



ASIAN CONGRESS FOR MEDIA AND COMMUNICATION

EMBRACING DIVERSITY. UNDERSTANDING PRAXIS. INVOLVING PEOPLE. TRULY ASIAN.

M-207 Plaridel Hall, Ylanan Road, University of the Philippines Diliman, 1101 Quezon City, Philippines
university post office lock box 0388 voice and fax +63 +02 +489.0808 www.asianmediacongress.org

**The ASIAN CONGRESS FOR MEDIA AND COMMUNICATION AND
THE CHULALONGKORN UNIVERSITY SCHOOL OF COMMUNICATION ARTS
cordially invite you to be part of *their 2012 International Conference***

Centering New Challenges in
MEDIA AND MARKET LANGUAGE

25-27 October 2012

School of Communication Arts, Chulalongkorn University, Bangkok, Thailand

The pervasiveness of media and its use of language can be argued to be the most influential this environment. In this age of information and technologies, there is a need to discuss new media literacies as well as the impact of business on mediated communication.

Of the various media, advertising is both the most subtle and the most pervasive and persuasive. Advertising keeps the media business afloat. It allows innovative ideas, concepts and products to be shared with others. But it can also define contemporary culture as products seek to address the needs and desires of today's society even as they battle for their share of consumers. It mirrors culture but also creates it. It makes creative use of language but at times gives it new connotations and coinages.

In the meantime, mainstream media battle for their share of the corporate advertising expenditures for their own financial survival. The higher the readership, the ratings or audience share, the easier it becomes to attract advertisers. Moreover, as a result of free trade and increasing globalization, the same product is being sold in various countries, projecting and encouraging a particular lifestyle, value system and outlook.

For example, how do we define transcendental concepts such as beauty, art age or even goodness? As an Asian, are you concerned about how "white" your skin color is or how sleek and straight our hair falls? Is a particular brand of clothing more desirable than another? Can we say that the free media truly free or has it become a slave to the market? What is the relationship of advertising to State-run media? These and many other questions will be the areas of discussion in this 2012 conference.

Research streams include:

- new media literacies
- ethnicity, race and religion
- social media and market language
- market lingo and the youth
- media and representation

- persuasion and commodification
- cross-cultural networking
- news media and market challenges

Objectives:

- 1.) to facilitate academic discourse in the field of media, communication, and language education;
- 2.) to review practices and issues in the field of news and advertising;
- 3.) to understand the role of the media and language in the creation and re-creation of texts pertaining to cultural issues;
- 4.) to further encourage the academe, the government, non-government, private sector, and the media to promote new media literacy; and,
- 5.) to provide a forum for institutional research and establish linkages among participants.

CALL FOR PAPERS

Abstracts due: April 15, 2012

Full papers due: June 1, 2012

To be submitted via email <acmc2012@asianmediacongress.org>. This is the only format through which papers and paper proposals will be accepted. Papers should NOT to be emailed to personal emails of conference organizers.

The conditions are as follows:

All submissions will undergo a blind review. You will be notified a month after submission of your paper if it qualifies for the conference and/or the ACMC Journal. Papers that do not qualify for publication in the Journal, may still be eligible for ORAL Presentation at the conference and will be published in the ACMC Online conference website.

FORMAT FOR ABSTRACT:

1. Indicate "Abstract Submission" in the subject line of your email
2. Email should contain the following:
 - a. Conference Stream to which it belongs
 - b. Paper title
 - c. Author name, position, institution
 - d. Short biography of Author (100 - 150 words)
 - e. Paper Abstract (300-500 words)

Format for paper will be emailed to you upon acceptance of your abstract. Papers should be in:

- English and, if you must use jargon, clearly explain its meaning.
- APA Style
- Microsoft Word or RTF document
- Should include a short version (150-word) abstract.

Tentative Program

October 25, Thursday

2:30pm	Registration Coffee/Snack
Plenary Session	
3:00pm	Opening Ceremonies
4:00pm	Keynote Speakers
5:00pm	Cultural Performance Photo opportunity
5:45pm	Adjourn for the day

October 26, Friday

8:30am	Registration Coffee/Snack
Plenary Session	
9:00am	Plenary Speaker1
Parallel Sessions	
10:00 am	Parallel Sessions A to D
12:00nn	Lunch
1:30pm	Plenary Speaker2
2:30 pm	Parallel Sessions E to H
3:30 pm	Afternoon Snacks
3:45pm	Parallel Sessions I to L
5:30pm	Adjourn for the day

October 27, Saturday

8:30am	Registration Coffee/Snack
Parallel Sessions	
9:00am	Parallel Sessions M to P
Plenary Session	
11:00am	Closing Ceremonies Distribution of Certificates
12:00nn	Lunch
1:00pm	Optional Tour (TO BE ANNOUNCED)

Conference Fee

ACMC members have a special rate as stated below. Fellowships are available on a need basis for university instructors/lecturers, please email us at info@asianmediacongress.org. The conference fee includes access to the proceedings of the international conference, two lunches, four coffee/snacks, a conference kit, certificate of participation and appearance, and administrative expenses. Optional tours are paid separately.

<i>DESCRIPTION</i>	<i>Before August 15, 2012</i>	<i>After August 15, 2012</i>
FOREIGN		
ACMC Members	US\$ 150.00	US\$ 175.00
Lecturers & Professionals,	US\$ 175.00	US\$ 225.00
Graduate Students	US\$ 125.00	US\$ 175.00
LOCAL (Thai participants)		
ACMC Members	THB 3,000.00	THB 3,500.00
Lecturers & Professionals	THB 3,500.00	THB 4,000.00
Graduate Students	THB 1,500.00	THB 1,750.00
ACCOMPANYING PERSON (non-academe)		
Foreign	US\$ 125.00	US\$ 175.00
Local	THB 1,500.00	THB 1,700.00

Due to limited budget, participants will have to make their own accommodations and travel arrangements. A list of recommended hotels/inns will be posted on the ACMC conference website.

General Institutional Background

The Asian Congress for Media and Communication (ACMC) is a non-stock, non-profit, Asian-wide organization, registered under the Philippine Securities and Exchange Commission. It currently has over a hundred members from various universities across Asia, from nations within the ASEAN to Sri Lanka and mainland China. Its primary purpose is to provide an avenue for academic discourse among institutions of media and communication.

Consequently, members are able:

- to establish linkages and networks among institutions of media and communication in Asia;
- to update knowledge of theory and practice in the field among practitioners and in the academe; and,
- to mobilize people empowerment and participation through social responsibilities and projects.

Details about the members; past activities can be found @ <www.asianmediacongress.org>.