



# Asian Congress for Media and Communication

Embracing DIVERSITY....understanding PRAXIS....involving PEOPLE....truly ASIAN  
Rm M207 Plaridel Hall, University of the Philippines, Diliman, Quezon City 1101 Philippines  
University P.O. Box 388 voice & fax 632-4890808 [www.asianmediacongress.org](http://www.asianmediacongress.org)

2012 INTERNATIONAL CONFERENCE

## MEDIA LANGUAGE, MARKET LINGO

GUIDELINES FOR SUBMISSION OF PAPERS AND ABSTRACTS

Abstracts due: **March 15, 2012**

Full papers due: June 1, 2012

To be submitted via email <[acmc2012@asianmediacongress.org](mailto:acmc2012@asianmediacongress.org)>.

This is the only format through which papers and paper proposals will be accepted. Papers should NOT to be emailed to 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:

Papers intended for the refereed stream should be academically rigorous (e.g. theoretically and methodologically sound, thoroughly researched and referenced) but also accessible to anyone interested in communication and its implications. Refereed articles will appear in the ACMC Online Conference proceedings that will be publicly accessible, and which provide a showcase of the relevance of ACMC and communication research to a wider audience, so please write clearly.

Use plain English and, if you must use jargon, clearly explain its meaning. We reserve the right to edit your work should it be chosen for publication in the ACMC Journal.

Full paper should be a Microsoft Word document. Re-submit title of the paper and an abstract of 150- 300 words on the first page.

The body of the paper should be double-spaced, justified. Quotations should be in “double quotation marks” (not ‘single’) and paragraphs of cited text longer than 20 words should be indented. Please number all pages of your manuscript in the top right header.

Word count: 4000 to 7000 words.

Referencing: Papers must be referenced in the APA style. Information on the APA style can be found at <http://www.apastyle.org/pubmanual.html> or at <http://www.citewrite.qut.edu.au/cite/apa/index.jsp>.

#### OTHER INFORMATION

Registration: All presenters need to register to attend the conference. In the case of multi-authored papers, at least one of the listed authors must attend in order for the paper to be included in the ACMC 2010 Conference program.

Disclaimer: Successfully refereed articles will be published online. It is authors' responsibility to ensure that articles and accompanying materials submitted for ACMC2010 are accurate, and are not offensive, defamatory, or otherwise injurious to any person or organization before submission. Authors should ensure that all ideas and work not their own are fully referenced. Authors are also responsible for ensuring that articles and accompanying charts, graphs, photographs, illustrations, trade literature, data, etc., are free of copyright or ownership restrictions and may be published online without encumbrance.

ACMC and its officers and staff take no responsibility and accept no liability whatsoever for the accuracy, impact, or consequences of any article published in the conference proceedings, whether refereed or not. Articles reflect the authors' opinions, not those of the conference, the proceedings publisher, or its staff.

Copyright: Articles and presentations submitted for ACMC remain the copyright of the author. However, authors by virtue of submission, agree to have their work published in the 2011 ACMC Journal. Articles first published in ACMC Journal may subsequently appear elsewhere provided they acknowledge the original publication. #