

ASIAN MEDIA INFORMATION AND COMMUNICATION CENTRE (AMIC)
26th ANNUAL CONFERENCE
School of Communication-Manipal Academy of Higher Education-Manipal (MAHE)
Karnataka, India
7-9 June 2018

Disturbing the Asian Millennials: Some Creative Responses

CALL FOR PAPERS

Defined as the generation born between the early 1980s and mid-1990s (some definitions stretch further to early 2000s), millennials make up the majority of the total population of many Asia Pacific countries. There are an estimated 606 million millennials in the region.

While millennials make up a homogenous group in terms of age cluster (16-34 year olds), they can either be non-affluent or affluent with the latter outnumbering the former as they account for 82 percent of all millennials in the region.

Millennials are also located in a geographically and culturally diverse setting.

Disturbing does not refer only to a negative disruption but also to a movement needed to rebuild a broken or unsettled society. Disturbing can well equate with change, innovation and development. We must disrupt in order to rebuild!

How do millennials disturb society? Being independent, if not self-absorbed like their peers in today's "me culture," makes them in-charge of their future. They demand new careers (or even create their own) as they find many existing disciplines and professions as very traditional. The competencies earned in school are mere inputs for redesigning new careers. School is just one of many learning hubs.

But are we disturbing our millennials in order to give them the environment necessary for change? Or are we only distracting them in ways that at best release their energy?

We are "distracting" millennials when we enforce inflexible rules, offer traditional (read: archaic) programs, set or measure standards and practices based on obsolete measures that feed them with alternative truths (facts) instead of an appreciation of arts and humanities (which has found renewal among our young people).

Fortunately, millennials can lead and initiate even if existing systems are unable to "deliver" what are needed to rebuild a society they envision.

Disturbing the Asian Millennials: Some Creative Responses will examine the disturbances affecting millennials and how these young people are creatively responding to or coping with disturbing changes and challenges. The conference will also crowdsource from them ideas and strategies for creating and building an alternative or desired Asian community.

The forum provides a platform to achieve the following:

1. Understand the millennial mindset and behavior especially their career goals and plans;
2. Describe the unique communication behaviors, patterns, and tools of millennials and the messages which resonate to them;
3. Share lessons and experiences on how millennials creatively and critically respond to disruptions;
4. Examine communication strategies which work for the young generation; and
5. Crowdsource recommendations from them on what constitutes an ideal advanced communication program highlighting 21st century competencies and skills.

INITIAL CONFERENCE TOPICS

Communication/Media educators, scholars, researchers, practitioners and students are invited to submit papers for this conference. Initial topics are:

- Branding Millennials: Images and Identity
- Millennials Communication Styles, Behaviors, and Patterns
- A Passion for Technology – Millennials Communication Tools
- News & Current Affairs Consumption (or Creation) Practices – The Emergence of User Generated Content
- Marketing Communication Strategies for Millennials
- How Millennials Dialogue with their Elders
- Core Communication Competencies of Millennials
- Intercultural Communication among Young People (including How to Deal with Prejudices and Preventing Extremism)
- Communication as a Career Option: Redefining the Profession

FREE PUBLICATION SERVICES

All accepted abstracts will be included in the AMIC 2018 Abstract Book with ISBN. All full papers will be included in the AMIC 2018 Conference Proceedings with ISSN and given a separate DOI Number.

PUBLICATION IN AMIC CO-OWNED JOURNALS PUBLISHED BY ROULEDGE (TAYLOR & FRANCIS)

Papers presented will be considered for publication in either:

- **Asian Journal of Communication (AJC)**, a joint, peer-reviewed and indexed international research publication of AMIC and Nanyang Technological University's School of Communication & Information, Singapore. AJC is accepted and listed in the Thomson Reuters SSCI.

- **Media Asia**, a peer-reviewed journal edited by Dr. Cherian George, journalism professor and director of the Centre for Media and Communication Research of Hong Kong Baptist University.



SCHEDULE OF SUBMISSIONS

All submissions will be screened by an expert panel.

Abstracts will be due on April 15, 2018.

Notification of acceptance will be on April 30, 2018.

Full papers will be due on May 15, 2018.

Abstracts and papers should be submitted via e-mail to conference@amic.asia. Please do not send abstracts/papers to the personal e-mail addresses of conference organizers.

FORMAT FOR ABSTRACTS

Indicate your proposed Conference Cluster (and specific stream) in the subject line of your e-mail.

E-mail should include the following:

- paper title
- author name, position, institution
- short biography of author (100 words)
- paper abstract (500 words)

FORMAT FOR PAPERS

If your abstract is approved for presentation, you will be required to submit the full paper prior to the conference. The full paper should adhere to the following requirements:

- should be written in English
- be of 5,000-8,000 words in length
- have citation in APA style
- should be Microsoft Word or RTF document
- Font should be Times New Roman, 12 pts

Please use plain text.

For more information, please contact Mr. Ramon R. Tuazon (r.tuazon@amic.asia or rtruazon722@yahoo.com)

Note to all authors: By submitting your paper, you agree that if your paper is selected, you will register for the conference and present the paper. All co-authors attending and/or presenting at the conference must register too.

CRITERIA FOR REVIEW

Abstracts

- Relevance of the topic to the conference theme
- Well-defined topics /issue(s) to be examined and discussed
- Originality and innovativeness of topic
- Adherence to solid research design and methodology (for research-based papers)
- Limitations identified (for research-based papers)
- Good language and writing quality and logical organization of paper
- Potential contributions to the advancement of communication theory, research and practice

Full Papers

- Extensive and appropriate literature review
- Good writing quality, e.g., style is clear and engaging
- Logical organization of paper
- In-depth and evidence-based analysis and conclusions
- Concrete recommendations for research, policy, and action projects
- Publication-ready

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