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AMIC Shares Open Access Books, Creative Commons Films

The Asian Media Information and Communication Centre (AMIC) continues to provide its members with research and teaching-learning resources through open access and Creative Commons platforms.

In early November 2024, the AMIC Secretariat shared the links to 56 selected publications found in Open Library of Open Access Books (https://oapen.org/). According to its website, "OAPEN promotes and supports the transition to open access for academic books by providing open infrastructure services to stakeholders in scholarly communication..."

Full story on page 7

Dr. Arvind Singhal shares insights on Positive Deviance to Social Change

Dr. Arvind Singhal, the 2023 AMIC Asia Communication Awardee, gave an online talk on Positive Deviance to Social Change via Zoom last 05 December 2024.

The webinar, which is the first of a series featuring AMIC Asia Communication Awardees, was attended by at least 75 participants that included communication educators, practitioners, and research scholars from all over Asia.

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Films

<u>Dr Arvind Singhal shares</u> <u>insights on Positive Deviance</u> <u>to Social Change</u>

<u>IAMCR Gears Up for 2025</u> <u>Conference in Singapore</u>

Moulay Ismail University
Holds 2nd International
Expert Conference on Al,
Ethics and Society



IAMCR Gears Up for 2025 Conference in Singapore

The 2025 International Association for Media and Communication Research (IAMCR) Conference will be held from 13 to 17 July 2025 with the central theme, Communicating Environmental Justice: Many Voices, One Planet.

This year's conference will be held in Singapore and hosted by the Wee Kim Wee School of Communication and Information at Nanyang Technological University.

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Moulay Ismail University Holds 2nd International Expert Conference on *AI, Ethics and Society*



The 2nd International Expert Conference on AI, Ethics and Society: Media, Information & Technology Literacy for the Public Good was held in Meknes, Morocco from 12 to 13

December 2024. The event was organized by the Moulay Ismail University with UNESCO as lead partner and 25 other key international, regional, and national partners.

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AMIC Reps in Action

Taiwan: Dr. Hamilton Cheng Presents Paper at IAMCR Conference 2024



Dr. Hamilton Cheng, AMIC's representative to Taiwan, joined the Public Service Media Policies Study Group of IAMCR 2024 in Christchurch, New Zealand. With high approval rating (4.6/5) by peer review, his paper "From Sino-Japan to Taiwan-Japan Exchange on Co-production between Public Broadcasters as advancing talks on democratization and de-colonialism" was presented on 03 July.

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AMIC Reps in Action

Afghanistan: The Media Ecosystem and its Pivotal Role in Conflict Resolution

Mohammad Sajjad Yasa is a former news anchor, war journalist, and country representative of Afghanistan at AMIC. Yasa, with his unique vantage point as both an academic and a war journalist, was at Central Eurasian Studies Society international summit and looked at media and its ever-evolving ecosystem as the cornerstone of societal development, not just as mere informants but as influential game-changers in conflict settlement.

<u>Full story on page 12</u>



India: Dr. Padma Rani Recognized for Research Excellence; Releases Book on Digital Inequalities in Media Education in South Asia



AMIC's representative to India, Dr. Padma Rani, received the Research Award from the Manipal Academy of Higher Education (MAHE) under the category of research excellence as the Best PhD guide in the Faculty of Management, Law, Humanities, and Social Sciences last 11 November 2024.

Full story on page 14

Kazakhstan: Enhancing Media and Communication
Collaboration between Central Asia and South Asia

By Karlyga Myssayeva Associate Professor Al-Farabi Kazakh National University, Kazakhstan



As the AMIC representative in Kazakhstan, I believe that 2024 has been a year of significant achievements and meaningful contributions to the field of media and communication.

I was honored to receive recognition to be a representative of the AMIC community, which highlight my continued commitment to advancing media studies in Central Asia.

AMIC Reps in Action

Nepal: Laxman Datt Pant Contributes to Nepal's Digital Rights Festival



From 01 to 03 December 2024, Nepal witnessed a landmark event in the digital rights landscape as the Digital Rights Festival brought together stakeholders, advocates, and youth to address pressing challenges in the digital space. Organized by the Digital Freedom Coalition, a network of Nepali civil society organizations (CSOs) advocating for digital freedom in Nepal, the festival featured prominent voices, including Laxman Datt Pant, a global advocate for media rights and AMIC representative in Nepal.

Full story on page 16_

Kazakhstan: Prof. Saule Barlybayeva Shares Activities at Al-Farabi Kazakh National University



Saule Barlybayeva has been working at the Faculty of Journalism of the Al-Farabi Kazakh National University from 1983 to the present, and is a professor at the Department of Print and Electronic Media.

Full story on page 19

Sri Lanka: Dr. Kalinga Seneviratne Launches "GeoPolitics and the Media in Asia and the Pacific," in Sri Lanka



Asian Media Information and Communication Centre (AMIC) joined in organising the Sri Lanka Launch of Dr. Kalinga Seneviratne's publication, "GeoPolitics and the Media in Asia and the Pacific - Pulling in Different Directions" in December 2024 in Colombo.

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AMIC Reps in Action

China: Dr. Sadia Jamil Cited for Outstanding Research Output and Impact



The AMIC congratulates Dr. Sadia Jamil for her inclusion in the World's Top 2% Scientists, based on data released by Elsevier and Stanford University, a testimony to her outstanding research output and impact. She has mostly worked on (i) journalism and communication, (ii) Artificial Intelligence, (iii) digital divide and digital inclusion, (iv) sustainability and sustainable development and (v) virtual production.

<u>Full story on page 21</u>

New AMIC Members

Two New AMIC Institutional Members Named





Before 2024 ended, two higher educational institutions signed up for AMIC membership.

Ateneo de Davao University (AdDU) in Mindanao, Philippines, and the University of Nottingham in Ningbo, China through its School of Communications, are the latest schools to officially join AMIC as institutional members.

Full story on page 25

Special Feature

Al and Indigenous Peoples' Communication Rights: Facilitative or Restrictive?

Ramon Guillermo R. Tuazon and Maria Sophia B. Varlez

(Editor's note: Abridged version of the paper presented at the 2nd International Expert Conference: Al, Ethics, and Society: Media, Information, and Technology Literacy for the Public Good organized by the Moulay Ismael University in collaboration with UNESCO and held on 12-13 December 2024).

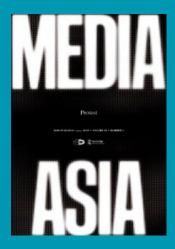
The number of indigenous peoples (IP) is estimated to range from 350 to 500 million living in 90 countries across the world. They speak an estimated 7,000 languages.

IP comprise only about six percent of the world's population, and account for 19 percent of the world's extremely poor.

Full story on page 26

Early issue releases, increased submissions for Media Asia in 2024

By Danilo Araña Arao Editor, *Media Asia*



In its 51st year in 2024, *Media Asia* published all four issues much earlier than expected. The March, June, September and December issues were released one to five months ahead of the issue date. The year 2024 also saw more manuscripts handled by the journal's editorial and production teams. From January 1 to December 31, 2024, new manuscript submissions increased by 6.7% compared to the same period in 2023. On the average, the articles included in Volume 51 were published in 270.75 days for refereed articles and 61.00 days for non-refereed commentaries and reviews (i.e., from submission date to online publication).

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AMIC joins ADCEP in advancing peace communication in Mindanao, Philippines

By Ulderico B. Alviola



AMIC Secretary General Prof. Ramon Tuazon delivers the concluding keynote address of the 12th ADCEP Philippines Conference.

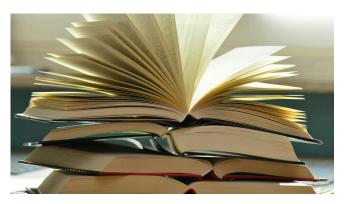
The Association of Development Communication Educators and Practitioners (ADCEP) Philippines, in partnership with the Asian Media Information and Communication Centre (AMIC), successfully concluded its 12th National Conference and Scientific Meeting held at the University of Southern Mindanao from 4 to 6 December 2024.

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AMIC Shares Open Access Books, Creative Commons Films



Source Photo by Pixabay: https://www.pexels.com/photo/pile-of-books-159866/

The Asian Media Information and Communication Centre (AMIC) continues to provide its members with research and teaching-learning resources through open access and Creative Commons platforms.

In early November 2024, the AMIC Secretariat shared the links to 56 selected publications found in Open Library of Open Access Books (https://oapen.org/). According to its website, "OAPEN promotes and supports the transition to open access for academic books by providing open infrastructure services to stakeholders in scholarly communication..."

The selected books are on media, communication, journalism, and the internet.

The publications will be helpful in teaching, research, and professional practice. AMIC members are asked to cite OAPEN as source when they use these publications. AMIC is committed to respecting proprietary rights and open access.

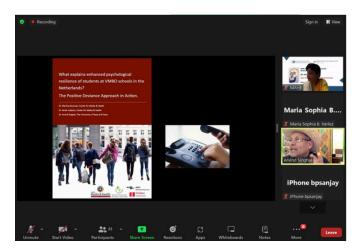
In early December 2024, AMIC also shared the links to 68 movies/series on such topics as press freedom, access to information, and journalism practice. AMIC acknowledges the effort of Mr. Guilherme Canela de Souza Godoi, UNESCO Chief of Section, Freedom of Expression and Safety of Journalists in putting together the links and allowing AMIC to share them with its members. Access is under Creative Commons.

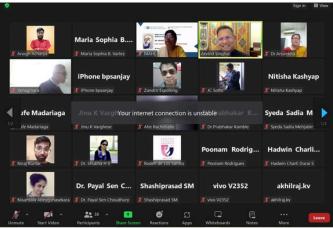
AMIC members and friends who are aware of other communication-related publications and movies/series in open access, especially authored/produced by Asians and from the Global South, are requested to share the links with the AMIC Secretariat so that they can also disseminate the links to other members. This will help promote a more "balanced" cyberspace.



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Dr. Arvind Singhal Shares Insights on Positive Deviance to Social Change





Dr. Arvind Singhal, the 2023 AMIC Asia Communication Awardee, gave an online talk on Positive Deviance to Social Change via Zoom last 05 December 2024.

The webinar, which is the first of a series featuring AMIC Asia Communication Awardees, was attended by at least 75 participants that included communication educators, practitioners, and research scholars from all over Asia. According to Singhal, solutions to complex problems exist, but people don't see these because of their training. "We need to have tools to flip our mindset," he said, adding that with positive deviance,

"you start by asking what works" and that you need to do "mental somersaults" while tapping into wisdom and resources to find out what works best.

Singhal emphasized that "a small, communicative act creates a rippling effect on change; it has to be a communicative practice."

The webinar was hosted by the Manipal Institute of Communication, one of AMIC's institutional members.



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DECEMBER 2024

IAMCR Gears Up for 2025 Conference in Singapore



The 2025 International Association for Media and Communication Research (IAMCR) Conference will be held from 13 to 17 July 2025 with the central theme, Communicating Environmental Justice: Many Voices, One Planet.

This year's conference will be held in Singapore and hosted by the Wee Kim Wee School of Communication and Information at Nanyang Technological University.

Conference organizers invite researchers, practitioners, and advocates to submit proposals that delve into the following themes:

 The Role of AI in Environmental Communication: How artificial intelligence can enhance communication strategies around environmental issues, from predictive modelling to targeted outreach. What are the ethical implications of its use?

- Promoting Environmental Journalism: Explore the challenges faced by environmental journalists in various contexts. Evaluate the importance of journalistic professionalism and of promoting the role of journalists in fostering informed discourse on key public issues.
- Diversity in Sustainability Campaigns: How do diverse perspectives enrich sustainability initiatives? Examine case studies that illustrate the importance of representation in campaigns, ensuring that all voices are included in the dialogue around environmental justice.
- Community Engagement and Activism: What role do grassroots movements and community-driven initiatives play in advocating for environmental justice? Explore effective communication strategies that empower local voices and foster collective action.
- Cultural Narratives and Environmental Awareness: How do cultural narratives shape perceptions of environmental issues and influence behaviour? Explore participatory methods such as storytelling as tools for promoting environmental justice and sustainability.

The deadline for submission of abstracts is on 7 February 2025, at 23h59 UTC. For more details about the conference, please visit https://iamcr.org/singapore2025.



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Moulay Ismail University Holds 2nd International Expert Conference on AI, Ethics and Society

The 2nd International Expert Conference on AI, Ethics and Society: Media, Information & Technology Literacy for the Public Good was held in Meknes, Morocco from 12 to 13 December 2024. The event was organized by the Moulay Ismail University with UNESCO as lead partner and 25 other key international, regional, and national partners.

The conference gathered MIL experts from around the world. The different sessions examined the impact of Artificial Intelligence (AI) in education, culture, peace, human rights, sustainable development and knowledge societies.

While highlighting the great potentials of AI, the conference also examined the risks involved in the misuse of AI, particularly the amplification of disinformation, the rise of hatred, violence and extremism, digital and linguistic inequalities, digital threats to democracy and fundamental freedoms.

Among the inaugural speakers were Dr.
Ahmed Mouchtachl, President of Moulay
Ismail University; Dr. Tawfik Jelassl, Assistant
Director-General of UNESCO for
Communication and Information; Dr. Latifa
Akharbach, President of the High Authority
for Audiovisual Communication (HACA); Dr.
Mohammed Larouz, Dean of the Faculty of
Arts and Humanities – Meknes; and Dr.
Drissia Chouit, Conference Chair and CoChair of the International Steering
Committee of UNESCO Media and
Information Literacy (MIL) Alliance.

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Moulay Ismail University Holds 2nd International Expert ... Continues

AMIC Secretary-General Ramon R. Tuazon was a member of the Conference Scientific Committee and was a panelist during the Sixth Plenary Session: Media and Information Leveraging AI for Building Trust, Public-Interest Information, Cultural Development, Digital Equity and Linguistic Diversity held on 13 December 2024.

SG Tuazon presented the paper AI and Indigenous Peoples' Communication Rights: Facilitative or Restrictive? The paper was co-authored with AMIC Deputy Secretary-General Maria Sophia B. Varlez.

According to the authors, while the advent of AI offers many benefits and opportunities to indigenous peoples (IP), like any other technology or innovation, it can also bring issues and challenges. They further argued that working for a balanced, open, equitable, fair, safe and secure AI ecosystem which highlights the rights of IP requires a "whole of society" approach with active engagement of state actors, indigenous communities, cultural workers including activists, linguists, and technology experts.

The number of IP is estimated to range from 350 to 500 million living in 90 countries across the world. They speak an estimated 7,000 languages. Although they comprise only about six percent of the world's population, IP account for 19 percent of the world's extremely poor.

The collaborative paper ended with 16 proposed policy and action agenda toward an IP human right-centered Al.

An abridged version of the joint paper is included in this issue of the AMIC Newsletter.

Among the major outputs of the Conference is New Global MIL Research Agenda which highlights the need for a multi-stakeholder approach in building new connections between and among disciplines and researchers. The conference also served as an occasion to launch the Routledge Handbook of Global and Digital Governance Crossroads: Stakeholder Engagement and Democratization.





AMIC Reps in Action

Taiwan: Dr. Hamilton Cheng Presents Paper at IAMCR Conference 2024



Dr. Hamilton Cheng, AMIC's representative to Taiwan, joined the Public Service Media Policies Study Group of IAMCR 2024 in Christchurch, New Zealand. With high approval rating (4.6/5) by peer review, his paper "From Sino-Japan to Taiwan-Japan Exchange on Co-production between Public Broadcasters as advancing talks on democratization and de-colonialism" was presented on 03 July.

Dr. Cheng pointed out in his paper that a new co-production between NHK and PTS aims to reach a new horizon between both sides. Thanks to 8K production entering into the audiovisual era, a full adopted production chain is implemented by NHK, guiding a local transition in Taiwan through the travel documentary, "Giant Tree—Taiwan Alishan Forest Railway Journey" which received the 2024 Lumiere Japan Awards 8K Special Award.

The research on international cooperation is born within post-democratization of Taiwan media movement, with an alternative route to respond to the neverending challenges to nation-building and colonialism heritage. Referring to the thesis on neo-technological determinism acts upon broadcasting media and public policy, PTS utilized the same track (8K TV) but did it differently. The chosen travel documentary is overshadowed by historical context and humanity rediscovery without neutralizing its topic into a sight-seeing favor. The themes of the documentary are not siding with either environmentalism or essentialism, but focused on the construction and operation of Forest Railway and scientifically left the facts open to criticism. The result is also highly appreciated by NHK producer who also presented a co-creation project there.

Later, Dr. Cheng was invited by the organizer to make a brief contribution to his mentor via the Special Session, "Vincent Mosco: Commemorating a Visionary." Prof. Mosco is the founding member of Political Economy Section of IAMCR in 1994. Cheng is the sole Taiwanese graduate student of Vinny's, so far.

Finally, on this occasion, Dr. Cheng also attended the Partner Session, "The Bandung Spirit in the Era of Al" in person to show his support to AMIC's initiative.



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AMIC Reps in Action

Afghanistan: The Media Ecosystem and its Pivotal Role in Conflict Resolution



Mohammad Sajjad Yasa is a former news anchor, war journalist, and country representative of Afghanistan at AMIC. Yasa, with his unique vantage point as both an academic and a war journalist, was at Central Eurasian Studies Society international summit and looked at media and its ever-evolving ecosystem as the cornerstone of societal development, not just as mere informants but as influential game-changers in conflict settlement.

Historically, media has acted as a dualedged sword – on the one hand, it can amplify conflict, and on the other, it has the power to pacify and bring resolution, says Yasa. This dichotomy and its far-reaching implications are worth exploring. But the role media plays in conflict isn't without its intricacies. Depending on several factors, including their relationship with conflicting parties and their degree of independence from power structures, media can either escalate a situation or help steer it towards resolution.

Media doesn't simply report on conflicts; it can shape and steer them. A significant instance is the choice of which events to highlight and which to ignore, which stories get prime-time attention, and which are relegated to the back pages. Case in point: bombings of hospitals or significant infrastructural damage might gain intense media focus, sidelining other crucial events or narratives. This essentially makes media an actor in the conflict.

However, the silver lining is evident. When utilized effectively, media serves as a potent tool for conflict resolution. By shedding light on underlying societal issues and fostering discussions on nonviolent avenues, media can create sustainable platforms for dialogue and resolution, Yasa points out at the CESS Summit.



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AMIC Reps in Action

India: Dr. Padma Rani Recognized for Research Excellence; Releases Book on Digital Inequalities in Media Education in South Asia

AMIC's representative to India, Dr. Padma Rani, received the Research Award from the Manipal Academy of Higher Education (MAHE) under the category of research excellence as the Best PhD guide in the Faculty of Management, Law, Humanities, and Social Sciences last 11 November 2024.

Earlier, she was also among five women researchers at MAHE who were recognized during the India Research Tour 2024 organized by ICSSR, Ministry of Education, and the Government of India, in association with Springer Nature last 07 October 2024.

She was also named the organizing Secretary of the ICA regional hub at the MIC, Manipal, India, from 20 to 25 June 2024 for the third consecutive year.

Dr. Rani, along with Bhanu Bhakta Acharya and Kulveen Trehan also released a book on Digital Inequalities in Media Education in South Asia: Context and Consequences of the Covid-19 Pandemic. It is published by Routledge Publishers.

The book explores the media education systems in South Asia, looking not just at



the heavy disruption of the Covid-19 pandemic but also the long-standing digital inequalities and unequal socioeconomic opportunities that lead to reduced access to devices, technology, and digital media. The focus is on eight South Asian countries - Afghanistan, Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan, and Sri Lanka. The authors then considered how we can draw from the performance of South Asian media education institutions, already suffering from various digital divides, during the Covid-19 pandemic, to apply these lessons to the broader academic community.

Continue reading on next page



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India: Dr. Padma Rani Recognized for Research... Continued

With contributions from an international team of authors, this book will interest students, scholars, and policymakers worldwide in media literacy, education studies, digital media, global development, and sociology.

Dr. Rani also had several chapter publications in 2024, presented a paper on "E-governance as a form of digital capital: A case study of India" at the IAMCR Conference in Christchurch, New Zealand in July 2024, and was keynote speaker at Moscow Readings conference organized by Faculty of Journalism, Lomonosov Moscow State University in Moscow, Russia in October 2024 on Digital Ecosystem of India and the Indian News Media.

She also lectured on "Discourse Analysis in a faculty development program on Qualitative Methods and Research" organized by Devi Prasad Goenka College of Media Studies, Mumbai in September 2024, and on "YouTube, news consumption: The Indian scenario" for the Masters in International Journalism students at Lomonosov Moscow State University in November 2024.



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AMIC Reps in Action

Kazakhstan: Enhancing Media and Communication Collaboration between Central Asia and South Asia

By Karlyga Myssayeva, Associate Professor Al-Farabi Kazakh National University, Kazakhstan



As the AMIC representative in Kazakhstan, I believe that 2024 has been a year of significant achievements and meaningful contributions to the field of media and communication.

I was honored to receive recognition to be a representative of the AMIC community, which highlight my continued commitment to advancing media studies in Central Asia.

I successfully graduated from a research internship at George Washington University in the U.S., and further enhanced my research expertise and academic connections. I actively participated in

several prestigious conferences, including the AMIC Conference in China, the CESS Conference at the University of Syracuse, the SCMS Conference in Boston, and the AEJMC Conference in Philadelphia, USA.

My scholarly contributions in 2024 also include two publications with my colleagues in the journal Media Asia, which address critical developments in media and journalism. Additionally, I facilitated the signing of a Memorandum of Understanding (MOU) between al-Farabi Kazakh National University and South Asian universities, fostering regional collaborations to strengthen media education and research.

As a representative of AMIC, I am proud to announce that al-Farabi Kazakh National University became an official conference partner of AMIC in 2024, marking a significant milestone for media education and research collaboration in the region.

Looking ahead, I remain dedicated to enhancing AMIC's visibility in Kazakhstan and contributing to the discourse on media's role in our rapidly evolving digital landscape. I express my gratitude to AMIC for its unwavering support in advancing media research and collaboration in the region.



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AMIC Reps in Action

Nepal: Laxman Datt Pant Contributes to Nepal's Digital Rights Festival





From 01 to 03 December 2024, Nepal witnessed a landmark event in the digital rights landscape as the Digital Rights
Festival brought together stakeholders, advocates, and youth to address pressing challenges in the digital space. Organized by the Digital Freedom Coalition, a network of Nepali civil society organizations (CSOs) advocating for digital freedom in Nepal, the festival featured prominent voices,

including Laxman Datt Pant, a global advocate for media rights and AMIC representative in Nepal.

On the festival's opening day, Pant joined a panel discussion addressing the critical issue of countering disinformation in the digital age. Speaking alongside experts from diverse fields, Pant highlighted the importance of fostering credible digital spaces while promoting freedom of expression. "At a time when both independent journalism and the digital space face dual challenges of credibility and increasing state measures of control in Nepal, stakeholders must prioritize strategies that enable freedom of expression without compromising safety," Pant emphasized.

Continue reading on next page



Nepal: Laxman Datt Pant Contributes to Nepal's Digital... Continued

On 02 December, Pant facilitated a highly engaging session with over 60 youth participants as part of the National School on Internet Governance and Digital Rights. The session delved into the various dimensions of misinformation and disinformation, equipping attendees with practical skills in fact checking and enhancing digital literacy.

In his closing remarks at the festival's concluding ceremony, Pant delivered a powerful message advocating for a safe and credible digital space. He urged authorities to respect both online and offline criticisms and to address governance shortcomings rather than silencing independent media or netizens.



The Digital Rights Festival concluded with a shared commitment among participants to foster an inclusive and open digital space in Nepal. Pant's contributions to the festival underscore his steadfast advocacy for media rights and internet freedom. Through his leadership at Media Action Nepal, he continues to champion initiatives that empower individuals to navigate and contribute to a credible digital ecosystem.



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AMIC Reps in Action

Kazakhstan: Prof. Saule Barlybayeva Shares Activities at Al-Farabi Kazakh National University Kazakhstan



Saule Barlybayeva has been working at the Faculty of Journalism of the Al-Farabi Kazakh National University from 1983 to the present, and is a professor at the Department of Print and Electronic Media.

S. Barlybayeva studies the development of the information society, the latest information technologies, and modern mass media in Kazakhstan and in the world. During her scientific and pedagogical activities, she published 13 monographs, 12 textbooks and over 470 scientific articles published in Kazakhstan, Russia, Malaysia, England,

Germany, Turkey, Kyrgyzstan, USA, Austria, Macedonia, Belgium, France. There are publications with an impact factor included in the Scopus and Web of Science databases. S.Barlybayeva took an active part in international conferences in Kazakhstan, Russia (St. Petersburg, Yekaterinburg), China (Beijing) between 2022 and 2024.

Among the monograph and textbooks published in the last period were:

1. Modern media technologies: Monograph.

-Almaty: KazNU, 2019-260p. (in Russian);

2. Mediaculture of the XX1 century:

Monograph.-Almaty: Arys, 2019 (in English);

- 3. Information processes in the spiritual renewal of society: Collective monograph "Mangilik El" ideas: keshe, bugin, erten." Astana, 2019. -P.312-330. (430 pp.) (in Kazakh);
- 4. Audiovisual and digital media: Educational manual.-Almaty: KazNU, 2019 (in English); and
- 5. TV and Radio Journalism: Educational manual.-Almaty: KazNU, 2019 (in English).

Professor Barlybayeva was awarded the title "Best University Teacher of the Republic of Kazakhstan – in 2007 and 2018." She was also awarded the State Award of the Republic of Kazakhstan – Medal "For Labor Valor" – "Eren Enbegi Ushin", for her great contribution to the development of the educational and research potential of Al-Farabi Kazakh National University.



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AMIC Reps in Action

Sri Lanka: Dr. Kalinga Seneviratne Launches "GeoPolitics and the Media in Asia and the Pacific" in Sri Lanka



Asian Media Information and Communication Centre (AMIC) joined in organising the Sri Lanka Launch of Dr. Kalinga Seneviratne's publication, "GeoPolitics and the Media in Asia and the Pacific - Pulling in Different Directions" in December 2024 in Colombo.

The author, Dr. Seneviratne, former Head of Research, AMIC, is an international communication analyst and is currently a Research Fellow at Shinawatra International University in Thailand.

The book, published by Cambridge Scholars Publishers in the UK, deals with how the media is fermenting big power conflicts in Asia and the Pacific region.



Speaking at the launch event on "Media's adversarial culture fueling GeoPolitical conflict," Dr. Seneviratne pointed out that "West's argument based on protecting a rules-based order boils down to the attitude of a lack of respect for other points of view and inability to understand these points of view on an equal basis. This theme is reflected throughout the book, which I hope is a good resource for communication students in the Asia-Pacific region."

The event's keynote speaker was Dr. Palitha Kohona, the former Sri Lankan ambassador to the United Nations and China and the Chief of the UN Treaty Section in New York.

The Department of Mass Communication, University of Kelaniya joined AMIC in organizing this event on 16 December 2024 at the Sri Lanka Press Council in Colombo.



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DECEMBER 2024

AMIC Reps in Action

China: Dr. Sadia Jamil Cited for Outstanding Research Output and Impact



The AMIC congratulates Dr. Sadia Jamil for her inclusion in the World's Top 2% Scientists, based on data released by Elsevier and Stanford University, a testimony to her outstanding research output and impact. She has mostly worked on (i) journalism and communication, (ii) Artificial Intelligence, (iii) digital divide and digital inclusion, (iv) sustainability and sustainable development and (v) virtual production.

The diversity of Dr. Jamil's research areas is evidently underpinned by her passion to carry out interdisciplinary and cross-disciplinary research. Her research is diverse in terms of geographical focus, as well.

To date, her publications focus on several countries including Pakistan, India, Bangladesh, China, Russia, Indonesia, Egypt, Ghana, South Africa, Zimbabwe, Namibia, and the United States.

Dr. Jamil is the AMIC representative to the United Arab Emirates (UAE) and China. She has contributed to the conceptualization of AMIC programmes; served as resource person to several AMIC events including annual international conferences; and coedited a special issue of Media Asia, a professional practice journal published for AMIC by Routledge Taylor & Francis.

In addition to AMIC, she is the Chair of the Journalism Research and Education Section of the International Association of Media and Communication Research (IAMCR) and is one of the Ambassadors of Digital Poverty Alliance (DPA). She is also the co-editor of IAMCR and Palgrave book series, 'Global Transformations in Media and Communication Book Series'.

Through her research, she is able to integrate knowledge, skills, and values to create a difference in the civic life of communities. Her significant contributions to knowledge sharing are best captured by her engagements in several international journals: she is the co-editor of IAMCR and Palgrave book series, and a member of the editorial board of six leading international journals in the areas of journalism, digital media, political communication, and media practices in the Middle East.

In the coming years, AMIC will sustain, or even expand, its programmes on research, academic (including journal) publications, capacity building, and networking. AMIC will draw support from its leading actors, including Dr. Jamil, in pursuing these initiatives.



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AMIC Reps in Action

Philippines: AMIC joins ADCEP in advancing peace communication in Mindanao, Philippines

By Ulderico B. Alviola



AMIC Secretary General Prof. Ramon Tuazon delivers the concluding keynote address of the 12th ADCEP Philippines Conference.

The Association of Development
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partnership with the Asian Media
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(AMIC), successfully concluded its 12th
National Conference and Scientific Meeting
held at the University of Southern Mindanao
from 4 to 6 December 2024.

Anchored on the theme "Communication that Cares: Fostering Peace, Justice, and Strong Institutions," this recent scientific

gathering emphasized the critical role of development communication in achieving Sustainable Development Goal (SDG) 16 on promoting peace, justice and strong institutions through compassion-driven communication for development initiatives.

One of the conference highlights was the concluding keynote address delivered by Prof. Ramon R. Tuazon, AMIC Secretary-General and the outgoing Chairperson of the Technical Panel for Communication of the Commission on Higher Education (CHED) in the Philippines.



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AMIC Reps in Action AMIC joins ADCEP in advancing peace... Continued

The Association of Development
Communication Educators and
Practitioners (ADCEP) Philippines, in
partnership with the Asian Media
Information and Communication Centre
(AMIC), successfully concluded its 12th
National Conference and Scientific Meeting
held at the University of Southern Mindanao
from 4 to 6 December 2024. Anchored on
the theme "Communication that Cares:
Fostering Peace, Justice, and Strong
Institutions," this recent scientific

A Platform for Peace-building in Mindango

The conference also served as a platform for international humanitarian organizations to report about their current peace-building efforts in the Bangsamoro region and how communication plays a pivotal role in their past and current initiatives.

Among the key organizations that participated in the conference is the United Nations International Children's Emergency Fund (UNICEF) where their newlydesignated Country Representative, Behzad Noubary, delivered the opening keynote address.

In his message to the more than 80 participants of the conference, Noubary

attested to the extraordinary role of development communicators for the Filipino people.

"As someone who has witnessed the impact of Development Communication up close, I can confidently say that the foundation you've built is incredibly strong. Your ability to listen, adapt, and innovate has allowed countless individuals and communities to feel seen, heard, and supported," the UNICEF Country Director explained.



Newly-designated Country Representative of UNICEF Philippines Behzah Noubary imparted the importance of the field of DevCom in humanitarian work.

Other organizations that participated in the conference by providing insightful plenary sessions are Islamic Relief Worldwide (IRW), OXFAM International, the United Nations World Food Programme (UN-WFP), the Department of Educational Communication based at the University of the Philippines Los Baños (UPLB), and a think tank group called Limitless Lab.



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AMIC Reps in Action
AMIC joins ADCEP in advancing peace... Continued



The conference participants conclude the 3-day event with a class picture of DevCom educators, practitioners and advocates.

These organizations shared their experiences and strategies for promoting peace and justice in one of the most conflict-affected areas of the Philippines. Their participation enriched the discourse on how development communication can address the unique challenges posed by political, cultural, and social complexities.

In his message, ADCEP National President and the concurrent AMIC Country Representative for the Philippines **Dr. Ulderico B. Alviola** stressed the urgent need to restore empathy and care in today's divisive world.

We are not just mere conveyors of facts or facilitators of discussions as we are catalysts of change. DevCom is communication with a heart because it is rooted in care, compassion, and the belief that true development must be inclusive. We must advocate for those who cannot speak for themselves, bridge divides and amplify the voices of the unheard," Alviola said in his synthesis message for the conference.

ADCEP and AMIC reaffirmed their shared mission to empower educators, practitioners, and communities with the necessary tools and knowledge needed to address the pressing challenges of communication and media education in Asia and in the Philippines.



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New AMIC Members

Two New AMIC Institutional Members Named





Before 2024 ended, two higher educational institutions signed up for AMIC membership.

Ateneo de Davao University (AdDU) in Mindanao, Philippines, and the University of Nottingham in Ningbo, China through its School of Communications, are the latest schools to officially join AMIC as institutional members.

The AdDU's history began in 1948, "when American Jesuits, led by Fr. Theodore Daigler, assumed responsibility for St. Peter's Parochial School then located along Jacinto Street in downtown Davao. With missionary zeal, the American fathers and Filipino scholastics built up Ateneo de Davao from a basic education unit to a small Liberal Arts college for men in 1951. In 1953, women students were welcomed to the college."

It offers Bachelor of Arts in Communication under its School of Arts and Sciences.

Dr. Christine Faith Avila, Associate Professor of the AdDU's Communication Program, is AMIC's Representative for Mindanao, Philippines.

On the other hand, the University of Nottingham in Ningbo, China, "was founded on the vision and philanthropic spirit of Jesse Boot who, in 1928, donated the land that is now University Park. The vision of a university devoted to discovery, enterprise and the advancement of the human condition, combined with his lifelong commitment to improving health and wellbeing, remains intrinsic to the culture of the University today."

It offers undergraduate studies in International Business with Communications, International Business with Language, International Communications, and International Communications Studies with Chinese. It also offers MA courses in Digital Screen Production, International Communications Studies, among others. Dr. Sadia Jamil, Assistant Professor and Director of Research at the School of International Communications, is AMIC's Representative to China and the United Arab Emirates.

Sources: https://www.addu.edu.ph/about-ateneo/ and https://www.nottingham.edu.cn/en/index.aspx

Asian Media Information and Communication Centre

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Special Feature

Al and Indigenous Peoples' Communication Rights: Facilitative or Restrictive?

Ramon Guillermo R. Tuazon and Maria Sophia B. Varlez

(Editor's note: Abridged version of the paper presented at the 2nd International Expert Conference: AI, Ethics, and Society: Media, Information, and Technology Literacy for the Public Good organized by the Moulay Ismael University in collaboration with UNESCO and held on 12-13 December 2024).



Photo source: <u>https://www.pexels.com/photo/childrenstanding-in-a-line-formation-11361029/</u>

The number of indigenous peoples (IP) is estimated to range from 350 to 500 million living in 90 countries across the world. They speak an estimated 7,000 languages. IP comprise only about six percent of the world's population, and account for 19 percent of the world's extremely poor. Al offers many benefits and opportunities to IP. But they can also bring issues and challenges.

The UNESCO Recommendation on the Ethics of AI (2021) calls upon member states to incorporate AI systems in the "preservation, enrichment, understanding, promotion, management and accessibility of tangible, documentary and intangible cultural heritage, including endangered languages as well as indigenous languages..."

But the same document warns of "potential negative implications of AI on cultural diversity and pluralism of languages, media, cultural expressions, participation, and equality."

Recalling Indigenous Peoples'
Communication Rights

International declarations recognize the basic human rights of IP. These rights include <u>communication rights</u> that are embedded in universal human rights documents including those which specifically relate to culture and development.

Fundamental communication rights include freedom of expression; freedom of information; right to privacy; freedom of



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Al and Indigenous Peoples' Communication... Continued

thought, conscience and religion; right to freedom of peaceful assembly and association; the right to education; and right to participate in the cultural life of the community, to enjoy the arts, and to share in scientific advancement and its benefits.

Culture-related documents, especially the UNDRIP, cover many other communication rights of indigenous peoples. These include the following:

Right to be free from any kind of discrimination (UNDRIP Article 2);

Right to the dignity and diversity of their cultures, traditions, histories, and aspirations (UNDRIP Article 15 1);

Right to practice and revitalize their cultural traditions and customs (UNDRIP Article 11);

Right to maintain, control, protect and develop their cultural heritage, traditional knowledge and traditional cultural expressions, as well as the manifestations of their sciences, technologies and cultures, including human and genetic resources, seeds, medicines, knowledge of the properties of fauna and flora, oral traditions, literatures, designs, sports and traditional games and visual and performing arts (UNDRIP Article 311);

Right to maintain, control, protect and develop their intellectual property over such cultural heritage, traditional knowledge, and traditional cultural expressions." (UNDRIP Article 311);

Right to establish their own media in their own languages and to have access to all forms of non-indigenous media without discrimination (UNDRIP Article 16 1); and

Right to revitalize, use, develop and transmit to future generations their histories, languages, oral traditions, philosophies, writing systems and literatures (UNDRIP Article 13 1).

Leaving No One Behind Online Access to technology and internet connectivity is a basic requirement to harvest the benefits of Al.

About a third of the world's people (2.6 billion) do not have access to the internet. IP are among the least connected.

Among the connectivity challenges that IP face are geographic isolation, reliable internet access, affordability, digital (and now AI literacy), and access to electricity.

Al and Language Diversity

There are over 8,300 languages worldwide. Around 40 percent of the global languages are at risk of disappearing.



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Al and Indigenous Peoples' Communication...

Languages are repositories of histories, arts and cultures, heritage, and identities. Indigenous knowledge on health, ecological and sustainable management practices, peacebuilding strategies, etc.

Al can help document, translate, and revitalize Indigenous languages. Al can be mobilized to preserve endangered languages and contribute to multilingualism, particularly within the public domain and in cyberspace.

Mobilizing AI for language and content development is challenged by underrepresentation or even absence of majority of languages in cyberspace.

The number of languages in cyberspace is estimated to be 343 languages and only ten languages make up 84 percent of online content.

Aligned with its mandate to preserve endangered languages and promote linguistic diversity, UNESCO supports the Language Technologies for All (LT4All).

<u>Al and Media and Information</u> <u>Representation</u>

Al can reinforce and perpetuate biases or even inaccuracies when datasets available are used to reflect only perspectives from the main population. There can also be bias when datasets are based on historical data that embed biases.

Challenges in achieving balanced, fair, and accurate representation include:

First, AI content is generated from sources that are still written in colonial languages.

Second, content that articulates or amplifies perspectives from indigenous communities, may still be lacking.

Third, Aldevelopers may lack cultural awareness and sensitivity.

Fourth, indigenous peoples are not involved in designing, developing, and deploying Al systems.

Fifth, developers' biases can be embedded in Al systems.

A Voice for the Voiceless

Diversity in media and information refers to differing "voices" and contentrepresenting geographic, cultural, religious, political, and socioeconomic variances.

Diversity and pluralism are balancing efforts to counter so-called (cultural) homogenization.

Continue reading on next page



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Al and Indigenous Peoples' Communication...

Diversity and pluralism are pursued by providing distinct media platforms for ethnic communities and making existing and emerging platforms open.

The lack or absence of diversity can lead to cultural homogenization with overdependence or unmindful use of algorithms.

Computer, data, and social scientists warn of the practice of technology companies to harvest and mine personal data/information that are used as raw materials in crafting customized messages to targeted audiences as bases for behavior change or adoption.

Media, information and digital platforms are channels for intergenerational transmission of cultural values, cultural heritage, customs, and traditions.

<u>Intellectual Property, Data Sovereignty, and Open Access</u>

Due diligence should be practiced to ensure respect for property rights of Indigenous communities and data sovereignty. In some indigenous communities, communal rights are recognized and need protection. Intellectual property is balanced by open access (including open science).

In June 2024, UNESCO with The Royal Society convened the roundtable discussion, Navigating the Intersection of Open Science and Al: Exploring Opportunities and Challenges in the Era of Artificial Intelligence.

There are thousands of online libraries and archives worldwide featuring digitized materials. The major online libraries are mostly maintained in western countries. Equally important are issues related to access and even ownership of physical archives stored in foreign lands.

Cultural Justice

Cultural justice means values, beliefs, traditions, bodies of knowledge of ethnic minorities are adequately protected.
Cultural justice also means indigenous communities, as rights holders, can demand from the State and other duty bearers, the respect and fulfillment of their rights under a regime of equality and freedom.

The Myanmar Experience

UNESCO Yangon Office developed toolkits and standards intended for multiplatform content producers from mainstream and indigenous communities. These toolkits and standards can serve as models in ensuring that cultural protocols and ethical considerations are upheld in content development, sharing, and exchange.



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Al and Indigenous Peoples' Communication...

Rights-based Approach to Al Development and Regulation

The Consultation Paper on Al Regulation prepared by UNESCO (August 2024) included rights-based approach as one of the nine emerging Al regulatory approaches.

This approach posits that "regulations are justified to protect rights, promote distributional justice, and further social objectives... establishes mandatory rules to guarantee the respect, protection, and promotion of rights, including human rights and other economic or social rights, along the AI system's life cycle."

Policy and Action Agenda
The following are among the proposed
policy and action agenda toward an IP
human right-centered AI:

- 1.Recognize and integrate rights of Indigenous peoples in global, national, and local AI (regulatory) policies and development plans/programs.
- 2.Expand access to reliable and affordable technology and connectivity in IP communities.
- 3. Provide AI literacy, as component of MIL, to indigenous peoples.
- 4.Extend MIL education, especially culture sensitivity, to AI developers.
- 5.Ensure the participation of Indigenous peoples in the AI life cycle, i.e., designing, developing, and deploying AI systems.
- 6. Prioritize Indigenous data sovereignty and governance including Indigenous data governance, ownership, and control.
- 7. Support open (science) access by indigenous peoples as mechanism for free access to information and unrestricted use of electronic resources.

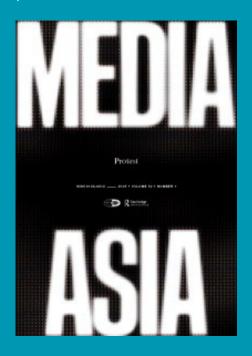


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DECEMBER 2024

Early issue releases, increased submissions for *Media Asia* in 2024

By Danilo Araña Arao Editor, *Media Asia*



In its 51st year in 2024, Media Asia published all four issues much earlier than expected. The March, June, September and December issues were released one to five months ahead of the issue date.

The year 2024 also saw more manuscripts handled by the journal's editorial and production teams. From January 1 to December 31, 2024, new manuscript submissions increased by 6.7% compared to the same period in 2023. On the average, the articles included in Volume 51

were published in 270.75 days for refereed articles and 61.00 days for non-refereed commentaries and reviews (i.e., from submission date to online publication).

As regards Volume 51, Media Asia's issue titles are Coverage (March 2024), Intentions (June 2024), Contexts (September 2024) and Presents (December 2024). With a cumulative total of 696 pages, these issues have 49 articles (i.e., 24 refereed articles, 8 commentaries, 16 reviews and 1 editorials).

Even if the published acceptance rate is pegged at 12 percent, Media Asia has enough articles not only to produce upcoming issues in 2025 but also to publish them ahead of time. The March 2025 issue, for example, has been already released on January 14, 2025 (or two months ahead of schedule). The June and September 2025 issues are already 100% complete.

Media Asia has a Q2 CiteScore Best Quartile with a score of 1.1 in Scopus CiteScore 2023. From 2020 to 2023, the journal had 107 citations from 100 documents. This is an improvement from the journal's Scopus CiteScore 2022 which was pegged at 0.9 (i.e., 57 citations from 64 documents). The journal's Q2 status means that it is ranked in the 25% to 50% group in the same field.



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Early issue releases, increased submissions for Media Asia... Continued

Media Asia is a peer reviewed journal that focuses on practices in journalism, advertising, public relations, entertainment and other aspects of media in Asia. The journal's editorial board is composed of eight women and four men who are based in nine locations in Asia, Europe and North America.

The Editor is Danilo Araña Arao (University of the Philippines Diliman, Philippines). The Associate Editors are Lisa Brooten (Southern Illinois University Carbondale, USA), Roselyn Du (California State University Fullerton, USA), Eunice Barbara C. Novio (Vongchavalitkul University, Thailand), Sheau-Wen Ong (Xi'an Jiaotong-Liverpool University, China), Paromita Pain (University of Nevada Reno, USA) and Nick Y. Zhang (Hong Kong Baptist University, Hong Kong).

The Editorial Advisory Board is composed of Sarah Cardey (University of Reading, UK), Ataharul Chowdhury (University of Guelph, Canada), Minjeong Kim (Hankuk University of Foreign Studies, South Korea), Deborah N. Simorangkir (Swiss German University, Indonesia) and Tom Sykes (University of Portsmouth, UK).



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The Asian Media Information and Communication Centre, Inc. (AMIC) was established in 1971 as a registered non-government organization in Singapore. In 2015, the AMIC headquarters was transferred to Manila, Philippines. AMIC's mission is to take the lead in communication media development in the Asia Pacific region and beyond within the broad framework of economic, social, and cultural development. Find out more about AMIC on our website, www.amic.asia.

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- Online access to Media Asia and Asian Journal of Communication published by Routledge Taylor & Francis for AMIC,up to 24 times within your membership coverage;
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- Access to AMIC online library;
- Partnership opportunities with Asian higher education institutions;
- Discounted rate for AMIC books and publications;
- Discounted rate for AMIC-sponsored seminars, workshops, and conferences;
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- · USD50.00 if based overseas

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- Discounted rate for AMIC-sponsored seminars, workshops, and conferences; and
- Exclusive access to members-only webinars.



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