Asian Philosophies and Religion Influence Communication Paradigms
- Asian (Indigenous) Communication Theories, Paradigms, and Models
- Media History and Asian Perspectives: Remembering the Past for the Future
- Cultural Traditions and Communication Theory
- Asian Research Framework and Methodologies

Cluster on Communication and Culture

- Protecting and Preserving Our Cultural Heritage (Amidst Natural and Man-made Disasters)
- Intercultural Dialogue for Tolerance, Harmony, and Peace
- Addressing Hate Speech, Radicalism, and Extremism in Asian Media

Cluster on Communication Education

- Asian Higher Education Integration
- Accreditation Standards for Asia-Pacific Communication Schools

Cluster on Communication Media

- Revival (or Rediscovery) of Asian Traditional (Folk) Media
- Asian Films, Directors, and Performers in the Global Cinema

Cluster on Communication Strategies and Approaches

- Asian Conflict Resolution Styles and Communication
- Good Governance and Communication (including Poverty Alleviation, Fighting Corruption)
- Risk, Disaster, and Humanitarian Communication
- Health Communication (including Behavior and Social Change)

Cluster on Inclusive Knowledge Societies

- Access to Knowledge and Information by Persons with Disabilities
- Access to Knowledge and Information by Indigenous People
- Right to Information of Internally Displaced Persons
- Access Beyond Genders (and Gender Preference)

Cluster on Global Communication

- Communication and the Asian Diaspora (Migration)
- Asia-Africa Dialogue on Commonalities and Divergences in Communication

Cluster on Asian Business Communication

- Branding Asia/Branding in Asia
- Trade and Investment Communication
- Cross-cultural Business Communication in an Asian Setting

SCHEDULE OF SUBMISSIONS

Papers will be selected on a competitive basis and all submissions will be screened by an expert panel.

Abstracts due:	31 March 2017 (for resubmissions); 31 May 2017 (for new abstracts)
Notification of acceptance	May 2017
Full papers due:	July 2017

Abstracts and papers should be submitted via e-mail (conference@amic.asia). Please do not send abstracts/papers to the personal e-mail addresses of conference organizers.

ABSTRACTS SUBMITTED FOR THE CANCELLED 2016 CONFERENCE

Abstracts submitted in the cancelled 2016 conference can be considered submitted for review and possible presentation in the 2017 conference, but a letter of intent from the abstract writer is needed. The letter should be emailed to conference organizers (conference@amic.asia) on or before 31 March 2017.

FORMAT FOR ABSTRACTS

Indicate your proposed Conference Cluster (and specific stream) in the subject line of your e-mail.

E-mail should include the following:

- paper title
- author name, position, institution
- short biography of author (100 words)
- paper abstract (500 words)

FORMAT FOR PAPERS

If your abstract is approved for presentation, you will be required to submit the full paper prior to the conference. The full paper should adhere to the following requirements:

- should be written in English.
- be of 5,000-8,000 words in length.
- have citation in APA style.
- should be Microsoft Word or RTF document. Font should be Times New Roman, 12 pts. Please use plain text and not formatting.

For more information, please contact Mr. Ramon R. Tuazon (r.tuazon@amic.asia or rrtuazon722@yahoo.com)

Note to all authors: By submitting your paper, you agree that if your paper is selected, you will register for the conference and present the paper. All co-authors attending and/or presenting at the conference must register too.

CRITERIA FOR REVIEW

Abstracts

Criteria to be used to evaluate abstracts include the following:

- Relevance of the topic to the conference theme
- Well-defined topics /issue(s) to be examined and discussed
- Originality and innovativeness of topic
- Adherence to solid research design and methodology (for research-based papers)
- Limitations identified (for research-based papers)
- Good language and writing quality and logical organization of paper
- Potential contributions to the advancement of communication theory, research and practice

Full Papers

Criteria to be used to evaluate full papers include the following:

- Extensive and appropriate literature review
- Good writing quality, e.g., style is clear and engaging
- Logical organization of paper
- In-depth and evidence-based analysis and conclusions
- Concrete recommendations for research, policy, and action projects
- Publication-ready