

Post-Event Summary Report

Name of Event: 2021 ACMC PRECON

Date of Event: August 28, 2021

Location of Event: Online (Zoom)

Number of Persons Attending: 100

Sponsoring Organization(s): Asian Congress for Media and Communication in partnership with Research Unit in Communication Innovation for Development of Quality of Life and Sustainability

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Conference Summary

On August 29, 2021, the Asian Congress for Media and Communication (ACMC) held Pre-Conference Forum Series 4, which focused on 'Media Innovation: Teaching and Research'. The virtual conference was open to the public and approximately 100 people were in attendance. Professor Boonchutima Ph.D., ACMC-Vice Chairperson and Associate professor in the Faculty of Communication Arts, Chulalongkorn University, was the keynote speaker. Dino Cantal served as the forum moderator. The theme of the series was connected with the earlier forums which discussed how to drive passion for research.

Professor Boonchutima opened the forum noting that at a first glance most people tend to think about science and technology when they hear of the term media innovation. However, media innovation is greater than this as it includes digital media, data, and content. The Professor clarified the meaning of the term media innovation and provided real-life examples to help the audience understand the concept. Importantly, He shared the gaps faced in research and in teaching media innovation and proposed some innovative pedagogical solutions that can be adopted by instructors to enhance learning, particularly in the post-Covid-19 world.

Lastly, Professor Boonchutima noted that even though the study of media innovation is growing, certain aspects such as media innovation management and research are still underdeveloped. In addition, media innovation learning materials are limited which introduces difficulties for students aspiring to study media innovation in other fields. At the end of the forum, the attendees shared their perspectives regarding media innovation and asked questions that were comprehensively answered by the Professor. They shared similar experiences of the challenges encountered in media innovation. The overriding recommendation by Professor Boonchutima was that higher education institutions should adopt media innovation methods to compensate for the different challenges faced in the Covid-19 world and ultimately stimulate a passion for research in this field.