



ASIAN CONGRESS FOR MEDIA AND COMMUNICATION

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

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The Asian Congress for Media and Communication -- Philippine council
in collaboration with
The Department of Communication, Lyceum of the Philippines University
invites you to the

NATIONAL STUDENT RESEARCH GRAND PRIX, Year 3

25 November 2011, (Friday), 8:30 am to 5:00 pm

Mini-Theater, 3rd Floor of the Arts Building, Lyceum of the Philippines University

About the NATIONAL RESEARCH GRAND PRIX

The Asian Congress for Media and Communication National Student Research Grand Prix, Year 3, has the purpose of bringing together students and individuals interested on issues of cultural changes and challenges confronting the youth in an endangered demographic.

It will be an opportunity especially for the student-participants and their advisers to discuss issues on the role of media, government, and the academic community in the country in promoting youth empowerment through the theme assigned by the Technical Working Committee. This year's theme is on GLOBAL HOMOGENEITY AND LOCAL IDENTITY.

Grand Prix OBJECTIVES

1. To review practices and issues on media and the youth;
2. To facilitate academic discourse in the field of media, communication, and language education;
3. To understand the role of the media and the academe in the creation and re-creation of texts pertaining to the youth issues;
4. To further encourage the academe, the government, non-government, private sector, and the media to deal with contentious issues confronting the youth of today; and
5. To provide a forum for institutional research and establish linkages among participants.

The SCHEDULE AND DEADLINE

Nov. 20 [Sunday]	Deadline of Final Paper
Nov. 21 [Monday]	Announcement of Grand prix Finalist
Nov. 22 [Tuesday]	Manuscript Judging
Nov. 24 [Thursday]	Submission of Scores for Manuscript Judging
Nov. 25 [Friday]	Oral Presentation and Judging

Grand Prix MECHANICS

THE PAPER

The paper should have a high degree of scholarly effort and must focus on the theme GLOBAL HOMOGENEITY AND LOCAL IDENTITY. All entries will be screened by the ACMC Jurors. Top ten papers will be invited to present their paper on the scheduled date.

THE PARTICIPANTS

Only enrolled students from the Philippines can join the contest. A team should be composed of two or more undergraduate students and a faculty adviser. Students should pay a registration fee of Php150.00 each for administrative expenses. Participants should submit a photocopy of either ID card, certificate of registration, or an endorsement letter from the program head or the Registrar, the Dean, or Department Chair indicating their names and certifying their residency in the university. There is no limit in the entry per school.

THE PROCESS

1. Entries must be written in English and accompanied by an abstract of not more than 250 words. It should be not less than 25 pages, but not more than 50 pages (abstract not included in the page requirement) including photos, graphs, and figures. It should be typewritten on 8x11 bond paper, double-spaced, Times New Roman, font size of 12, and a margin of 1.25 inch frame.
2. Entries must be accompanied by a soft copy on Microsoft Word, whether on a compact disc or as an e-mail attachment to grandprix@asianmediacongress.org.
3. Entries can be a concept paper or a full blown research paper. It must be original and must not have been previously published.
4. Participants must use the APA style sheet. References must be properly listed at the end of the paper and it is the responsibility of the authors to secure permission for the use of copyrighted materials.
5. Photographs should be of good quality and printed either colored or black and white. Lines and drawings should be original. Submitted photographs, lines, and drawings will be returned to the authors on assigned schedule.

CRITERIA

CONTENT OF THE PAPER (60%)

1. degree of scholarly effort: 20%
2. organization of thoughts and concept/research design: 20%
3. social relevance: 10%
4. and mechanics of paper writing: 10%

ORAL DEFENSE (40%)

1. consistency of facts and arguments: 15%
2. coherence of responses: 15%
3. and facility of language skills: 10%

THE DECISION OF THE GROUP OF JURORS IS FINAL.

NOVEMBER 25 PROGRAM

MORNING

7:00 – 8:30 *Registration*
8:30 – 9:00 *Prayer, Entrance of Colors, and National Anthem*

Welcome Remarks

ATTY. ROBERTO LAUREL

President, Lyceum of the Philippines University

Opening Remarks

DR. VERONICA ISLA

ACMC COUNTRY DIRECTOR

Faculty of Communication, University of Asia and the Pacific

Backgrounder of the National Student Research Grand Prix

RENALYN VALDEZ

ACMC MEMBER OF THE BOARD

Faculty of Mass Communication, Lyceum of the Philippines University

Introduction of the Board of Judges

WALTER YUDELMO

ACMC MEMBER OF THE BOARD

Faculty of Communication, Far Eastern University

9:00 – 12:00 *Grand Prix Oral Presentation*

12:00 – 1:30 *Lunch Break*

AFTERNOON

- 1:30 – 1:45 *Intermission Number*
Selected Mass Communication Students from
Lyceum of the Philippines University
- 2:00 – 2:45 *Introduction of the Lecturer*
RACHEL KHAN
ACMC PRESIDENT
Faculty of Journalism, University of the Philippines
- Lecture*
DR. JAGDISH GANDHI
Founder and Manager, City Montessori School, India
Founder, World Movement for World Unity Education
2011 Gusi Peace Awardee
- 2:45 – 3:00 Open Forum with Dr. Gandhi
- 3:00 – 3:10 Intermission with a Dance Number from Far Eastern University Dance Company
- 3:15 – 3:45 *Forum with the Grand Prix Finalist* to be moderated by
DINO CANTAL
ACMC MEMBER OF THE BOARD
Faculty of Media Studies, Trinity University of Asia
- 3:45 – 4:00 *Announcements and Awarding of the Grand Prix Winners*
ACMC Technical Working Group
- 4:00 – 4:30 *Closing Remarks*
DR. JONATHAN GOCHUICO
ACMC ASSISTANT COUNTRY DIRECTOR
Faculty of Language and Literature, De La Salle University
- Photo Opportunities, Exit of Colors, and Distribution of Certificates*

About the ASIAN CONGRESS FOR MEDIA AND COMMUNICATION

THE ASIAN CONGRESS FOR MEDIA AND COMMUNICATION (ACMC) is a Philippine-based international professional organization for media, communication, and language education. ACMC is a registered non-stock, non-profit organization under the Philippine Security and Exchange Commission.

ACMC preserves the role of the professional organization in the collegiality of educators and practitioners. Our role and engagements are fundamentally oriented to a society of change as a venue for mobilizing intellectual capital and building networks and linkages. It currently has over a hundred members from various universities across Asia and the Pacific, from nations within ASEAN, to Sri Lanka and mainland China.

AREAS OF COLLABORATION [1] *Simulation Activities*: formulation and implementation of programs and projects such as training, seminar, conference, and workshop; [2] *Research and Publications*: implementation of funded research for members, especially those who are undergoing their media and communication related studies, and which are viable for publications; [3] *Social Responsibility*: support initiative of media and communication practitioners that has bearing in the profession by extending technical support and of national or international acknowledgement; [4] *Professional Development*: review and coordination of programs and projects related to academic curriculum and the profession through evaluation, suggestion, and accreditation; [5] *Networking and Linkages*: affiliate and expand its membership for academic discourse to both individual as well as institutions in the country-level and in Asia; and [6] *Economic Promotion*: assist and support member institutions in projects and initiatives, which have bearing on media and communication and other related activities, both local and international level. #