

# The 21<sup>st</sup> AMIC Annual Conference:

## Announcement and Call for Abstracts, Papers and Panel Proposals

The Asian Media Information and Communication Centre (AMIC), Singapore, is proud to announce its 21<sup>st</sup> Annual Conference, in conjunction with its 40th anniversary, to be held in partnership with the Faculty of Communication and Media Studies, Universiti Teknologi MARA (UiTM). The conference will be held from July 11-14, 2012, at Hotel Concorde, Shah Alam, Malaysia. The theme of the conference is **‘Forty Years of Media and Communication in Asia: Retrospect, Introspect and Prospects’**. The conference invites abstracts, papers, panel proposals and media presentations for consideration. There will be a separate local track, specific to Malaysia, on the conference theme. Pre-conference capacity building workshops will also be held on July 10, 2012, and proposals are also invited for topics and themes for these workshops.

Against the background of the 40<sup>th</sup> anniversary of AMIC, as well as that of UiTM, the conference proposes to take stock of Asian media and communication studies, keeping in mind the challenges and opportunities arising out of globalisation, new media and the resurgence of Asia. The conference seeks to address the problems and prospects that emerge from these new global developments for media practitioners, media owners and operators, and communication scholars, especially in terms of examining and analysing present theory and practice. During the four-day conference, delegates will be exposed to thought-provoking presentations and papers from media experts, industry practitioners and academics who will provide retrospective and introspective views on Asian media and communication, besides looking at the prospects for the media scene in this part of the world. They will be able to reexamine, reinterpret and take stock of 20th century perspectives and propose contemporary paradigms that are more relevant to the present.

This flagship annual conference has been hosted in rotation by countries across the Asia-Pacific region. Recent annual conferences have been held in Hyderabad, India (2011), Singapore (2010), New Delhi, India (2009), Manila, Philippines (2008), Singapore (2007) and Penang, Malaysia (2006). This premier event on Asian media attracts eminent international speakers and participants from the media industry and academia. This premier event attracts close to 400 academics, media industry professionals, government agencies, policymakers, regulators, UN agencies, donors, research groups, civil society organisations, independent consultants and students from all over the world. It features high-profile keynote addresses, plenary sessions and several parallel track sessions. Networking events, cultural programmes, media visits and sightseeing events are also held in conjunction with the annual conference.

AMIC invites panels, papers and media presentations in especially the following areas:

- Media and Globalisation
- Risk, Stigma and Health Communication
- Advertising and Public Relations
- Communication and Culture
- Radio, Television and Entertainment Studies
- Communication and Multi Media Campaigns
- Political Economy of the media
- Independent, National and Asian Cinema
- Internet and New Media
- Communication Theory and Methodology
- Public Service Broadcasting and Community Radio

- Media, Information and Communication Literacy
- Media, Climate Change and Environment Studies
- Newspaper, Radio, TV and Magazine Journalism
- Communication Technology
- Mass Communication, History and Society
- Communication and Journalism Education
- Media Management and Economics
- Media and Development
- Media and Democracy
- Media and Ethics
- Media and Good Governance
- Media and Gender
- Media and Youth
- Media Law and Regulation
- Alternative and Community Media
- Media Industry Trends and Dynamics
- Asian Perspectives on Communication
- International Communication
- Culture and Critical Studies
- Film Studies
- Documentary Production
- Language Journalism
- Multimedia Production
- Diaspora studies
- Communication Policy and Regulation

Call for Papers- important information\*

Abstracts Due: 15 March 2012  
 Full Papers Due: 30 April 2012  
 Conference Dates : 11-14 July 2012  
 Venue: Concorde Hotel, Shah Alam, Selangor  
 Email: [conference@amic.org.sg](mailto:conference@amic.org.sg)

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