



25th AMIC Annual Conference  
“Rethinking Communication in a Resurgent Asia”  
Miriam College, Q.C. September 27-29, 2017

## PROGRAMME

### September 26, 2017

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Venue: NOVOTEL HOTEL MANILA

- 14.00 – 17.00     **AMIC Board of Directors Meeting**  
(closed meeting)
- 17.00 – 18.30     Arrival of Participants  
Registration  
Welcome Canapes and Drinks
- 18.30 – 21.00     **AMIC Got Talent** (Videoke Night)
- 21.00                Day Ends

### September 27, 2017

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Venue: Marian Auditorium

- 07.00 – 08.30     Registration
- 08.30 – 09.30

#### Welcome

1. From AMIC: **Crispin C. Maslog** Chairman, AMIC Board of Directors
2. From Host-Venue: **Rosario O. Lopus** President, Miriam College
3. From Quezon City Local Government: **Mayor Herbert M. Bautista**

#### Opening Remarks from the AIJC-AMIC-PWU Consortium

1. **Francisco B. Benitez** President, Philippine Women’s University
2. **Mel V. Velarde** Chairman and CEO, Asian Institute of Journalism and Communication

- 09.30 – 10.30     **Video Messages**

1. **Frank La Rue**  
Assistant Director General for Information and Communication  
UNESCO

**2. Maria Leonor C. Robredo**  
Vice President, Republic of the Philippines

### **Inaugural Address**

**Conchita C. Carpio Morales**  
Ombudsman of the Republic of the Philippines

Emcee: **Maria Mercedes “Chi-Chi” F. Robles**  
Former AMIC Acting Secretary General (2012)/  
Host, “Catholic Lives” and “Shepherds Speak,” EWTN

10.30 – 11.00      Coffee/ Tea Break (Marian Auditorium Side Foyers)

11.00 – 12.30      **Plenary 1: AMIC Distinguished Forum – Rethinking  
Communication in a Resurgent Asia**  
Venue: Marian Auditorium

**Florangel Z. Rosario Braid**  
President Emeritus, Senior Adviser & Trustee  
Asian Institute of Journalism & Communication

**Dhavalasri Shelton A. Gunaratne**  
Professor Emeritus, Minnesota State University

**Ronny Adhikarya**  
Former Founder/Manager of KULT (Knowledge Utilization through Learning  
Tech.) Program, The World Bank, Washington DC and  
ex-FAO/United Nations Representative/Ambassador in Pakistan

**John A. Lent**  
Professor, School of Communication & Theatre, Temple University Philadelphia

Moderator: **Crispin C. Maslog**  
Chairman, AMIC Board of Directors

12.30 – 13.00      **AMIC Asia Communication Awards**

Emcee: **Maria Mercedes “Chi-Chi” F. Robles**  
Former AMIC Acting Secretary General (2012)/  
Host, “Catholic Lives” and “Shepherds Speak,” EWTN

13.00 – 14.00      Lunch (MMJ Foyer)

14.00 – 15.30      **PARALLEL SESSIONS A**

## **A1: Asian Philosophies, Religions, and Communication**

A1 (SMT Viewing Room 1 – SMT Bldg., 2nd Floor)

## **A2: Political Communication in Online Media Platforms**

A2-A (AVR Room A – 2nd Floor PA Bldg.)

A2-B (AVR Room B – 2nd Floor PA Bldg.)

## **A3: Media and Information Literacy: Discerning Users, Responsible Producers**

A3-A (AVR Room C – 2nd Floor PA Bldg.)

A3-B (SMT Lecture 3 – SMT Bldg., 3rd Floor)

## **A4: The Enduring Reign of Community Media**

A4-A (SMT Lecture 1 – SMT Bldg. 3rd Floor)

A4-B (SMT Lecture 2 – SMT Bldg., 3rd Floor)

15.30 – 16.00 Coffee/ Tea Break (PA Grounds)

16.00 – 18.00 **PARALLEL SESSIONS B**

## **B1: The Continuing Quest: Asian Communication Theories and Paradigms**

B1-A (SMT Lecture 1 – SMT Bldg. 3rd Floor)

B1-B (SMT Lecture 2 – SMT Bldg., 3rd Floor)

## **B2: Communication and Culture: Ties that Bind**

B2-A (SMT Lecture 3 – SMT Bldg., 3rd Floor)

B2-B (SMT Lecture 4 – SMT Bldg., 3rd Floor)

## **B3: Political Communication in Traditional Media Platforms**

B3-A (AVR Room A – PA Bldg.)

B3-B (AVR Room B – PA Bldg.)

## **B4: Health Communication: Introducing New Mindsets**

B4 (AVR Room C – PA Bldg.)

18.30 – 19.30 **Philippine Folk Festival featuring**

1. **JASMS Rondalla and**

2. **Bayanihan, the National Dance Company of the Philippines**

Venue: Marian Auditorium

Emcee: **Dean Olivia Celeste M. Villafuerte**

Member, AMIC Board of Management/  
PWU College of Arts and Sciences

19.30 – 21.00     **Welcome Dinner**  
Venue: MMJ Foyer

21.00             Day Ends

## **September 28, 2017**

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Venue: Marian Auditorium

07.00 – 09.00     Registration

09.00 – 09.30     **Keynote Speaker**

### **Dasho Kinley Dorji**

Former Secretary, Ministry of Information and Communications  
Bhutan

Emcee: **Jose Maria G. Carlos**

Chair, AMIC Board of Management/  
Former AMIC Secretary General

09.30 – 10.45     **Plenary Session 2: UNESCO Emeritus Dialogue –  
Asian Philosophies, Religions and Communication**

### **Franz-Josef Eilers, svd**

Director, Asian Research Center for Religion and Social Communication (ARC)  
at St. John's University, Bangkok  
Program Coordinator for Pastoral Communication, University of Santo Tomas Graduate  
School/Theological Faculty, Manila

### **Imtiyaz Yusuf**

Lecturer and Director, Center for Buddhist-Muslim Understanding College of Religious  
Studies, Mahidol University, Thailand  
Senior Fellow at the Prince Alwaleed Bin Talal Center for Muslim-Christian  
Understanding (ACMCU) Georgetown University, Washington D.C., USA.

### **Su-Kyung Han**

Founder, My Green News.com

### **Lorna Q. Israel**

Professor, Miriam College/ University of the Philippines

Moderator: **Binod C. Agrawal**

AMIC Board of Directors/

Co-founder, Himgiri Zee University, Dehradun/

Co-founder, Mudra Institute of Communications Ahmedabad (MICA)

10.45 – 11.15     **Google Talk**

**Via Gail T. Tan**

Head of Communications and Public Affairs

Google Philippines/Thailand

11.15 – 11.30     Coffee/ Tea Break (Marian Auditorium Side Foyers)

11.30 – 13.00     **PARALLEL SESSIONS C**

**C1: Science Literacy through Science Communication**

C1-A (SMT Lecture 1 – SMT Bldg. 3rd Floor)

C1-B (SMT Lecture 2 – SMT Bldg., 3rd Floor)

**C2: Profiting from Business and Marketing Communication**

C2-A (SMT Lecture 3 – SMT Bldg., 3rd Floor)

C2-B (SMT Lecture 4 – SMT Bldg., 3rd Floor)

**C3: Now Showing: Culture in Asian Cinema and Television**

C3-A (AVR Room A – PA Bldg.)

C3-B (AVR Room B – PA Bldg.)

**C4: Children and Gender Issues in an Evolving Mediascape**

C4 (AVR Room C – PA Bldg.)

13.00 – 14.00     Lunch (MMJ Foyer)

14.00 – 15.30     **PARALLEL SESSIONS D**

**D1: Relearning Communication Education**

D1-A (SMT Lecture 1 – SMT Bldg. 3rd Floor)

D1-B (SMT Lecture 2 – SMT Bldg., 3rd Floor)

**D2: Freedom of Expression in a Post-Truth Era**

D2 (SMT Viewing Room 1 – SMT Bldg., 2nd Floor)

**D3: Characterizing Asian Cyberspace**

D3 (SMT Lecture 3 – SMT Bldg., 3rd Floor)

**D4: When Children and Gender Make News**

D4 (SMT Lecture 4 – SMT Bldg., 3rd Floor)

15.30 – 16.00     Coffee/ Tea Break (PA Grounds)

16.00 – 17.30     **Plenary Session 3: Freedom of Expression in a**

## **Post-Truth Era**

Venue: Marian Auditorium

### **Cherian George**

Associate Professor, Hong Kong Baptist University/  
Director, Center for Media and Communication Research  
Hong Kong Baptist University/  
Editor, AMIC Media Asia

### **Lars H. Bestle**

Head of Department for Asia  
International Media Support (IMS)

### **Peixin Cao**

Professor, Communication University of China

### **Yvonne T. Chua**

Asst. Professor, Department of Journalism  
UP College of Mass Communication/  
Co-Founder, VERA Files

### Moderator: **Ang Peng Hwa**

Chairman d'Honneur, AMIC Board of Directors/  
Wee Kim Wee School of Communication and Information  
Nanyang Technological University, Singapore

17.30 – 18.30      **Closing Plenary**  
Venue: Marian Auditorium

### **Closing Remarks**

1. **Vice Mayor Ma. Josefina G. Belmonte** (Quezon City Local Government)
2. **Ramon R. Tuazon** (AMIC Secretary General)

Emcee: **Jose Maria G. Carlos**  
Chair, AMIC Board of Management/  
Former AMIC Secretary General

17.30–21.00      **AMIC Business Meeting**  
Business Matching Session

21.00              Day Ends

## **September 29, 2017**

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07.00–09.00      **Day Tour Commences**