



ASIAN CONGRESS FOR MEDIA AND COMMUNICATION

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

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You and your colleagues are invited to the

The ACMC 2021 International (Virtual) Conference

in partnership with the

**School of Communication Studies,
AUCKLAND UNIVERSITY OF TECHNOLOGY**

Theme

**Change, Adaptation and Culture: Media and Communication in Pandemic Times
25-27 November 2021**

Important Dates

Abstract submission deadline: on or before June 15, 2021

Abstract acceptance: maximum of 60 days after abstract submission

Early Bird Registration: on or before August 15, 2021

<i>Early Bird Registration</i> (until August 15, 2021)	In US \$	In NZ \$
ACMC Members*	US\$50	NZ\$70
Non-ACMC members	US\$150	NZ\$200
<i>Standard Registration</i> (starting August 16, 2021)		
ACMC Members	US\$60	NZ\$85
Non-ACMC members	US\$175	NZ\$240
Attendance only (i.e. no paper presentation but with certificate of Attendance)	US\$60	NZ\$85

The ACMC member rate applies to current individual members as well as to faculty and graduate students belonging to member-institutions.

For more information and abstract submission, please email:

conference@asianmediacongress.org

Submission Guidelines

Abstract length: 300 to 500 words, in RTF, DOC or DOCX file (we will **not** accept PDF files)

Font: Tahoma, size 11

Author info:

- Full name (please indicate if Mr. or Ms.)
- Position/Title
- Affiliation (University, College or Company)
- Paper Title

Conference Rationale

The conference theme covers a broad area signifying the imperative need to change and adapt to a world impacted by a pandemic. Change is a constant in human communication. From health communication to climate change to technological innovation, communication and media play an integrative role for sustainable and progressive development. Mass Media likewise plays a crucial role in shaping public perception and influencing the powers that be. The conference explores how change is managed, embraced and adapted in communication and media. More research in this area is needed to fully explicate the complexities and nuances involving change –climate change and change management communication, paradigm shifts, cultural, technological and linguistic dynamics in diaspora and more.

The 2021 ACMC International Conference is pleased to invite papers addressing the conference theme. There will be limited topic streams:

- Reinventing communication education
- Broadcast media in flux
- Covid, crisis and health communication
- Public Relations in the new normal
- Dynamism in the Virtual world
- Advertising, adaptations and changing perspectives
- Popular culture, gender and ethnicity
- Democracy and disinformation

Virtual Presentations

Participants must submit a previously recorded video (allowed formats for the videos are .avi, .mp4 & .flv) about their presentation, which will be played to the audiences in the scheduled session during the online conference. During this time presenters should be online and following the broadcasting and be prepared for the open forum that follows presentations. Guidelines for making the video will be sent to authors of accepted papers.

About ACMC

The Asian Congress for Media and Communication (ACMC) is an international professional organization in the fields of media, communication, language, and the allied arts education. Membership is spread throughout Asia and the Pacific even as its conferences has attracted participants as far as Europe, Latin America and Africa. Its primary purpose is to provide an avenue for academic discourse among institutions of media and communication. It is a non-stock, non-profit organization, registered under the Philippine Securities and Exchange Commission.

For more details about the organization and membership applications, visit:
<<https://www.asianmediacongress.org/members>>