



30th AMIC Annual Conference

Asia as a (Knowledge) Sharing Society and Internationalization of Higher Education



AMIC Holds 30th Annual Conference

The 30th AMIC Annual Conference was held from 24-26 September 2024 in Beijing. It was hosted by the Communication University of China (CUC). Gathering some 300 communicators, this year's event offered many innovations: delegations from Central and North Asia, students' parallel sessions, Chinese language parallel sessions, and master classes. Twenty memo of understanding for partnership were signed by universities and professional associations.

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30th AMIC ANNUAL CONFERENCE By the Numbers

- 492** Total abstracts received from 30 countries
- 19** Countries represented
- 4** Plenary sessions
- 20** Signed Memoranda of Understanding to formalize collaboration between and among higher education institutions in Asia
- 19** Parallel sessions
- 80** Conference participants toured the CUC media museum
- 6** Master classes
- 65** Conference participants visited the Great Wall of China
- 177** Total papers presented
- 12** Conference partners
- 219** Individuals who presented at the parallel sessions
- 23** AMIC institutional members
- At least **325** attendees

Asia's Best in 30th AMIC Conference

Asia's best were featured as keynote and plenary speakers and moderators in the 30th Annual Conference of the Asian Media Information and Communication Centre (AMIC). Two non-Asian public intellectuals, but with strong links to Asia, completed the list of plenary speakers and moderators. Below is the Who's Who in the plenary sessions:

PROFESSOR SHAHBAZ KHAN is the Director of UNESCO Regional Office for East Asia and UNESCO Representative to the Democratic People's Republic of Korea, Japan, Mongolia, and the People's Republic of China.

Full story on page 5.

Master Classes at AMIC 30th Annual Conference



Among the many firsts in this year's AMIC annual conference were the six master classes conducted during the three-day event.

A master class is skills-focused, usually conducted by an expert in a particular subject.

Master classes complemented the lessons and experiences shared during the conference's plenary and parallel sessions.

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AMIC Signs MoU with ABU and AMRC-CUC

The Asian Media Information and Communication Centre (AMIC) separately signed memorandum of understanding with the Asia Pacific Broadcasting Union (ABU) and the Asia Media Research Center, Communication University of China (AMRC-CUC). The signings were held during the 30th AMIC Annual Conference.

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Asian HEIs Sign MoU for Collaboration at AMIC 30th Annual Conference



One of the innovations in this year's AMIC 30th Annual Conference was the signing of Memorandum of Understanding (MoU) between Asian higher education institutions (HEIs) seeking closer collaboration amid interest in pursuing internationalization of higher education.

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My third climb on my own two limbs

Crispin C. Maslog
 Chairman, Asian Media Information and Communication Centre, Manila



My wife and I extend our most heartfelt thanks to Dr. Peixin Cao and the officials, faculty, and students of the Communication University of China (CUC) for the hospitality and for the love and care that we felt during our stay. My wife, Dr. Florita, is thankful to AMIC for the privilege of joining our conference as my babysitter.

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AMIC Holds 30th Annual Conference



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Asia as a (Knowledge) Sharing Society and Internationalization of Higher Education



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The AMIC Beijing Declaration on Internationalization of HEIs Offering Communication and Journalism Programs was adopted. During the event, AMIC also conferred the 2023 and 2024 AMIC Asia Communication Award. The awardees are Dr. Arvind Singhal, professor at the University of Texas at El Paso for 2023 and Dr. Cherian George of the Hong Kong Baptist University, for 2024.

Asia's Best in 30th AMIC Conference

Asia's best were featured as keynote and plenary speakers and moderators in the 30th Annual Conference of the Asian Media Information and Communication Centre (AMIC). Two non-Asian public intellectuals, but with strong links to Asia, completed the list of plenary speakers and moderators. Below is the Who's Who in the plenary sessions:

PROFESSOR SHAHBAZ KHAN is the Director of UNESCO Regional Office for East Asia and UNESCO Representative to the Democratic People's Republic of Korea, Japan, Mongolia, and the People's Republic of China.

SHOUXUN LIU is Vice President of the Communication University of China.

YAN SUI is Distinguished Professor of the Changjiang Scholars Program of the Ministry of Education of China, convener of the 8th Discipline Evaluation Group for Journalism and Communication under the Academic Degrees Committee of the State Council, Vice Chairman of the Academic Committee at the Communication University of China, Dean of the School of Journalism, and

Editor-in-chief of Modern Communication.

DR. FUTAO HUANG is a Vice Director and Professor at the Research Institute for Higher Education at Hiroshima University, Japan. He has significantly contributed to the field of the internationalization of higher education.

DR. JANETTE MALATA-SILVA is the Vice Chancellor for Student Affairs at the University of the Philippines – Los Baños, and also serves as an Associate Professor in the Department of Humanities.

DR. ROMYEN KOSAIKANONT is Director, Southeast Asian Ministers of Education Organization Regional Centre in Higher Education and Development.

MAYOR JEANNIE N. SANDOVAL is the Mayor of Malabon City, National Capital Region, Philippines and Chairman of the Board of Regents of the City of Malabon University (CMU). Some of her local government projects have received recognitions for innovation and social impact.

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DR. CHANDRABHANU PATTANAYAK is the Director of the Institute of Knowledge Societies, an interdisciplinary institute dedicated to research and education on the interface between modern technologies and traditional knowledge systems.

DR. YUEZHI ZHAO is Humanities Chair Professor and Director of Research Center for Marxist Perspective on Journalism and Journalism Education Reform at Tsinghua University, China. She is also Professor Emeritus, School of Communication, Simon Fraser University, Canada, and a Fellow of Royal Society of Canada.

DR. SAULE BARLYBAYEVA is with the Faculty of Journalism of the Al-Farabi Kazakh National University. In 2019, S.H. Barlybayeva was awarded the State Award of the Republic of Kazakhstan – Medal for Labor Valor and was awarded Best University Teacher of the Republic of Kazakhstan in 2007 and 2018.

DR. KARLYGA MYSSAYEVA is an associate professor in the Journalism Department at Al-Farabi Kazakh National University in Kazakhstan. She had stints at Ohio University, a George Washington University and Oklahoma State University, and Strasbourg University in France.

DR. FERNANDO di. PARAGAS is the Dean of the University of the Philippines College of Mass Communication (UPCMC) and a Professor at its Department of Communication Research. Dr. Paragas is the Convenor of the Program on Higher Education Research and Policy Reform at the UP Center for Integrative Development Studies.

DR. DAYA THUSSU is President of the International Association of Media & Communication Research (IAMCR). He is Professor of International Communication at Hong Kong Baptist University and a Senior Research Fellow at the Institute for Commonwealth Studies, University of London.

DR. S M SHAMEEM REZA is a Professor of Mass Communication and journalism at the University of Dhaka. Besides his extensive contributions to the field of communication and media scholarship, he is known as a leading social advocate for democratization of community media, and communication for change.

DR. GUY BERGER is Professor Emeritus, Rhodes University, South Africa; Distinguished Fellow Research ICT Africa; and DigiPol Fellow at the University of Liverpool. He was a senior director at UNESCO.

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DR. SADIA JAMIL is an Assistant Professor and Director of Research at the School of International Communications, The University of Nottingham in Ningbo, China. She is the Chair of the Journalism Research and Education Section of the IAMCR.

MOHAMMAD SAJJAD YASA is a war journalist, researcher, and writer renowned for his reporting and engagement with conflict zones, particularly in Afghanistan. Yasa was awarded the Wazir Mohammad Akbar Khan Memorial Medal in Afghanistan.

DR. BIDU BHUSAN DASH is an Associate Professor and Acting Dean at the School of Mass Communication, Kalinga Institute of Industrial Technology (KIIT). He is a scholar of Communication Studies in South Asia.

DR. DANILO ARAÑA ARAO is an associate professor of the Department of Journalism at the University of the Philippines College of Mass Communication (UP CMC). He is also a special lecturer of the Department of Journalism at the Polytechnic University of the Philippines (PUP). He is the editor of Media Asia.

DR. DADANG RAHMAT HIDAYAT is the Dean of the Faculty of Communication Sciences of the Universitas Padjadjaran, Bandung, Indonesia. He served as the President of the Indonesian Communication Scholar Association (ISKI).

DR. JACK LINCHUAN QUI is Shaw Foundation Professor of Media Technology, Chair, Wee Kim Wee School of Communication and Information, Nanyang Technological University, Singapore. Before joining NTU, he was a professor at the Chinese University of Hong Kong and National University of Singapore.

DR. JOHN A. LENT is the first AMIC Asia Communication awardee in 2006. He taught journalism and mass communication in the United States of America and several Asian countries. Prof. Lent pioneered in the study of development communication and mass communication and popular culture, comic art, and animation, in Asia.

DR. MIRA K. DESAI is Head, Department of Extension and Communication In-charge Head, Department of Food Science and Nutrition SNDT Women's University, India

PROFESSOR PENG HWA ANG is the current chairman d'honneur of AMIC and was Chairman of AMIC from 2004 to 2013. He teaches at the Wee Kim Wee School of Communication and Information, Nanyang Technological University, Singapore. He was President of the International Communication Association in 2015, the first Asian so elected. He is currently editor of the Asian Journal of Communication.

AMIC confers 2023 and 2024 AMIC Asia Communication Award



Dr. Cherian George



Dr. Arvind Singhal

Asian Media Information and Communication Centre (AMIC) conferred the 2023 and 2024 AMIC Asia Communication Award during the 30th Annual Conference held in Beijing, China hosted by the Communication University of China from September 24 to 26 .

The Award honors outstanding Asians who have made significant contributions to the Asian and global communication setting, said Dr. Crispin C. Maslog, chairperson of the AMIC Board of Directors.

The awardees are **Dr. Arvind Singhal**, professor at the University of Texas at El Paso, and **Dr. Cherian George** of the Hong Kong Baptist University.

Dr. Singhal is recognized for his important contribution to communication education, research, publications, and extension work. "The communication paradigms and strategies now etched in our toolbox have been enriched by Dr. Singhal's four decades' worth of contributions," says the AMIC Award citation.

Dr. Singhal is known internationally for his research on the diffusion of innovations, entertainment-education strategy, positive deviance approach to social change, development communication, and liberating interactional structures.

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AMIC confers 2023 and 2024...



Dr. George receives his plaque and wooden trophy from (L-R) AMIC Board of Directors Chairperson Dr. Crispin C. Maslog, fellow AMIC Asia Communication Awardee Dr. John A. Lent, and AMIC Secretary-General Ramon R. Tuazon



Dr. Singhal formally accepts his award through a video message



Dr. George emphasizes three key points that Asian researchers, educators, and communicators must strive for.

He has led 34 funded research projects on these areas in many countries in Asia and other continents. He is currently the Samuel and Edna Marston Endowed Professor of Communication at The University of Texas at El Paso.

Dr. George is recognized for his work in journalism, academia, communication and media

research, and socio-political advocacy, which he has accomplished “with excellence, integrity, and a deep understanding of the Asian contexts.”

Before transitioning to academia, Dr. George had a distinguished career in journalism in Singapore where he set high standards for investigative reporting and insightful commentary.

This has accorded him a solid foundation in pursuing journalism education, communication, and media studies. He is currently a journalism professor at Hong Kong Baptist University.

AMIC established the AMIC Asia Communication Award in 2006 and has since conferred the award to 25 communication scholars, educators, and practitioners.

Master Classes at AMIC 30th Annual Conference



Among the many firsts in this year's AMIC annual conference were the six master classes conducted during the three-day event.

A master class is skills-focused, usually conducted by an expert in a particular subject.

Master classes complemented the lessons and experiences shared during the conference's plenary and parallel sessions. Feedback from participants and guests were very positive. They recommended that this learning set-up be sustained in future AMIC conferences

The following were the six master classes and their respective speakers:

Trends in Gamification for Entertainment and Learning

Dr. Zhaogong Zhang, Associate Professor, Communication University of China Director, Game Design Department and Vice President, Game Socialization Research Institute.

Excellence in Peer Review: How to Be an Effective Reviewer

Ms. Jia Yang, Research Development and Outreach Manager Routledge Taylor & Francis Beijing

How to Engage in Mobile and Smartphone Filmmaking

Prof. Zhongguang Yu, School of Journalism Communication University of China

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Master Classes at AMIC 30th Annual Conference



Dr. Ang and Dr. Arao, the editors of AMIC's journals share tips and techniques at the Master Class

How to Get Published in Internationally Indexed Academic Journals

Dr. Peng Hwa Ang, Editor, Asian Journal of Communication

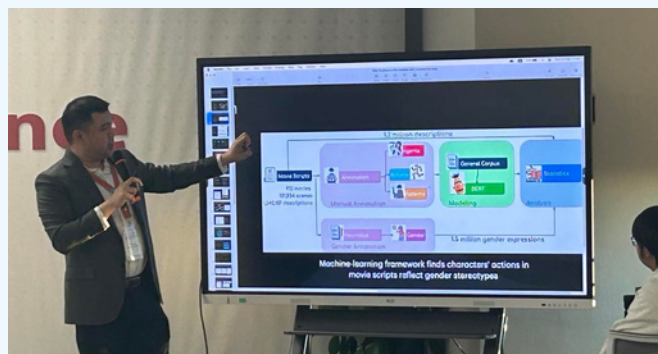
Dr. Danilo A. Arao, Editor, Media Asia

How to Advance Film Studies with Machine Learning

Prof. Nuttanai Lertpreechapakdee, Lecturer, Chulalongkorn University, Thailand

How to Use Link-Building Techniques to Enhance PR Campaign Visibility and Engagement in Digital Environments

W. Mahesha Piyumal, Assistant Lecturer, University of Kelaniya, Sri Lanka



Prof. Lertpreechapakdee explains the machine-learning framework for editing



Ms. Yang of Routledge Taylor & Francis discusses the peer review process

AMIC Signs MoU with ABU and AMRC-CUC

The Asian Media Information and Communication Centre (AMIC) separately signed memorandum of understanding with the Asia Pacific Broadcasting Union (ABU) and the Asia Media Research Center, Communication University of China (AMRC-CUC). The signings were held during the 30th AMIC Annual Conference.



AMIC Board of Management Member Olivia Villafuerte (left) and ABU Legal Manager Dr. Seemantani Sharma present the signed document

The MoUs aim to pursue more collaboration with the two regional networks through joint programs that will benefit stakeholders of the three organizations.

ABU was established in 1964 as a not-for-profit, non-government, non-political, professional association with mandate to assist in the development of broadcasting in the region. The ABU runs a wide range of international activities in news, technology, sports, programme and capacity building.

The ABU Media Academy launched in 2020, provides specialized courses to

enhance the skills and knowledge of media professionals, contributing to the growth and innovation of broadcasting and media industries in Asia-Pacific. ABU organizes key industry, regional and global conferences and summits as platforms for exchanging ideas, experiences, and practices.

The scope of partnership between AMIC and ABU includes the development and implementation of joint programs and projects, e.g., research, seminar-workshops, and advocacy forums in areas of common interest and expertise such as freedom of expression, and digital transformation. [continue on page 14](#)

Asian HEIs Sign MoU for Collaboration at AMIC 30th Annual Conference



One of the innovations in this year's AMIC 30th Annual Conference was the signing of Memorandum of Understanding (MoU) between Asian higher education institutions (HEIs) seeking closer collaboration amid interest in pursuing internationalization of higher education.

10 Asian HEIs from Bangladesh, China, India, Kazakhstan, the Philippines, and Vietnam were among the initial participants to the program. A mass ceremonial signing of the MOUs was held on September 26, 2024 from 8:30 a.m. to 10:00 a.m. at the conference venue.

Among the areas of collaboration featured in the MoUs were research, research grant, book writing/publishing, and journal publishing.

Among the HEIs that signed MoUs during the conference were Al-Farabi Kazakh National University, Asian Institute of Journalism and Communication (AIJC), Ateneo de Davao University (AdDU), City College of Calamba (CCC), City of Malabon University (CMU), Lyceum of the Philippines – Laguna (LPU-L), CUC School of Journalism, SNDT Women's University, University of Liberal Arts Bangladesh (ULAB), and Van Lang University (VLU).

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Asian HEIs Sign MoU for Collaboration... *continued from page 13*



AMIC BoM member Dr. Marco Polo (right) explains the mechanics of the MoU signing activity as CUC-SoJ's Dr. Peixin Cao (2nd from right) and representatives of 10 Asian HEIs listen.

According to AMIC Secretary-General Ramon R. Tuazon, other Asian HEIs had expressed interest to participate in this continuing linkage program.

Prior to the MoU signing, AMIC conducted an online survey inviting Asian HEIs to identify their preferred areas for collaboration. AMIC matched the areas of interest of participating HEIs.

AMIC Signs MoU with ABU... *continued from page 12*

The collaboration also aims to maximize networking opportunities with Asian communication and media professionals and academics.

The AMRC-CUC is an academic institution established in 2002 through a collaborative effort between CUC and Chey Institute for Advanced Studies.

The center has initiated and completed 260 research projects and sponsored publications of 36 monographs, aiming to establish a robust regional and nation-specific knowledge system in the area of Asian media. It has supported young scholars' participation in the International Academic Exchange

Support Program (ISEF). AMRC-CUC has organized several sessions dubbed Asian Media Forum and Asian City Forum.

The AMIC-AMRC-CUC MoU envisions partnership in the development and implementation of joint programs/projects, e.g., research, seminar-workshops, and advocacy forums. AMIC will also refer its members to AMRC for potential research, publications, fellowship grants and related collaborative opportunities.

All MoU parties agreed to conduct further in-person and/or online dialogues to detail the specific policies and procedures in pursuing collaboration.

My third climb on my own two limbs

Dr. Crispin C. Maslog

Chairman, Asian Media Information and Communication Centre, Manila



My wife and I extend our most heartfelt thanks to Dr. Peixin Cao and the officials, faculty and students of the Communication University of China (CUC) for the hospitality and for the love and care that we felt during our stay. My wife, Dr. Florita, is thankful to AMIC for the privilege of joining our conference as my babysitter. My wife, particularly, is ecstatic that she was able to climb the Great Wall of China for the first time. Although it was my third climb, I still felt the singular joy at making the climb again.

For your information, I made my third climb on my own two limbs without the aid of a stone cart which was offered to me at the entrance. The reason was because my wife thought it was too

expensive to climb one mile at \$30! In my sudden decision, I agreed with her. And so my wife and I made the climb on foot with the help of two CUC students who struggled to make the climb with us for two hours going up and one hour going down.

My legs were getting wobbly as we moved up the mountain centimeter by centimeter, and almost gave way as we struggled going down. I discovered one thing, however, as we reached the bottom of the mountain—my legs wobbled and almost collapsed. But my heart was pumping as strongly as it was on our way up! I discovered that my heart is stronger than my legs! And this heart beats for AMIC!

At age 93 on December 5, 2024, I feel a sense of history that this might be my last AMIC conference. I feel so privileged that I was among the first 13 founding members of this distinguished institution/association who travelled throughout Asia from Singapore to Seoul in 1975 to announce the founding of AMIC to Asia and the world.

AMIC 2024 Beijing Conference Declaration on Collaboration Among Higher Education Institutions Offering Communication and Journalism Programs in Asia

Asian Media Information and Communication Centre (AMIC) Pursuing Knowledge Sharing through Internationalization in Higher Education

The AMIC 2024 Beijing Conference (hereinafter ‘the conference’) acknowledges that higher education is now moving towards internationalization and transnationalization. Internationalization involves integrating international perspectives, experiences, and activities into the core functions of a higher education institution (HEI), namely teaching and learning, research, and community engagement. Transnationalization involves establishing physical campuses or academic programs in countries outside the institution's home country.

The conference participants recognize that pursuing internationalization and transnationalization, especially among HEIs offering communication and journalism programs in Asia, is beneficial for all. It is enthused by the desire to highlight Asian paradigms and theories; facilitate sharing and/or exchange of education resources; offer world-class and quality higher education for all; and globalize or increase interconnectedness of economies, cultures, and societies.

Rationale for Internationalization and Transnationalization

Promoting internationalization and transnationalization among Asian HEIs is driven by an emerging movement toward Asianization or Asiaticity; digital transformation of Asian communities; and a commitment to diversity, equity, and social inclusion. Asian HEIs are among the global leaders offering communication and journalism programs, and many Asian communication professionals are recognized as world-class educators and practitioners.

Areas for Collaboration and Networking

Many Asian HEIs offering communication and journalism programs have achieved world-class status. Under their leadership, they can provide support to other HEIs seeking to achieve higher education standards.

Recognizing the need for more venues for networking and collaboration, the conference called for increased cooperation among Asian communication professionals, practitioners, and HEIs. These include collaborative programs and activities in such areas as research, publications, capacity building, faculty/student exchanges, access to (online) libraries, regular/offshore course offerings, and dual or joint degree programs, among others.

Anchoring in Current Regional Initiatives

The conference participants noted that initiatives toward pan-Asia internationalization and transnationalization should be anchored in ongoing regional initiatives.

This AMIC 2024 Beijing Conference Declaration acknowledges the recently-issued ASEAN-SEAMEO *Joint Declaration on the Common Space in Southeast Asian Higher Education* adopted on 25 August 2024, which seeks to uphold quality in the provision of higher education across all ASEAN Member States and SEAMEO Member Countries, improve regional academic mobility, and strengthen solidarity through enhanced higher education in-person mobility of students, scholars and lifelong learners.

In South Asia, policy framework and modalities for regional collaboration and integration are in the agenda of several regional forums such as the *Regional Cooperation for Higher Education Development: Options for South Asia* held in Colombo, Sri Lanka in June 2023.

In Central Asia, a forum fostering cooperation, knowledge sharing, and resource pooling among Central Asian universities was held in Tashkent in September 2023. During the conference, the report *Towards Higher Education Excellence in Central Asia: A Roadmap for Improving the Quality of Education and Research through Regional Integration* was presented.

In conclusion, the 30th AMIC Annual Conference in Beijing, China held from September 24 to 26, 2024 provided a platform for collaboration in diverse areas among HEIs offering communication and journalism programs in Asia. It reaffirmed the commitment to continue dialogue, cooperation, and shared learning toward internationalization and transnationalization of Asian HEIs.

For more information and updates on the AMIC Conference, please visit:
<https://sites.google.com/amic.asia/30thamicannualconference/home>
Contact: info@amic.asia

2024 Conference Photo Gallery

Photos courtesy of Team CUC and MBVarlez of AMIC



















Asian Media Information
and Communication Centre

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