

AMIC NEWSLETTER



All systems go for 2024 AMIC Conference in Beijing

It is all systems go for the 30th AMIC Annual Conference which will be held September 24 to 26 in Beijing, China, and hosted by the Communication University of China (CUC).

The theme of this year's conference is "Asia as a Knowledge Sharing Society and the Internationalization of Higher Education." [Full story on page 4](#)

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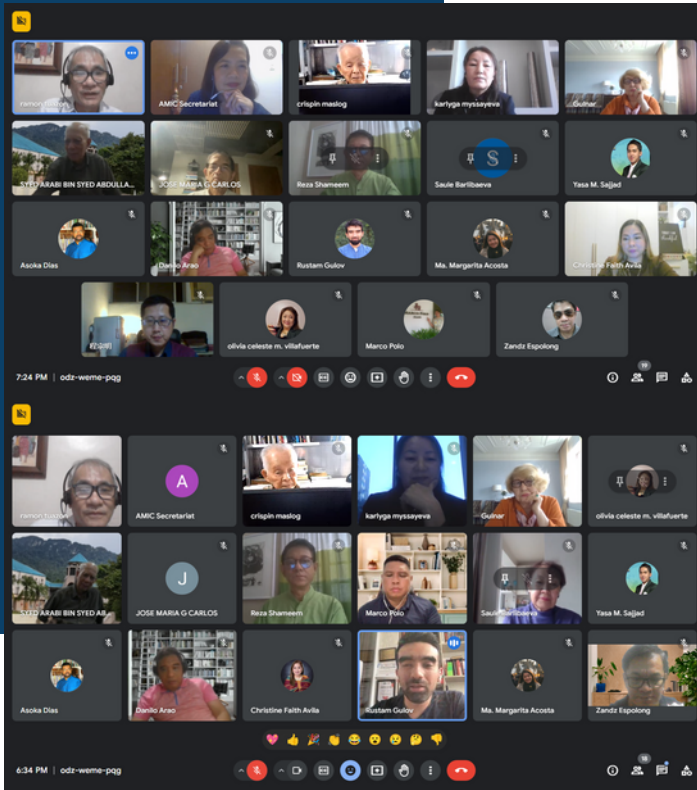


Dr. Padma Rani



Dr. Palphol Rodloytuk

[AMIC names representatives to India and Thailand](#)



AMIC holds Knowledge Sharing Session

AMIC representatives from all over Asia held an online Knowledge Sharing Session on June 21. The theme was Research Innovations on Social Sciences.

Presenters were AMIC co-representative to Thailand, Dr. Kamolrat Intaratat of Sukhothai Thammathirat Open University and AMIC co-representative to Bangladesh Dr. S M Shameem Reza. Guest presenter was Prof. Nuttanai Lertpreechapakdee of Chulalongkorn University.

AMIC, NTU organize special session at 2024 IAMCR Conference in New Zealand



AMIC and the Wee Kim Wee School of Communication and Information – Nanyang Technological University (WKWSC-NTU) organized a panel session at the 2024 Conference of the International Association of Media and Communication Research which was held June 30 to July 3 in Christchurch, New Zealand.

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AMIC holds forum on 'Knowledge Sharing Society' in Nepal



Asian Media Information and Communication Centre (AMIC) representatives from Nepal and India held a discussion on Asia as a Knowledge Sharing Society in Kathmandu on May 28, aligning with the theme of AMIC's 30th Annual Conference taking place in Beijing this September. [Full story on page 15](#)



SG Tuazon attends Forum on Education for Peace, Human Rights, and Sustainable Development

AMIC Secretary-General Ramon R. Tuazon, who is also communication and information consultant at UNESCO Antenna Office in Yangon, spoke at the parallel session during the Regional Policy Dialogue and Launch of the Recommendation on Education for Peace, Human Rights and Sustainable Development” in Asia-Pacific. [Full story on page 13](#)

Asian Media Information and Communication Centre

中國傳媒大學
COMMUNICATION UNIVERSITY OF CHINA

30th AMIC Annual Conference
Asia as a (Knowledge) Sharing Society and Internationalization of Higher Education
24-26 SEPTEMBER 2024, Beijing, China

HOST

中國傳媒大學
COMMUNICATION UNIVERSITY OF CHINA

CONFERENCE PARTNERS

Universiti Sains Malaysia

Chulalongkorn University

Sukhothai Thammathirat Open University

City of Malabon University

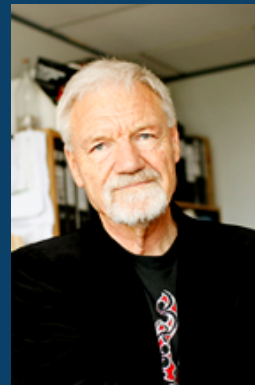
UNESCO Regional Office for East Asia

Al-Farabi Kazakh National University

Manipal Institute of Communication

For inquiries, email info@amic.asia

AMIC’s David Robie awarded New Zealand Order of Merit



Professor David Robie, AMIC’s representative in New Zealand, has been awarded Member of the New Zealand Order of Merit (MNZM), in the latest King’s Birthday royal honors.

The award was announced on June 3, the King’s Birthday national holiday, in the first such awards for Britain’s King Charles III, who is also the sovereign for the independent dominion of New Zealand. Dr Robie was the only journalist honored. [Full story on page 11](#)

All systems go for 2024 AMIC Conference in Beijing

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It is all systems go for the 30th AMIC Annual Conference which will be held September 24 to 26 in Beijing, China, and hosted by the Communication University of China (CUC).

The theme of this year's conference is "Asia as a Knowledge Sharing Society and the Internationalization of Higher Education."

The conference has lined up five plenary sessions, 13 parallel sessions, six sessions for students/young communicators, and six how-to sessions.

Conference organizers have introduced several innovations for this year's much anticipated event. These include: exclusive parallel sessions for communication and journalism students and young communication professionals; how-to sessions (master classes) with experts (mobile filmmaking, gamification, digital campaigns, monetizing social media platforms); exclusive parallel sessions in Chinese language; and opportunities to meet communication professionals from Central, Western, and Northern Asia.

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All systems go for 2024 AMIC Conference in Beijing

Universiti Sains Malaysia (USM), Faculty of Communication Arts-Chulalongkorn University, Sukhothai Thammathirat Open University (STOU), City of Malabon University (Philippines), UNESCO, and Al-Farabi Kazakh National University are among the initial conference partners. More higher education institutions are expected to sign up as partners.

Among the conference's highlights is the conferment of the 2023 and 2024 AMIC Asia Communication Awards. Started in 2006, the Award recognizes outstanding achievements in various areas of communication media: research, education, institution development, and journalism. Twenty-three communication icons have received the Award since its inception.

Conference microsite now up

The conference microsite was developed in two versions: one on Google Sites and another within the AMIC website (for those who cannot access Google apps).

The links are <https://amic.asia/30th-amic-annual-conference/> and <https://sites.google.com/amic.asia/30thamicannualconference/home>. Interested individuals may also scan the QR codes to access the microsites.



www.amic.asia



Google Sites

According to the conference secretariat, several social media cards have been released on the following: Call for Abstracts, announcement of CUC as conference host; what to watch out for at the conference; listing of topics of approved abstracts; and launch of the conference logo. Follow and like the Official AMIC Facebook page, <https://www.facebook.com/amicglobal> and Official AMIC Instagram <https://www.instagram.com/amic1971/>

Registration is ongoing. Participants can fill out the conference registration form here: <https://forms.gle/wJPn8L9Fw7N4Qh397>

For clarifications or additional information, please email conference secretariat at info@amic.asia.

Communication University of China (CUC) to host AMIC 30th Annual Conference



Communication University of China (CUC) is one of China's key universities of "Project 211," directly administered by the Ministry of Education. CUC developed from what used to be a training center for technicians of the Central Broadcasting Bureau that was founded in 1954. In April 1959, CUC was upgraded to the Beijing Broadcasting Institute (BBI) approved by the State Council. In August 2004, BBI was renamed Communication University of China.

The motto of the CUC is "integrity, professionalism, erudition and competence."

CUC upholds its ideology of offering courses that are centered on scientific based learning by emphasizing the application of a course and relevance to the particular discipline. As a result, an inter-relating and inter-influencing discipline system that covers journalism and communication, film & television arts, information science & technology, literature, engineering, management, economics, and law and science has been formed. (Source: <https://en.cuc.edu.cn/2142/list.htm>)

AMIC Holds Knowledge Sharing Session



AMIC representatives from all over Asia held an online Knowledge Sharing Session on June 21. The theme was *Research Innovations in the Social Sciences*. Presenters were AMIC co-representative to Thailand, Dr. Kamolrat Intaratat of Sukhothai Thammathirat Open University and AMIC co-representative to Bangladesh Dr. S M Shameem Reza. Guest presenter was Prof. Nuttanai Lertpreechapakdee of Chulalongkorn University.

According to AMIC Secretary-General Ramon R. Tuazon, AMIC regular representatives' meetings will now be highlighted by a Knowledge Sharing Session, in addition to the usual organizational updates.

The Knowledge Sharing Sessions will provide a platform for AMIC representatives to share their latest research initiatives, action programs, publications, and upcoming events.

In her presentation, Dr. Intaratat recalls Thailand's digital transitioning journey – from digitization, digitalization, to digital transformation. Her case study on Digital Entrepreneurship showcased how women are empowered through ICT and business solutions. Dr. Intaratat also emphasized that AI literacy should be provided to marginalized sectors.

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AMIC holds Knowledge Sharing Session

For Dr. S M Shameem Reza, locating communication in the social sciences faces many challenges, including Western bias in communication theories and praxis. He argued that communication is an eclectic discipline that derives ideas and approaches from other social sciences.

He also cited the need to view communication as culture and as continuation of a historical process of inquiry into human and social change and progress. He lamented that key global developments, sustainability and strategic projects do not include communication as a major target or goal.

The Bangladeshi academic proposed the following agenda for development and social change communication: harnessing ICT and social/digital media for social change and people-centric development; taking a new look at

media culture, including youth culture, political culture and intercultural communication; rethinking the use of traditional media in regional practice to increase access and participation in the media environment; and encouraging inquiry into 'power relations' in communication research.

On the other hand, guest lecturer Prof. Nuttanai Lertpreechapakdee illustrated the use of machine learning to advance film studies in identifying and grouping narrative structures. He said traditional film studies methods often rely on film analysis and interpretation, which can be time-consuming and prone to bias. He suggested that using machine learning can complement qualitative methods with objective and quantifiable insights, providing a more comprehensive analysis of films' narrative structures.

AMIC names representatives to India and Thailand



Dr. Rani joins Dr. Mira K. Desai of the SNDT Women's University in Mumbai, India, Dr. Chandrabhanu Pattanayak of Centurion University of Technology Management in Odisha, India, and Dr. Pradeep Krishnatray, Professor, Marketing and Strategy ICFAI University as country representatives.

AMIC Board of Management has announced the appointment of two new AMIC representatives to India and Thailand.

Dr. Padma Rani, the new co-representative to India, is professor and director of Manipal Institute of Communication, Manipal Academy of Higher Education (MAHE). The Institute hosted AMIC's 24th Annual Conference in 2018.

Dr. Palphol Rodloytuk is co-representative to Thailand. He was AMIC representative from 2007–2015. Dr. Rodloytuk is vice president and lecturer at the School of Liberal Arts of Shinawatra University.

Dr. Rodloytuk joins Dr. Kamolrat Intaratat of Sukhothai Thammathirat Open University as AMIC representatives.

AMIC, NTU organize special session at 2024 IAMCR Conference in New Zealand



Photo courtesy of Dr. Randy J. Solis, UP College of Mass Communication.

AMIC and the Wee Kim Wee School of Communication and Information – Nanyang Technological University (WKWSCI-NTU) organized a panel session at the 2024 Conference of the International Association of Media and Communication Research which was held from June 30 to July 03 in Christchurch, New Zealand.

Title of the Panel Session which was held on July 02 was *“The Bandung Spirit in the Era of AI (Artificial Intelligence).”*

The session explored how digital technology can impact decolonial and indigenous communication scholarship, particularly in Asia and Africa. The upcoming AMIC 2024 Conference in Beijing this September will also continue the dialogue.

The session is a take-off from the 29th AMIC Annual Conference held in Bandung, Indonesia, in September 2023. The conference was hosted by the Faculty of Communication Sciences of Universitas Padjadjaran. The AMIC 2023 Bandung Conference Declaration was issued at the end of the three-day conference to provide a framework in pursuing South-South dialogue and commit to embracing digital technology and knowledge brokering and sharing.

Session panelists included Dr. Peixin Cao, Professor and Deputy Dean, School of Journalism, Communication University of China; Dr. Sadia Jamil, Assistant Professor, School of International Communications, University of Nottingham, Ningbo, China;

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AMIC's David Robie awarded New Zealand Order of Merit



Professor David Robie, AMIC's representative in New Zealand, has been awarded Member of the New Zealand Order of Merit (MNZM), in the latest King's Birthday royal honors.

The award was announced on June 3, the King's Birthday national holiday, in the first such awards for Britain's King Charles III, who is also the sovereign for the independent dominion of New Zealand. Dr Robie was the only journalist honored.

The citation said that he had been awarded the MNZM for his "services to journalism and Asia-Pacific media education."

It said Robie had contributed to journalism and the Asia-Pacific region for more than 50 years.

Starting his career at The Dominion in 1965, Robie has been "on the ground" at pivotal events in regional history, including the bombing of the Rainbow Warrior by French secret agents in 1985, the 1997 Sandline mercenary scandal in Papua New Guinea, and the George Speight coup in Fiji in 2000.

As an educator, Dr Robie was head of journalism at the University of Papua New Guinea (UPNG) in 1993-1997 and then at the University of the South Pacific (USP) in Suva in 1998-2002.

In 2007 he started the Pacific Media Centre while working as professor of Pacific journalism and communications at Auckland University of Technology (AUT). He has organized scholarships for Pacific media students, including scholarships to China, Indonesia, and the Philippines, with the Asia New Zealand Foundation.

After he retired from AUT at the end of 2020, he co-founded a new NGO, Asia Pacific Media Network (APMN), which carried on the work of the PMC. He is currently deputy chair of the APMN. <http://apmn.nz>

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AMIC, NTU organize special session at 2024 IAMCR Conference in New Zealand

Dr. Randy Jay C. Solis, Chair, Department of Communication Research, College of Mass Communication, University of the Philippines; and Dr. Jack Linchuan Qiu, Shaw Foundation Professor of Media Technology of the Wee Kim Wee School

of Communication and Information. The panel was moderated by Dr. Edson Tandoc Jr., President's Chair Professor of Communication Studies and Director, Centre for Information Integrity and the Internet of WKWSCI-NTU.

AMIC's David Robie awarded New Zealand Order of Merit

He stepped down as editor of the research journal he started in 1994, Pacific Journalism Review, but has continued as associate editor and has steered the latest 30th anniversary

edition which was scheduled to be launched at the Pacific Media International Conference at the University of the South Pacific in Suva, Fiji, on July 4-6, 2024.

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AMIC holds forum on 'Knowledge Sharing Society' in Nepal

Dr. Aditya Shukla, another Indian academic, expressed his great pleasure at the opportunity to discuss such important issues through AMIC. He said, "AMIC is doing tremendous work in the knowledge sharing field and in establishing Asia as a knowledge hub. Particularly, the program on Asia as a knowledge sharing society was well organized and programs like such

can explore the potential of Asia as a knowledge hub."

Shreeman Sharma, Research Uptake Manager at HERD[CAI] International, suggested that AMIC should help in enhancing the capacity of researchers and institutions in Nepal. "This is an appropriate time to prioritize Nepal's media and communication research needs," he added.

SG Tuazon attends Forum on Education for Peace, Human Rights, and Sustainable Development



AMIC Secretary-General Ramon R. Tuazon, who is also communication and information consultant at UNESCO Antenna Office in Yangon, spoke at the parallel session during the Regional Policy Dialogue and Launch of the Recommendation on Education for Peace, Human Rights and Sustainable Development” in Asia-Pacific.

The event was co-organized by UNESCO and the Asia-Pacific Centre of Education for International Understanding (APCEIU). It was held on June 05-07, 2024 in Bangkok, Thailand.

It aims to raise awareness and initiate discussion on implementation priorities at the regional level.

Mr. Tuazon was panelist in the session on Policy, Capacity Development, and Monitoring.

At the 42nd session of the UNESCO General Conference in November 2023, 193 countries adopted the Recommendation on Education for Peace and Human Rights, International Understanding, Cooperation, Fundamental Freedoms, Global Citizenship and Sustainable Development, commonly referred to as the Recommendation on Education for Peace, Human Rights and Sustainable Development.

The 2023 Recommendation updates the original ‘1974 Recommendation,’ which played a pivotal role in uniting nations around the idea of education as a primary catalyst for peace and international understanding.

In his intervention, Mr. Tuazon reminded the participants that Media and Information Literacy (MIL) can be an appropriate framework for education toward peace and international understanding.

It is a composite concept which recognizes intercultural dialogue, human rights, and sustainable development goals as key thrusts.

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SG Tuazon attends Forum on Education for Peace, Human Rights, and Sustainable Development

Mr. Tuazon also promoted the concept of positive counter narrative as project framework especially for non-formal education initiatives. The concept highlights the following: a) commonalities over differences among religions, ethnic communities, gender, etc.; b) promoting values of tolerance, social cohesion and unity; c) correcting endemic stereotyping and prejudices; d) using non-adversarial tone in messaging (media and IEC materials); e) institutionalizing collaborative dispute resolution (including women-driven initiatives); and f) amplifying voices of marginalized groups.

The AMIC Secretary-General highlighted the use of culture as a paradigm for project intervention, saying that culture is often missing in development initiatives. He said culture-related project strategies include engaging ethnic media outlets and community-based organizations; developing media content which celebrate richness and diversity of ethnic culture; promoting intra and inter-ethnic dialogues.

To SG Tuazon, teaching peace, human rights, and sustainable development should begin at pre-school and early schooling years. These are the best periods to inculcate positive values of tolerance, acceptance of differences, and diversity before they develop bias and prejudices acquired from the community and media. Child development specialists affirm that the first critical period of brain development begins around age two and ends around age seven.

Finally, he proposed that the use of alternative and complementary structures and mechanisms outside of the formal system should be promoted. These include community-based organizations; community (ethnic) media; traditional, customary, and placed-based peacebuilding and sustainable development practices. Complementary learning structures include monastic and ethnic schools.

AMIC Holds Forum on 'Knowledge Sharing Society' in Nepal



organization offers. Pant said AMIC is an excellent platform for showcasing knowledge in various fields of media and media research. "With proper use of AMIC, media researchers can contribute to and benefit from the research field with a far-reaching impact."

Similarly, Dr. Chandrabhanu Pattanayak, AMIC representative in India and media academician, researcher, and journal editor, discussed Asia's role in global knowledge and information exchange. He said there is a reverse paradigm in Asia versus the West. "The West ... emphasizes lingua franca, whereas the East or Asia emphasizes multilingualism; and, surprisingly, there have been no communication breaks or gaps between the countries," he stated.

Asian Media Information and Communication Centre (AMIC) representatives from Nepal and India held a discussion on Asia as a Knowledge Sharing Society in Kathmandu on May 28, aligning with the theme of AMIC's 30th Annual Conference taking place in Beijing this September.

Some 29 participants from various institutions, including colleges, media houses, researchers, scholars, and academicians attended the forum.

Laxman Datt Pant, AMIC's representative in Nepal, presented an overview of AMIC and opportunities for research in communications and media that the

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AMIC Welcomes New Institutional Partners



Cagayan De Oro Press Club Journalism Institute

Institutional Profile

Cagayan De Oro Press Club Journalism Institute was established to serve as the education arm of the Cagayan de Oro Press Club. It aims to upgrade the skills of new journalists on the basics of journalism and overall to professionalize journalism and instill in each media practitioner the importance of ethical practice, especially at a time when digital information and communication technology contributes to the proliferation of unprofessional news reporters and commentators.

COPC Journalism Institute conducts seminars and trainings for budding journalists on such topics as journalism tools, styles and techniques, and media ethics. It also engages its members and other stakeholders in forums on current issues relevant to media practice.

For example, in 2023 the Institute specifically held four forums/training programs:

- 1) Broadcast Journalism and Media Ethics
- 2) Shaping the Narrative for a Sustainable Future: Eco-Journalism Symposium
- 3) Media Laws & Ethics in the Changing Times: Review and Re-calibration in Regional Media Industry Practice Forum (in partnership with Hans Seidel Foundation, Philippine government agencies, and the academic sector)
- 4) Covering Barangay and Sangguniang Kabataan Elections: Voter Education to better equip media with knowledge on rules implemented by the Commission on Election for peaceful and orderly elections.



City of Malabon University

Institutional Profile

The City of Malabon University is a local university owned and operated by the local government unit of Malabon. Its primary purpose is to help promote the interest and welfare of its people especially the youth by providing them with meaningful opportunities geared towards the demands of an emerging global village. It was known first as the Malabon Community College in 1993 through Ordinance No. 14-1993 of the Municipal Council of Malabon.

Classes started in June 1994 when it initially offered Bachelor of Science in Education, Bachelor of Elementary Education, and Two-year Secretarial Courses. Bachelor of Science in Business

Administration and Bachelor of Science in Accountancy courses were offered four years later after the school was founded.

In 1997, Graduate Studies and Applied Research (GSAR) was offered for the first time. The College was later re-named City of Malabon University. The Chair of the Board of Regents is Mayor Jeannie N. Sandoval and the OIC President is Dr. Glen DV de Leon.



Lyceum of the Philippines Laguna

Institutional Profile

Lyceum of the Philippines Laguna is a non-sectarian institution of learning incorporated under the corporation laws of the Philippines. It is vested with powers granted to corporations in general under the laws of the land, as outlined in its articles of incorporation and by-laws, along with any additional powers provided by law.

Lyceum of the Philippines Laguna is a member of the Lyceum of the Philippines University network of schools, alongside LPU-Manila, LPU-Makati, LPU-Batangas, LPU-Cavite, and LPU-Davao. These networked schools share the adherence to the educational philosophy of former Philippine president, Dr. Jose P. Laurel. The mission, vision, and core values of each campus revolve around the credos

Veritas et Fortitudo (Truth and Fortitude) and Pro Deo et Patria (For God and Country).

Guided by its vision of becoming an industry-driven university in the Asia Pacific Region, LPU- Laguna is committed to providing quality education and fostering innovation. LPU-Laguna offers a wide range of programs across various disciplines, including tourism and hospitality, business, engineering, health sciences, and social sciences. Each program features industry-relevant curricula designed to equip students with practical skills, ethical values, and a strong foundation in research. Recent expansions in facilities, including modern laboratories and updated classrooms, further enhance the learning experience at LPU-Laguna.

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Lyceum of the Philippines Laguna

Students at LPU-Laguna benefit from a myriad of opportunities beyond the classroom. The university fosters a culture of innovation and experiential learning through student-led initiatives and partnerships. Moreover, robust internship programs provide students with real-world experiences that complement their academic studies.

Joining the Asian Media Information and Communication Centre (AMIC) as an institutional member underscores LPU-Laguna's commitment to global education and communication excellence. This partnership opens avenues for collaborative research, knowledge exchange, and professional development for faculty and students of Bachelor of Arts in Communication and Bachelor of Multimedia Arts programs.



Universitas Pancasila

Institutional Profile

Universitas Pancasila, founded on October 28, 1966, is the unification of the old Universitas Pancasila founded in 1963 and Universitas Bung Karno. Pancasila has an intrinsic depth of meaning under the mission carried out by Universitas Pancasila, that is "Providing positive roles in science and technology development as well as community development, based on Pancasila, as aspired in the Preamble to the 1945 Constitution."

In this context, Universitas Pancasila intends to produce scholars who have the spirit of Pancasila and have values and attitudes, knowledge, intelligence, skills and communication skills, and ecological awareness for development and guidance in the fields of law, economy and ecology to support development.

A land area of 10,160 m² and a building area of 5,196 m² were made available at the initial stage, located on Jalan Borobudur No. 7 Central Jakarta. The land and buildings were granted by the Government cq. Ministry of Finance to the Universitas Pancasila Education and Trustees Foundation (YPPUP) signed on April 21, 1987.

Now, Universitas Pancasila has a campus in Srengseng Sawah covering an area of 111,255 m² with a building area of 38,076 m² consisting of the Rectorate, Faculty of Economics, Faculty of Pharmacy, Faculty of Law, and Faculty of Engineering. Meanwhile, the campus on Jalan Borobudur No. 7 Central Jakarta is currently used for lectures of the Postgraduate Program.

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Universitas Pancasila

In terms of management, the general guidance of Universitas Pancasila is under the auspices of the Education and Trustee Foundation of Universitas Pancasila, established by the Notary Deed of G.H.S. Loemban Tobing, S.H. Number: 14, dated January 19, 1970.

The vision of Universitas Pancasila, as stated in the 2010 - 2034 Master Plan for Development is: "To become an Excellent and Leading University Based on the Noble Values of Pancasila".

To realize its vision, Universitas Pancasila is committed to the following mission:

To organize a quality education process based on the noble values of Pancasila;
To develop excellent and environment-friendly science, technology, and art to enhance the nation's independence;

To provide services for the communities to improve people's welfare and the competitiveness of small and medium industries;

Universitas Pancasila currently aims to be one of the Private Universities (PTS) accredited A and the Research Qualification by the Ministry of Research, Technology, and Higher Education in the Mandiri cluster. Based on the Higher Education Rankings issued by the Ministry of Research, Technology and Higher Education 2019, Universitas Pancasila ranked 45th out of 2,141 public and private universities throughout Indonesia.

AMIC NEWSLETTER

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JUNE 2024

 Asian Media Information
and Communication Centre

AMIC is proud of its initial list of institutional partners.



Nanyang Technological University



Philippine Women's University



Asian Institute of Journalism
and Communication



CDO Press Club
Journalism Institute



Chulalongkorn University



City of Malabon
University



De La Salle University
- Dasmariñas



Far Eastern University



Holy Angel University



Holy Name University



Lyceum of the Philippines
Laguna



Manipal Academy
of Higher Education



Mapua Malayan Colleges
-Laguna, Inc.



Polytechnic University
of the Philippines



Silliman University



Sukhothai Thammathirat
Open University



Tezpur University



University of Liberal
Arts Bangladesh



University of Makati



Universitas Pancasila

Your institution should be next.

For inquiries, email info@amic.asia