



Note: Programme with parallel sessions will be sent to registered Participants only

2024 ACMC INTERNATIONAL CONFERENCE VIETNAM
Theme: Media Construct, Constructive Media

in partnership with the
University of Social Sciences and Humanities – Viet Nam National University
Ho Chi Minh City
31 October 2024 to 02 November 2024 (Thursday to Saturday)

FOR MORE INFORMATION AND INQUIRIES
www.asianmediacongress.org/conferences
conference@asianmediacongress.org

DAY 1 | 31 OCTOBER 2024 | THURSDAY

09:00 – 11:30am **Pre-conference for ONLINE Presentations**

12:30 pm **REGISTRATION FOR Onsite Conference**

2:00 pm **OPENING CEREMONY**
INTERFAITH PRAYER
NATIONAL ANTHEM OF VIETNAM

WELCOME REMARKS
Dr. Lê Hoàng Dũng
Vice President
University of Social Sciences and Humanities, VNU HCM

Official Turnover of ACMC Presidency
from Dr. Azwan Azmawati to Dr. Smith Boonchutima
(Presentation of Plaque only)

OPENING REMARKS
Dr. Smith Boonchutima
President
Asian Congress for Media and Communication

ACKNOWLEDGEMENT OF PARTICIPATING COUNTRIES
Dr. Walter Yudelmo
ACMC Executive Director

INTRODUCTION TO KEYNOTE SPEAKER

KEYNOTE SPEECH
Dr. Jan Servaes
Former UNESCO Chair in Communication for Sustainable Social Change
Professor Emeritus, University in Leuven, Belgium

OPEN FORUM
PHOTO OPPORTUNITY
INTERMISSION NUMBER

3:30pm – 4:00 pm Coffee break
4:00pm-5:30pm PARALLEL SESSIONS A1 TO A4
7:00pm Welcome Dinner (**Invitations will be issued to registered participants**)

DAY 2 | 01 NOVEMBER 2024 | FRIDAY

8:00 AM **Registration for Day 2**

9:00 am – 9:05 am **PLENARY SESSION**
Introduction of Speakers
Khairiah A Rahman
Auckland University of Technology

9:05 am – 9:40am *The Use of Edutech in Teaching Language Communication*
Dr. Namjoon Kang
Dean, Graduate School of TESOL
Sookmyung Women's University, Seoul, South Korea

9:40 am – 10:10am *AI-Literacy in Education: 'Technological Sovereignty' as Educational Task*
Dr. Caja Thimm
Professor
University of Bonn, Germany

OPEN FORUM

10:30 am – 10:45am Coffee Break

10:45 am – 12:15pm PARALLEL SESSIONS B1 TO B5

12:15 pm – 1:15pm LUNCH

1:15pm – 2:45pm PARALLEL SESSIONS C1 TO C5

3:00 pm – 4:30pm PARALLEL SESSIONS D1 TO D4

4:30pm – 5:30pm PARALLEL SESSIONS E1 TO E4

End of Day 2

DAY 3 | 02 NOVEMBER 2024 | SATURDAY

8:00 AM **Registration for Day 2**

9:00 am – 10:30 am PARALLEL SESSIONS F1 TO F5

10:30am-11:45am PARALLEL SESSIONS G1 TO G5

12:00pm – 1:00pm LUNCH

1:00pm – 2:30pm PARALLEL SESSIONS H1 TO H4

2:30pm CLOSING PLENARY SESSION

Enhancing Students' Critical and Creative Thinking Skills
through Media Deconstruction and Construction:

Towards a Conceptual Paradigm

Dr. Jose Reuben Alagaran III

Dean, College of Communication

Polytechnic University of the Philippines

03:00 pm CLOSING CEREMONIES AND AWARDING OF CERTIFICATES

AWARDING

Best Papers

Plaque of Appreciation for University of Social Science and Humanities –
Viet Nam National University

Response from USSH-VNU

Dr. Triệu Thanh Lê

Dean, Faculty of Journalism and Communication

University of Social Sciences and Humanities, VNU HCM

RESPONSE FROM PARTICIPANTS

CLOSING REMARKS

Dr. Rachel E. Khan

Chair of the Board

Asian Congress for Media and Communication