ASIAN CONGRESS FOR MEDIA AND COMMUNICATION

A PROFESSIONAL ORGANIZATION OF MASS COMMUNICATION AND LANGUAGE ACADEMICS & PRACTITIONERS

M–207 Plaridel Hall, Ylanan Road, University of the Philippines Diliman, 1101 Quezon City, Philippines

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International Conference on

MEDIA & CULTURE: Global Homogeneity & Local Identity

In partnership with the School of Communication, Universiti Sains Malaysia, Penang

October 29-31, 2010

Thanks to technological advancement in telecommunications --as predicted by Marshall McLuhan in the 1960s-- the world has become a global village. A McDonald's BigMac can be eaten anywhere from Beijing to Kuala Lumpur, Madonna's music is played on the streets of Manila and Hong Kong, Tommy Hilfiger is worn in Bangkok and Bali even as we all witnessed the hotel bombings on Jakarta on CNN. As we get to eat the same food, witness the same events on television and learn about the latest Parisian fashion, the role of media in disseminating cultural trends becomes apparent. But can we really say that media limits itself to merely dissemination of information? Can it also pose a danger to local cultures?

The theme "Media and Culture: Global Hegemony and Local Identity," explores media's role in promoting the local culture vis-à-vis the global media trend. The conference seeks to examine the growing role of media's cultural influence and how it can be harnessed to promote local cultures instead of only serving as a tool for global homogenization.

Research streams include:
cultural diversity; media and gender; media and the youth; electronic media and the global village phenomenon; media and the war on terrorism; media and religion

Objectives:

1.) to facilitate academic discourse in the field of media, communication, and language education;
2.) to review practices and issues on media and culture;
3.) to understand the role of the media and the academe 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 local cultures; and,
5.) to provide a forum for institutional research and establish linkages among participants.
6.) To push for media and Asian culture courses in the universities' curricula.

CALL FOR PAPERS

Please see submission guidelines for papers, which could be downloaded at: <http://www.asianmediacongress.org/acmc-upcoming.htm>

It must be written in English; between 4,000 to 7,000 words. Papers will be reviewed by a committee and a notice of acceptance will be emailed to you and posted on the website. If chosen, an MS Power Point will be required for your oral presentation for the 2nd or 3rd day of the conference. Papers will also be reviewed for possible publication in the ACMC International Journal.

ABOUT THE ORGANIZATION <www.asianmediacongress.org>

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 and the Pacific, from nations within the ASEAN to Sri Lanka and China.

Its primary purpose is to provide an avenue for academic discourse among institutions of media and communication. However, as a by-product, 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; to provide scholarships for students, lecturers, and practitioners of media and communication; and, to mobilize people empowerment and participation through social responsibilities and projects Details about the members; past activities can be found in the organization's website:

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.

ABOUT THE VENUE

The ***Universiti Sains Malasysia*** (USM) is located in Penang Island, Malaysia. USM is situated about 13 minutes drive (~9.8 km) from the Penang International Airport and located just 10 km away from Georgetown, a UNESCO Heritage site.

USM's main campus was established in 1969 and is the second university in Malaysia. It is one of the biggest universities in terms of enrolled students; 20842 students in 2008 which leads to the lecturer-student ratio of around 1:16. The University operated on its present 239.4-hectare site at Minden, which is apart from its other USM campuses; Health Campus (Kubang Kerian, Kelantan) and Engineering Campus (Seri Ampangan, Penang mainland).

To date, 24 Academic Schools, 14 Centres and 7 Units have been established to provide, promote and develop learning in the fields of Pure Sciences, Building Science and Technology,

Social Sciences, Humanities and Education as well as to conduct research and foster the dissemination of such knowledge.

CONFERENCE FEE

ACMC members have a 10% discount on conference fees 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, two snacks, a conference kit, certificate of participation and appearance, and administrative expenses.

DESCRIPTION	Before August 1, 2010	After August 1, 2010
FOREIGN		
Lecturers & Professionals,	US$ 280.00	US$ 325.00
Graduate Students	US$ 200.00	US$ 280.00
Undergraduate Students	US$ 150.00	US$ 180.00
LOCAL		
Lecturers & Professionals	RM 450.00	RM 550.00
Graduate Students	RM 300.00	RM 400.00
Undergraduate Students	RM 150.00	RM 180.00
ACCOMPANYING PERSON (non-academe)		
Foreign	US$ 150.00	US$ 180.00
Local	RM 200.00	RM 250.00

PAYMENTS MECHANICS

1. All payments should be paid in US$ or Malaysian currency only.
2. Foreign delegates handling Malaysian currency should pay the exchange US$ rate of the corresponding conference fee.
3. Direct bank transfer/telegraphic transfer must be paid by the sender to

   Acct. name: Asian Congress for Media and Communication
   Bank/branch: Banco de Oro, E. Rodriguez, New Manila, Quezon City, Philippines
   Acct. No.: Savings Account #366-0019-318
   SWIFT Code: BNORPHMM

4. Send us a copy of the transaction slip (scanned copy) through email at <info@asianmediacongress.org>

5. Cancellations received prior to 15 September 2010 will be refunded, subject to a 15% administration fee.
6. Cancellations requested after the above date will not be considered.

7. Please bring proof of payment/original transaction slip and present at the conference venue
8. All payment inquiries should be directed to the Secretariat at info@asianmediacongress.org

SUGGESTED ACCOMMODATIONS

VISTANA HOTEL PENANG
213, Jalan Bukit Gambir, Bukit Jambul, 11950 Penang, Malaysia
<www.penang-hotels.com/vistana/index.htm>

Distance to USM : 3.5 km by car (approx. 7 min)
Check-in time : 1500 hours
Check-out time : 1200 hours

HOTEL EQUATORIAL PENANG
1, Jalan Bukit Jambul, Bayan Lepas, 11900 Penang, Malaysia
<www.equatorial.com/pen>

Distance to USM : 4.5 km by car (approx. 10 min)
Check-in time : 1400 hours
Check-out time : 1200 hours

HOTEL SERI MALAYSIA PULAU PINANG
No. 7, Jalan Mayang Pasir 2, Bandar Bayan Baru, 11950 Penang, Malaysia
<www.serimalaysia.com.my>

Distance to USM : 6 km by car (approx. 11 min)
Check-in time : 1500 hours
Check-out time : 1200 hours

THE CRYSTAL SUITE PENANG
Jalan Tun Dr. Awang. 11900, Bayan Lepas, Barat Daya, Penang, Malaysia
<www.thekrystalsuites.com>

Distance to USM : 7.6 km by car (approx. 11 min)
Check-in time : 1500 hours
Check-out time : 1200 hours

PLEASE ADDRESS ALL INQUIRIES regarding the International Conference to The Secretariat at info@asianmediacongress.org