ASIAN CONGRESS FOR MEDIA AND COMMUNICATION
EMBRACING DIVERSITY.   UNDERSTANDING PRAXIS.   INVOLVING PEOPLE.   TRULY ASIAN.

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2024 ACMC International Conference
in partnership with the
VNU-HCM University of Social Sciences and Humanities

October 31 to November 2, 2024 (Thursday to Saturday)

Theme
Media Construct, Constructive Media

Important Dates:
Individual Abstract submissions – June 30, 2024
Paper Acceptance   - within 30 days after submission (not later than July 30)
Extended abstracts – September 15, 2024
Early Bird Registration – September 15, 2024

Panel proposals – June 1, 2024 (should consist of 4-5 papers on your proposed theme)

For more info: **www.asianmediacongress.org/conferences**

Conference Rationale

The role of media in shaping our perception of reality is undeniable. This conference delves into the intricate processes through which media constructs and influences our understanding of the world. Adopting a constructionist perspective, we recognize that meaning and reality are socially constructed. It is not the material world but social actors who actively create meaning through language and representation.

At the same time, the conference also spotlights the transformative potential of constructive media. This emerging paradigm challenges traditional narratives by emphasizing positive impact, solutions, and empowerment. Constructive media transcends sensationalism and doom-scrolling. It focuses on solutions, innovations, progress and recognizes audiences as active participants rather than passive recipients. By highlighting successful approaches to societal challenges, constructive media inspires hope and encourages collective action.

The conference aims to answer questions such as: How does media contribute to our shared social reality? What narratives emerge from news stories, and how do they shape our understanding of the world? How can media contribute to a better understanding of the world around us instead of being a tool for divisiveness and disinformation.

Join us at this 9th international conference of ACMC to engage in thought-provoking discussions, challenge assumptions, and explore the dynamic interplay between media and the construction of social reality.

Subthemes include, but are not limited to:
- Ethics vis-a-vis media realities
- Media construction in public relations and advertising
- Language as a tool for media construction
- Post-pandemic media realities

- AI challenges to education
- Gender and diversity
- Hashtags, Emojis and Semiotics
- Mobile networked communities
- Legacy media in a state of flux
- Disinformation and deconstruction

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/s info:
- Full names of authors (please indicate preferred pronouns)
- Corresponding author and email (for multiple authors)
- Position/Title
- Affiliation (University, College or Company)
- Paper Title

All paper proposals (regardless of presentation mode) will undergo a blind, peer review before being accepted for the conference. Review processing will be from 30 to 45 working days after submission.

Please submit abstracts to: < https://forms.gle/ruqJZYE69P5dfsAN9 >

Publication Information
All accepted abstracts will be published in an abstract booklet for the conference.
Those interested in being considered for the peer-reviewed academic **ACMC Journal** as well as affiliate journals and a possible book project on Media Literacy in Asia, should submit a full paper instead of an extended abstract.

Presentation Modes
There will be two modes of presentation:
1. On-site: each paper will be given 10-minutes to present and 5-mins to answer questions
2. Online/Visual Sessions

Specific guidelines for presentation will be given to authors of accepted papers.

Conference Fees

Fee Structure	Amount
Early Bird (on or before September 15, 2024)	
ACMC Member	US$180
Non-ACMC Member	US$250
Regular (September 16, 2024 onwards)	
ACMC Member	US$230
Non-ACMC Member	US$300
Undergraduate student	US$180
Online Presenter only	US$75
Accompanying Person (non-academic, no certificate of participation)	US$180