

## Facts and Figures: AMIC Mumbai 2025



By all measures, the 31<sup>st</sup> AMIC Annual Conference was a success!

271 resource persons, participants, and guests from 16 countries attended the three-day event. It was held from 09 to 11 October 2025 at Shreemati Nathibai Damodar Thackersey Women's University (SNDT Women's University), Juhu Campus, in Mumbai, India.

The theme of this year's conference was *Navigating Digital Transformation in Media, Public Relations, and Advertising*. It captures the essence of today's communication media landscape, where digital technology has become an integral part of modern life.

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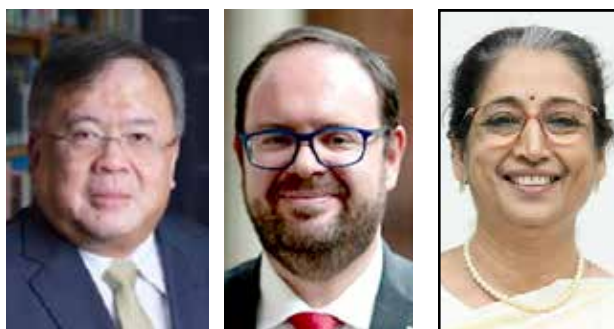
Its omnipresent nature has transformed every aspect of human experience, including family, education, information, livelihood, socialization, and entertainment, into mediated experiences.

Major conference output is the adoption by delegates of the AMIC Mumbai 2025 Declaration, **Shaping Asia's Digital Future with Integrity and Inclusion** (*see related story*).

During the conference opening session, the AMIC Hymn, **Voices of Asia, United We Rise** made its debut performance. With lyrics and arrangement by AMIC Board of Management vice chairperson Dr. Marco M. Polo, the AMIC Hymn beautifully encapsulates the founders' vision of a united Asia, celebrating diversity while embracing shared values of truth, justice, and freedom (*see related story*).

Keynote speakers at the conference were Dr. Bambang Brodjonegoro, Dean and Chief Executive Officer of the Asian Development Bank Institute

and Mr. Guilherme Canela, Director, UNESCO Division for Digital Inclusion and Policies and Digital Transformation and Secretariat of the Information for All Programme.



Conference participants and guests were Prof. (Dr.) Ujwala Chakradeo, Vice Chancellor of SNDT Women's University, Mumbai, and Prof. Jose Maria G. Carlos, AMIC Board of Management Chairperson. Dr. Crispin C. Maslog, Chairperson of the AMIC Board of Directors, gave a recorded message.

The conference featured five plenary sessions: **Plenary Session 1:** Creative and Innovative Strategic Communication, PR and Advertising Strategies with Digital Transformation;

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**Plenary Session 2:** UNESCO Emeritus Dialogue – Policy Options and Challenges in Navigating Digital Transformation in Asia; **Plenary Session 3:** Redefining Communication Competencies in Today's Digital Ecosystem: Rewriting the Communication Curricula; **Plenary Session 4:** India-China Communication Dialogue; and **Plenary Session 5:** The Digital Newsroom: Exploring Policies, Practices, and Innovative Tools. At least 25 leading communication, PR and advertising educators and practitioners from Asia and elsewhere served as plenary speakers and moderators. Names of esteemed plenary speakers are listed in the <https://sites.google.com/amic.asia/31stamicannualconference/speakers>.

A record-breaking 629 abstracts were received and reviewed by 59 peer reviewers from 16 countries. Each abstract underwent double blind peer review. Abstracts in Chinese and Marathi were also submitted and reviewed by experts from Communication University of China (CUC) in Beijing and India, respectively.

A total of 193 abstracts/papers were presented in 17 parallel sessions held throughout the three-day event. These sessions featured 13 topics including *Planning Digital Transformation of Media, PR and Advertising Companies; Successful (and Not Too Successful) Digital Transformation of Asian Media Companies; AI-Driven PR and Advertising: Unlocking New Opportunities for Campaign Success; Harnessing Digital Transformation to Drive Creative and Innovative Campaign Strategies; Redefining Communication Competencies: Rewriting the Communication/Journalism Curricula; Evolution of Journalism Practices in the Digital News Media Ecosystem; Convergence of Media and Creative Industries; Media, Information, and Digital Literacy; and Ethical Issues and Concerns in Going Digital.*

The 2025 AMIC Conference Book of Abstracts will be published online in the first quarter of 2026. Additionally, AMIC plans to release a series of AMIC Readers on the following themes, featuring selected full papers submitted in the following areas: (1) Media, Information, and Digital Literacy; (2) Journalism in the Digital Age; (3) Communication and



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Journalism Education; and (4) Digital Transformation in PR and Advertising Strategies. Each Reader will have its own set of editor and reviewers.

The conference also featured five Master Classes: *Reputation 5.0: Building Trust in the Age of Digital Transformation* by Dr. Ron Jabal, DBA, APR; *Artificial Intelligence for International Publication* by Dr. Kamolrat Intaratat and Dr. Hussaporn Thongdeang; *Indices in Measuring Quality of Academic Journals* by Dr. Danilo A. Arao; *Revisiting the Art of Storytelling in the Digital Era* by Shalini Raghaviah; and *AMIC Higher Education Quality Management Accreditation Service* by Dr. Jude William R. Genilo.

Another major highlight was the conferment of the 2025 AMIC Asia Communication Award to Dr. Karlyga Myssayeva of al-Farabi Kazakh National University (KazNU) in Almaty, Kazakhstan. The Award honors outstanding Asians who have made significant contributions to the Asian and global communication setting. Established in 2006, it has since conferred the award to 25 communication scholars, educators, and practitioners (*see related article*).



Another first in the 31st AMIC Annual Conference was the launch by six AMIC members of their latest authored or edited books. Presented were eight new publications, showcasing research and expertise in various fields (*see related article*). The conference also showcased book displays from esteemed publishing partners including Routledge Taylor & Francis, AAKAR Publishing, Springer Nature, and Atlantic Publishers and Distributors Pvt. Ltd.

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The conference had three sponsors and 18 partners: **(Sponsors)** Welspun Corp Ltd (WCL); International Association of Schools of Social Work; and Association of Development Communication. **(Partners)** UNESCO; School of Communications at XIM University; Al-Farabi Kazakh National University; Communication University of China; Department of Communication and Journalism of the University of Kerala; PAGEONE Group; Reputation Management Association of the Philippines (RMAP);

University of the Philippines-College of Media and Communication; Amity School of Communication (ASCO); City of Malabon University; School of Mass Communication of Kalinga Institute of Industrial Technology; Department of Development Communication of Visayas State University; Ateneo de Davao University; University of Journalism and Mass Communications of Uzbekistan; Routledge Taylor & Francis, Aakar Books, Springer Nature, and Atlantic Publishers and Distributors Pvt. Ltd. Profiles of the conference sponsors and partners are available at <https://sites.google.com/amic.asia/31stamicannualconference/host-partners/partners>.

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Complementing the AMIC Secretariat in the planning and management of the conference were SNTD Women's University's Core Committee and Campus Organizing Committee, and the National Organizing Committee.

The University Core Committee members included SNTDWU's Prof. Ujwala Chakradeo, Vice-Chancellor; Prof. Ruby Ojha, Pro Vice Chancellor; and Prof. Mira K Desai, Prof. & Head, Department of Extension & Communication, Juhu Campus.



Members of the Campus Organizing Committee and National Organizing Committee are listed in the conference microsite, <https://sites.google.com/amic.asia/31stamicannualconference/working-committees>.



## AMIC Mumbai Declaration 2025



Digital transformation is revolutionizing communication across Asia, transforming every aspect of connection and interaction. As the continent navigates this dynamic landscape, marked by diverse cultures, economic disparities, and rapid change, the 31st AMIC Annual Conference aptly themed "Navigating Digital Transformation in Media, Public Relations, and Advertising" culminated in the adoption by the delegates of the AMIC Mumbai 2025 Declaration.

The declaration, *Shaping Asia's Digital Future with Integrity and Inclusion*, outlines a vision and offers a roadmap for Asian communities to

harness the benefits of digitalization while addressing its challenges.

A copy of the declaration has been shared with relevant international development organizations such as UNESCO, Asian Development Bank Institute, Internet for Trust Knowledge Network, and World Journalism Education Council.

Read the full declaration here <https://sites.google.com/amic.asia/31stamicannualconference/amic-mumbai-declaration>.

## A First in AMIC Asia Communication Award



Dr. Karlyga Myssayeva of al-Farabi Kazakh National University (KazNU) in Almaty, Kazakhstan, has made history by becoming the first Central Asian recipient of the AMIC Asia Communication Award since its inception in 2006. She was recognized for her outstanding contributions to journalism education, media research, and international collaboration in Central Asia. Dr. Myssayeva's research focuses on the impact of social media on democratic engagement and civic identity in Central Asia.

Over the past 19 years, the AMIC Asia Communication Awards have recognized 25 outstanding



communicators for their exceptional contributions to communication and media research, education, institutional development, and journalism excellence.

With over 20 years of teaching and research experience, Dr. Myssayeva has emerged as a pioneering voice in the fields of journalism, media studies, and civic communication in post-Soviet Central Asia. Her academic career coincides with the region's broader efforts to build democratic institutions and develop a pluralistic media landscape. Dr. Myssayeva's scholarly contributions—particularly her current focus on social and civic journalism—have significantly advanced both academic research and professional training standards in Kazakhstan and neighboring countries.



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The AMIC Asia Communication Award citation noted that Dr. Myssayeva's numerous works have had a profound impact across Central Asia, shaping journalism education, influencing national media policies, and supporting the growth of a more critically engaged media environment.

Her studies are frequently referenced in academic and policy circles and have become foundational for understanding the role of digital and social media in societal transformation throughout the region. She has also helped build academic bridges between Central Asian scholars and the global research community, empowering local voices and narratives in international discourse.

Dr. Myssayeva received the 2025 AMIC Asia Communication Award Certificate and Plaque from AMIC Board of Management chairperson Jose Maria G. Carlos, AMIC secretary-general Ramon R. Tuazon, SNDTWU vice chancellor Prof. (Dr.) Ujwala Chakradeo, and SNDTWU's Prof. Mira K Desai, Senior Professor & Head, University Department of Extension & Communication.

The AMIC Asia Communication Award selection process involves a rigorous, two-tiered screening process, comprising a panel of esteemed members, including AMIC Board of Directors, AMIC Board of Management, previous AMIC Asia Communication Awardees, AMIC country representatives, and representatives from international development organizations.

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## Hear and Feel the AMIC Hymn Voices of Asia, United We Rise



After 54 years, AMIC proudly unveils its official hymn, "Voices of Asia, United We Rise." This anthem embodies the organization's mission to amplify diverse Asian voices in regional and global communication and journalism, promoting an inclusive Asian society. The hymn made its debut performance during the opening session of the 31st AMIC Annual Conference on 9 October 2025, at SNDT Women's University in Mumbai.

The AMIC Hymn's lyrics beautifully encapsulate the founders' vision of a

united Asia, celebrating diversity while embracing shared values of truth, justice, and freedom. It emphasizes the importance of dialogue in fostering growth, unity, and a brighter future for the continent.

Feel the melody and lyrics of the AMIC Hymn through this link

<https://www.youtube.com/watch?v=ZfvEERUGepo>

Lyrics and Arrangement of the AMIC Hymn is by Marco M. Polo, PhD.

## AMIC Holds General Assembly

On 10 October 2025, AMIC convened its General Membership meeting, presided over by Secretary-General Ramon R. Tuazon. Attendees included AMIC Board of Management Chairperson Jose Maria G. Carlos, Vice Chairman Dr. Marco M. Polo, Deputy Secretary-General Maria Sophia B. Varlez, AMIC representatives, members, and guests.

The meeting's agenda included updates on AMIC's 2024-2025 accomplishments and plans for 2026 and beyond. It also provided an opportunity for AMIC representatives and members to share feedback and recommendations for future directions.

### Organization and Management

The AMIC Board of Management welcomes the return of Maria Mercedes F. Robles as Board member. Robles also served as AMIC Secretary-General.

The AMIC BoM has elected Dr. Marco M. Polo as vice chairperson during the AMIC BoM meeting held on 30 January 2025.

### Amendments to the AMIC Articles of Incorporation.

AMIC Incorporators have approved on 14 June 2025 the amendments to the AMIC Articles of Incorporation. The amendments will be submitted to the Philippines' Securities and Exchange Commission (SEC) and expected to be approved within 2025. Among the submitted amendments was increasing the number of AMIC trustees from seven to nine to enable foreign representation.

During the discussion, Tuazon assured the members that a mechanism for the nomination and selection of non-Filipino representatives to the reconstituted Board of Trustees will be announced to ensure a transparent process.



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## AMIC Annual Report 2024 and Related Documents

Accomplishments achieved by AMIC in 2024 are highlighted in the 2024 AMIC Annual Report. The Report featured the 30<sup>th</sup> AMIC Annual Conference in Beijing, China, captured in text and photos; conferment of the 2023 and 2024 AMIC Asia Communication Awards; and actions and decisions of the Board of Management. Also reported is the continuing expansion of AMIC's footprint to other parts of Asia especially Central Asia and the Pacific.

It was also reported that AMIC's external auditors have approved the following documents: (1) 2024 Audited Financial Statement and (2) 2025 General Information Sheet (GIS). These documents have been submitted to the Philippines SEC in compliance with Philippine laws. It was also reported that AMIC is on-time in paying Philippine government taxes.

## AMIC Representatives

AMIC now has 39 representatives from 29 Asian countries. Two representatives were added in 2025. Elena L. Vartanova, PhD, was named AMIC representative for Russia. Professor Vartanova is the Dean and Chair in Media Theory and Economics of the Faculty of Journalism at Lomonosov Moscow State University.

Dr. Nozima Muratova is AMIC Representative for Uzbekistan. She is Vice-Rector for Research and Innovation of the University of Journalism and Mass Communications of Uzbekistan and Co-Founder of "MediaDataLab" Media Research Think Tank.

## AMIC Asia Communication Award

Tuazon recalled that AMIC conferred the 2023 and 2024 AMIC Asia Communication Awards during the 30th Annual Conference held in Beijing, China. The awardees were Dr. Arvind Singhal, professor at the University of Texas at El Paso, and Dr. Cherian George of the Hong Kong Baptist University.

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Both awardees gave separate online public lectures sponsored by the Manipal Institute of Communication (for Dr. Singhal on 05 December) and University of Santo Tomas Department of Communication and Department of Journalism (for Dr. George on 24 March)

For 2025, AMIC Secretariat received seven nominations. The screening and selection of the 2025 laureate went through two tiers – Preliminary Screening and Final Selection. Screening and selection committee members include AMIC Board of Directors, AMIC Board of Management, AMIC Representatives, previous AMIC Asia Communication Award winners, and international development organization representatives.

The 2025 AMIC Asia Communication awardee is Dr. Karlyga Myssayeva from al-Farabi Kazakh National University, Republic of Kazakhstan. She is the first awardee from Central Asia since the Award started in 2006.

## Publications

### *Renewal of Contract with Routledge Taylor & Francis*

Tuazon announced that AMIC has renewed its five-year contracts with Routledge Taylor & Francis for the publication of Asian Journal of Communication (AJC) and Media Asia. The new contracts started in 2025 and will end in 2029.

As of September 2025, AJC has already published five issues (Issue 5 Volume 35, 2025) while Media Asia has published three issues. September issue is Volume 52, Issue 3 (2025).

AMIC institutional members also have online access to two other Taylor & Francis journals on communication and media studies: *The Communication Review* (for AJC) and *Media Practice and Education* (for Media Asia)

### *AMIC Quarterly Newsletter*

The AMIC Secretariat has so far published three issues of the AMIC Newsletter for 2025 (March, June, and September 2025).

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## *30th AMIC Annual Conference Book of Abstracts*

The 30th AMIC Annual Conference Book of Abstracts was published online and is available via the AMIC website: [link](#). The book contains 172 research abstracts presented during the September 2024 AMIC conference held at the Communication University of China in Beijing.

## *AMIC Online Library*

The AMIC Online Library will be launched early next year in partnership with the University of the Philippines Los Banos University Library. It will initially contain some 100 publications published by AMIC since 1971.

## *AMIC Open Access Teaching-Learning Resources*

AMIC released in 2025 three sets of curated collection of open-access materials on communication, media, and journalism. This series, which debuted in November 2024, provides valuable resources for

teachers, scholars, practitioners, and students. AMIC Open Access Series has shared more than 300 materials.

## *Publications by BoD and BoM Chairpersons*

AMIC Board of Directors Chairperson Dr. Crispin C. Maslog has just completed his autobiography, *Mini Luzaha(n) Memoirs of Pinoy Journalist-Guru*. The book chronicles his life story and will be published soon by the University of Santo Tomas Publishing House (USTPH).

AMIC BoM Chairperson Prof. Jose Maria G. Carlos has released his book titled, *On-Air Na! Pinoy News Anchors Live: A Guidebook on News Anchoring in Philippine Media* which was jointly published by the USTPH and AMIC.

## *Upcoming Publication*

During the open forum, Dr. Chandrabhanu Pattanayak, one of AMIC's representatives to India, announced that he has resumed his editing work for the book, *Communication Research Methods and Tools: The Asian Perspective* which will be published by AMIC as a complementary publication to



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*Communication Theory: The Asian Perspective 2<sup>nd</sup> edition* which was edited by Dr. Wimal Dissanayake and published by AMIC.

## Research and Development

Secretary-General Tuazon reported on the following completed or ongoing research studies:

### *Survey of Central Asia Journalism Schools*

AMIC, in collaboration with the Al-Farabi Kazakh National University, has conducted a profile analysis of journalism schools in Central Asia. An online survey was conducted. The study produced a pioneering research on the state of journalism schools in Central Asia. A Journalism Education Curriculum Workshop for Central Asia is planned for 1<sup>st</sup> Quarter 2026.

### *Survey on Accreditation of Media, Communication, and Journalism Schools in Asia*

An online survey of Asian journalism and communication educators on

the importance of accreditation, the standards that matter most, the motivations and challenges encountered, and expectations from AMIC, was recently conducted.

### *AMIC Accreditation Project: Enhancing Excellence in Communication Education*

AMIC created a Technical Working Group (TWG) which is currently developing draft accreditation systems and procedures. The envisioned accreditation system aims to develop a contextually relevant framework, aligning accreditation criteria, systems, and procedures with the unique Asian context, thereby ensuring that communication education programs are tailored to Asia's distinct needs, challenges, and cultural nuances.

### *Adaption of the UNESCO Guidelines for the Governance of Digital Platforms*

*Diponegoro University (Indonesia), together with AMIC, will implement in 2026 the project, Capacity Building Workshops for Southeast Asia Regulators and Civil Societies:*

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*Guidelines for the Governance of Digital Platforms.* The project will cover Indonesia, the Philippines, and Singapore. Among the expected outputs of the project are (1) Mapping of Digital Governance Policies; (2) Adaption of the UNESCO Guideline into toolkits for regulators and civil society in the three participating ASEAN countries; and (3) Capacity-building workshops for regulators and civil society members. The project is supported by UNESCO.

*Digital Platform for State Policies on Information (Cyber Security, Disinformation, Artificial Intelligence, etc.)*

AMIC will soon start curating statutory policies related to current and emerging media and information issues in Asia. These curated documents will be hosted in an open-access platform which will function as a repository for policymakers, scholars, researchers, and other stakeholders from Asia and beyond to enable them to access and review these policies. Topics covered include Right to Information/Freedom of

Information; Artificial Intelligences; Disinformation/Misinformation; Hate Speech and Discrimination; Cyber Safety/Cybersecurity; and Data Privacy.

## Linkages and Networking

### *2025 IAMCR Conference*

AMIC actively participated in the 2025 IAMCR Conference held from 14 to 17 July 2025 in Singapore. The event was hosted by the Wee Kim Wee School of Communication and Information (WKWSCI) at Nanyang Technological University. The Conference theme was *Communicating Environmental Justice: Many Voices, One Planet*.

AMIC Chairman de honneur and WKWSCI professor Dr. Peng Hwa Ang delivered the keynote speech. AMIC Secretary-General Tuazon moderated the AMIC special partner's session and served as panelist in two other sessions including the closing plenary. Several other AMIC representatives and members were also paper presenters and participants.

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## *World Journalism Education Council (WJEC) Congress*

AMIC joined the WJEC Congress held from 08 to 10 August 2025 in San Francisco, USA.

The first WJEC congress coincided with the 16<sup>th</sup> Annual Conference held in Singapore in June 2007. It was co-hosted by the School of Communication and Information, Nanyang Technological University.

Secretary-General Tuazon was elected member of the WJEC steering committee. The committee has a three-year term starting October 2025.

## *AMIC in Key Regional Conferences*

Secretary-General Tuazon was either keynote speaker or plenary speaker to the following international events: (1) International Day for Universal Access to Information (IDUAI) from 29 to 30 September; he moderated the Panel on Small Islands, Big Challenges: Environmental Information for

Climate Resilience; (2) 7<sup>th</sup> International Conference of Da'wa and Communication (ICONDAC) held on 16 September 2025 and (3) Global Library Summit held from 05 to 07 February 2025 organized by the South Asian University, National Library of India, Indian Council of Social Science Research, Raja Rammohun Roy Library Foundation, Dr. Ambedkar International Centre (DAIC), and Lis Academy (LISA).

## *Seminar-Workshops*

AMIC officers served as resource persons in several seminar workshops conducted by Philippine national line agencies including Crisis Communication for the Department (Ministry) of Health and Trainers' Training for PWD Rights Advocates for the National Council for Disability Affairs (NCDA).

## *Ongoing Discussions for Program/Project Partnerships*

- Proposal for a collaborative UNESCO, AMIC, and I4T Knowledge Ops Team side event during the AI Impact Summit India, 19-20 February 2026.
- Social Good Award (Campaign Program and Tools) with PAGEONE Group



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- AMIC Youth Podcast in collaboration with the University of the Philippines College of Media and Communication (UP CMC).

The AMIC Secretariat reported 15 Institutional Partners for 2025. The list of institutional partners are found on the AMIC website.

## Other Matters

During conference breaks, Secretary-General Tuazon had the opportunity to discuss with AMIC members some issues and recommendations which he shared during the General Assembly.

Members asked for more AMIC initiatives on mentoring young Asian scholars in research methods. Another suggestion is for AMIC to publish policy papers on communication and information issues complementing articles published in Asian Journal of Communication and Media Asia.

Secretary-General Tuazon announced the revival of the AMIC Asia Communication Awards for Young Leaders, set to launch in 2026 as part of the AMIC Asia Communication Award. This new award aims to recognize and honor young Asian communicators who have brought pride to the Asian communication community, while encouraging young professionals to excel and contribute to their respective fields in communication.

Dr. Chandrabhanu Pattanayak presented the concept of Comparative Asian Media Studies, adapted from the Erasmus Mundus Joint Degree Programs, which AMIC plans to pursue in the coming years.

Secretary-General Tuazon reminded member-institutions that signed a Memorandum of Understanding with other communication schools in Beijing during the 30th AMIC Annual Conference in 2024 to pursue the partnership agreements.

Meanwhile, institutions that were unable to participate in the internationalization partnership program are encouraged to join.

## A Comparative Study of Journalism Education in Central Asia

By Dr. Karlyga Myssayeva and Ramon R. Tuazon



Al-Farabi Kazakh National University in Almaty, Kazakhstan, with technical support from AMIC, has successfully completed a two-part comparative study on journalism education in Central Asia.

The study consisted of two parts: Part 1 focused on a curriculum review, while Part 2 profiled journalism teachers in Central Asia. The study was conducted in June to September 2025. The initial findings were presented by Dr. Karlyga Myssayeva during the 31<sup>st</sup> AMIC Annual Conference in Mumbai held from 09–11 October 2025.

The study covered only three countries – Kazakhstan, Kyrgyzstan, and Uzbekistan although there were some references to Tajikistan and Turkmenistan.

Part 1 conducted a comparative analysis of journalism curricula from participating countries, identifying core competencies and "missing" competencies, as well as highlighting unique features of the reviewed curricula. The curricula were also examined in terms of their alignment with UNESCO competency standards and findings of a recent study by the World Journalism Education Council. Part 2 surveyed 15 journalism educators from four Central Asian countries using random sampling, with an uneven distribution of respondents: six each from Kazakhstan and Kyrgyzstan, two from Uzbekistan, and one from Tajikistan. The researchers cautioned against generalizing the findings due to the small and uneven sample.

## The Political Context of Media

The study contextualized journalism education in Central Asia within the post-independence media (post-Soviet) landscape. Key findings include: Kazakhstan's media landscape is a mix of state and private, with growing digital transformation; Kyrgyzstan's media is relatively free and independent, with presence in print and digital platforms; Uzbekistan is undergoing slow reforms, but still faces website and social media blocks; Tajikistan also has blocked websites and social media; and Turkmenistan's media is characterized by total state control and heavy censorship. The study highlights the diverse media environments shaping journalism education in the region.

The study also cited the 2024 press freedom ranking of the five countries by RSF: Kyrgyzstan (120/180), Kazakhstan (142/180), Uzbekistan (148/180), Tajikistan (155/180), and Turkmenistan (176/180).

## History of Journalism Schools

Of the five Central Asian countries, the study reported that the oldest journalism school in Central Asia was established in 1934 at Al-Farabi Kazakh National University, formerly known as the Kazakh Communist Institute of Journalism. Other notable institutions include the Faculty of Journalism at Kyrgyz National University (established in 1945), Tajik National University (1947), and National University of Uzbekistan (1949). The youngest journalism school in the region is the Faculty of Journalism at Turkmen State University, established in the 1990s. The mapping of journalism schools/departments in the three Central Asian countries yielded the following data: Kazakhstan (27), Kyrgyzstan (10), and Uzbekistan (9).

## Curricular Review

The curricular review covered six undergraduate journalism programs (two each from Kazakhstan, Kyrgyzstan, and Uzbekistan). They were benchmarked against UNESCO (2007) & WJEC (2022) frameworks.



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In terms of curricular structure, Kazakhstan and Kyrgyzstan dedicate nearly a quarter of their curriculum to practical training, striking a balance between theory and writing. In contrast, Uzbekistan's curriculum allocates more time to specializations, practical training, media writing and creativity, and multimedia technologies, reflecting the country's ongoing innovation in journalism education.

The courses were categorized into nine clusters. Practical training, which included internships and thesis or special projects, was the dominant component, making up 23% of the curriculum in Kazakhstan and Kyrgyzstan, and 15% in Uzbekistan. Foundation courses, covering Introduction to Journalism, Theory of Journalism, and History of Journalism, accounted for 15% of the curriculum in Kazakhstan and Kyrgyzstan, and 12% in Uzbekistan. Specializations varied across countries, comprising 12% of the curriculum in Kazakhstan, 10% in Kyrgyzstan, and 18% in Uzbekistan.

These specializations included PR & Advertising and Business Journalism in Kazakhstan, PR & Advertising and International Journalism in Kyrgyzstan, and a more diverse range of subjects in Uzbekistan, such as PR & Advertising, Military Journalism, Sports Journalism, Travel Journalism, and AI Journalism.

Media Writing and Creativity, covering subjects like News Writing and Editorial Skills, accounted for 10% of the curriculum in Kazakhstan, 12% in Kyrgyzstan, and 14% in Uzbekistan. Digitalization was reflected in the 10% allocation for Multimedia & Technology in Kazakhstan and Kyrgyzstan, and 14% in Uzbekistan. Media Laws and Ethics received the lowest allocation at 6% across all three countries, along with Philosophy and Humanities in Uzbekistan at 6%. Other subjects were allocated as follows: Media Theory & Analysis (8% in all countries), Philosophy & Humanities (8% in Kazakhstan and Kyrgyzstan, 6% in Uzbekistan), and Languages & Communication (8% in Kazakhstan and Kyrgyzstan, 7% in Uzbekistan), which included languages such as Kazakh, Kyrgyz, Uzbek, Russian, and English.

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All three countries emphasized practical multimedia production, internships, and media ethics/law. Key differences include: Uzbekistan: large elective catalog and strong focus on specialized topics (e.g., military, sports, tourism); Kyrgyzstan: emphasis on convergent journalism and investigative/data journalism; and Kazakhstan: combination of cultural/historical courses with modern digital skills to and management modules.

In terms of “missing” competencies, the study listed the following: Digital security and cyber resilience; Critical literacy in AI and algorithms; Audience engagement and analytics-based journalism; Conflict-sensitive and peace journalism; Climate journalism and environmental investigations; and Media entrepreneurship and innovation in media products.

Based on the current situation, there is no fixed number of units to complete for a student to earn a journalism degree. All three countries studied follow the Bologna Process, which

requires students to complete 240 credits in order to earn a journalism degree. The total number of courses varies depending on how many credits each course carries, as institutions allocate different credit values to individual courses.

Kazakhstan journalism school claims to be actively implementing UNESCO's model journalism curricula. The UNESCO Handbooks on Journalism Education were translated into Kazakh in 2012 and integrated into the curricula of Kazakhstani universities for the first time. This played a significant role in adapting international journalism education standards to the national context and contributed to the updating of university curricula. Uzbekistan is currently conducting review and aims to align with UNESCO standards. Kyrgyzstan reported the adaptation of UNESCO's MIL guidelines. The Vice-Rector for Research and Innovation of the University of Journalism and Mass Communications of Uzbekistan is co-author of the Media and Information Literacy in Journalism: A Handbook for Journalists and Journalism Educators published by UNESCO in 2019.

## The Role of Government

Since 2018, Kazakhstan universities have gained independence in designing educational programs, teaching load standards, and faculty remuneration.

In 2021, regulations were updated to allow active involvement of practicing journalists in teaching.

In Kyrgyzstan, governance is shifting from central control to institutional freedom.

2022 reforms let universities design 90% of curricula (Erasmusplus.kg). Financial autonomy remains limited, reducing flexibility and innovation.

The Ministry's role in Uzbekistan is not explicit; presidential decrees and new dedicated institutions reflect government priority.

## Profile of Journalism Teachers and Students

The study collected data from 15 journalism departments/faculties

across four Central Asian countries through a random survey which had six respondents each from Kazakhstan and Kyrgyzstan, two from Uzbekistan, and one from Tajikistan.

Uzbekistan reported the largest number of journalism teachers, with 282 educators. Among them, 199 (70.6%) hold a master's degree and 112 (39.7%) hold a PhD. Kazakhstan reported 276 journalism teachers, with 57 (20.7%) holding a master's degree and 40 (14.5%) holding a PhD.

Kyrgyzstan reported 52 journalism teachers, all with master's degree.

Tajikistan reported having 39 educators, the lowest number of journalism teachers reflected in the study. Among them, two (5.1%) hold a master's degree and 11 (28.2%) hold a PhD.

As far as student enrolment patterns are concerned, the study reported that Uzbekistan had the highest number of journalism students at 2,957, followed by Kazakhstan (2,469), Kyrgyzstan (666), and Tajikistan (588). Female students dominated the student population in all countries except Tajikistan, with

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the highest percentage noted in Kyrgyzstan (91%), followed by Uzbekistan (76.5%) and Kazakhstan (76.1%). In contrast, Tajikistan had a significantly lower percentage of female students (12.8%).

What innovative teaching strategies were adopted?

The educators from each country highlighted the following innovative teaching strategies: In Kazakhstan, teachers used MediaLabs, MOOCs, practitioner workshops, and digital simulations. In Kyrgyzstan, they employed blended learning, problem-based projects, pedagogical exchanges, and contextual MOOCs. Meanwhile, Uzbekistan's educators utilized media camps, seminar-driven practice, and crowd-sourced digital content.

Media industry engagement varies across the three countries. Kazakhstan has strong, institutionalized partnerships, marked by conferences, medialabs, and masterclasses.

Kyrgyzstan's engagement is active, albeit less formal, with collaborations on modules and guest lectures. In contrast, Uzbekistan's industry engagement is limited, relying on NGO-led initiatives such as camps and seminars.

All three countries reported academic publications: Kazakhstan has *KazNU Bulletin: Journalism*, *ENU Bulletin: Journalism series*; Kyrgyzstan has *KNU Bulletin*, *OshSU Bulletin*, *conference collections*; and Uzbekistan listed *UJMCU Bulletin* and *World Languages Univ. journals*.

## Study Limitations

One major limitation of the study is the political environment of the region. Many Central Asian countries operate under authoritarian or semi-authoritarian systems, which makes it especially difficult to access reliable information from universities. This challenge was most evident in Turkmenistan and Tajikistan.



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Although AMIC and al-Farabi KazNU sent official letters to every university in the region with a journalism program, none of the institutions in Turkmenistan responded. From Tajikistan, only one university participated, and even then, the survey was only partially completed and no curriculum was submitted.

Another limitation is the uneven level of participation across countries. The study ultimately included six curricula (two universities from each of the three countries) and survey data from six universities in Kazakhstan, six in Uzbekistan, two in Kyrgyzstan, and just one in Tajikistan. This imbalanced sample makes it difficult to draw comprehensive cross-country comparisons, especially for countries with very limited representation.

There were also practical challenges linked to language. Some of the curricula from Uzbekistan were submitted in Uzbek and had to be translated into English. This translation process may have introduced subtle inaccuracies or loss of nuance, which could affect how the data were interpreted.

## Study Conclusions and Recommendations

The study concluded that journalism education in Central Asia exhibits diverse development patterns, reflecting each country's unique educational policies and resources. Specifically, Kazakhstan has a well-established system, Uzbekistan is experiencing rapid growth, Kyrgyzstan maintains moderate programs, and Tajikistan has a more limited but established program.

Journalism education in Central Asia faces challenges such as updating curricula for the digital era, addressing gender imbalances, and enhancing faculty qualifications. However, opportunities abound for greater regional collaboration and resource sharing to strengthen journalism education across the region.

The study offers the following recommendations:

**Regional Collaboration:** Establish partnerships for faculty exchange and joint research projects to share best practices.

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To strengthen regional cooperation, it is recommended to establish and develop the Association of Journalism Education, Media, and Communication in Central Asia (AJEMCCA), which could become a key platform for scholarly exchange, joint research initiatives, network educational projects, and faculty exchanges.

**Curriculum Modernization:** Develop regional standards for digital journalism education, particularly in AI courses such as Artificial Intelligence and Journalism, as well as modules on AI ethics, critical analysis of algorithms, automation of media production, and the use of AI tools in editorial practice and data journalism.

**Gender Balance Initiatives:** Conduct further research on the gender distribution of journalism students, particularly in Tajikistan and Turkmenistan, and the results should be compared with the other three Central Asian countries. Such comparative analysis will provide a more comprehensive understanding of to ensure gender balance in succeeding studies.

**Faculty Development:** Create regional doctoral and master's programs and continuing education opportunities for journalism educators.

**Resource Sharing:** Develop open-access digital repositories for teaching materials and research publications.

## AMIC Awards Plaque of Appreciation to SNTD Women's University



The AMIC awarded a Plaque of Appreciation to Shreemati Nathibai Damodar Thackersey Women's University (SNTD Women's University, Mumbai) for hosting the 31<sup>st</sup> AMIC Annual Conference. The recognition was made during the closing of the conference on 11 October 2025. The plaque was received by SNDTWU's Prof. Ruby Ojha, Pro Vice Chancellor and Prof. Mira K Desai, Professor and Head, Department of Extension &

Communication, Juhu Campus.

The Plaque of Appreciation was awarded to the AMIC India team, recognizing their dedication and efforts in making the conference a success. AMIC looks forward to a fruitful partnership with SNTD Women's University, exploring future collaborations in research, knowledge exchange, and joint learning initiatives.

## Eight Books by Members and Colleagues Launched at the 31st AMIC Annual Conference



The 31st AMIC Annual Conference introduced a new platform for members and friends to launch their latest books. On 11 October 2025, six authors/editors presented eight new publications, showcasing their research and expertise in various fields. The authors and their books are: **Dr. Padma Rani**, *Digital Inequality in Media Education in South Asia*; **Dr. V. Vijay Kumar**, *Media and Marginality: Inclusion, Exclusion, and Representation*; **Prof. Jose Maria G. Carlos**, *'On Air Na': Pinoy News Anchors LIVE!*; **Dr. Kalinga Seneviratne**,

*Geopolitics and the Media in Asia and the Pacific*, *Myth of 'Free Media' and 'Fake News' in the Post-Truth Era*, and *Global News Media: Countering Western Hegemony in International News*; **Dr. Jude William R. Genilo**, *Crystallizing Public Opinion: 100<sup>th</sup> Anniversary Edition*, *Reshaping Cinema Narratives*; and **Dr. Cherian George**, *Fighting Polarisation: Shared Communicative Spaces in Divided Democracies*.

According to AMIC Secretary-General Ramon R. Tuazon, this book launch



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platform not only recognizes authors and editors for their contributions but also aims to encourage Asian scholars, researchers, and educators to produce more publications. This initiative seeks to balance the prevailing Western bias in communication publications and inform Asian educators about new teaching-learning resources available.

The conference also showcased book displays from esteemed publishing partners including Routledge Taylor & Francis, which publishes *Asian Journal of Communication* (AJC) and

*Media Asia* for AMIC; Aakar Publishing, a Delhi-based publishing house which publishes quality scholarly books in Social Sciences and Humanities; Springer Nature; and Atlantic Publishers and Distributors Pvt. Ltd.

The exhibition provided attendees with access to cutting-edge research and publications in the field. Books were also donated to AMIC and SNDT Women's University.

## AMIC Secretary-General Tuazon Keynotes CJEN Conference in Dhaka

AMIC Secretary-General Ramon R. Tuazon was keynote speaker in the recent 10th Communication and Journalism Educators Network (CJEN) Bangladesh Conference.

CJEN is a not-for-profit organization created in February 2018 to build mutual understanding among the country's media, journalism, and communication academics. It also aims to serve as a platform for knowledge co-creation and teacher capacity building in Bangladesh.

The conference was hosted by the Department of Media and Mass Communication (MMC) at the American International University-Bangladesh (AIUB) in collaboration with DW Akademie. The conference theme was *Media Transformed: Asia at a Crossroads*. It was held from 24 to 25 October 2025 in Dhaka, Bangladesh. It was attended by media educators, professionals, and students from various universities across the country.



Professor Dr. SMA Faiz, chairman of the University Grants Commission of Bangladesh, attended the inaugural ceremony as the chief guest. Other distinguished attendees to the two-day conference included Dr. Carmen Zita Lamagna, member of AIUB's Board of Trustees and former vice-chancellor; AIUB Vice-Chancellor Prof. Dr. Saiful Islam; Pro-Vice-Chancellor Prof. Dr. Md. Abdur Rahman; Dean of the Faculty of Arts and Social Sciences (FASS) Prof. Dr. Tajul Islam; MMC Department Advisor Dr. AJM Shafiul Alam Bhuiyan; and Pro Vice-Chancellor of the University of Liberal Arts of Bangladesh (ULAB) and CJEN chairman, Dr. Jude William Genilo.

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Dr. Hasanul A. Hasan, founder member, Board of Trustees of AIUB, attended the closing ceremony as the chief guest. MMC Department Head Rani Ellen V. Ramos delivered the closing speech.

According to Secretary-General Tuazon, the conference theme aptly highlights two distinct yet interrelated developments: the media ecosystem's ongoing flux and Asia's multifaceted disruptions across political, economic, and sociocultural fronts, partly attributed to media transformation.

Secretary-General Tuazon presented six triggers that necessitate reinventing communication and journalism education and practice in Asia: **Trigger 1:** Digital Transformation: It's a Brave New (Digital) World; **Trigger 2:** Decolonizing Communication Education; **Trigger 3:** Interdisciplinary, Multidisciplinary, and Transdisciplinary Ecosystem for Communication Discipline; **Trigger 4:** Journalism as a Public Good and the Issue of Information Integrity; **Trigger 5:** Examining AI and the Philosophy of Communication Education; and

**Trigger 6:** The Narrowing Democratic Space.

To Secretary-General Tuazon, the triggers are in no way exclusive or complete. There are other equally important triggers that demand attention and response to create a truly relevant communication and journalism education and practices. He also emphasized that the six triggers are an urgent call to action, highlighting the need to reform not only communication and journalism education and practice but also the overall education and media systems. While these triggers are part of a global scenario, responding to these challenges demands local contextualization to be appropriate and culturally relevant.

In addition to the CJEN Conference, Tuazon also gave a lecture on Understanding Media and Information Literacy (MIL) in a Disrupted World on 27 October 2025 at the AIUB to commemorate Global MIL Week. The event was attended by AIUB faculty and students.

## AMIC Endorses Metro Cities as UNESCO MIL Pilot Cities; Joins MILCON 2025



Representatives of Quezon City and Malabon City, both located in Metro Manila, Philippines, participated in an international online event held on 27 October 2025, to commemorate World Cities Day. The event coincided with Global MIL Week and highlighted the vision of 10 cities piloting UNESCO's Media and Information Literacy (MIL) Cities concept. The initiative aims to promote critical thinking, safeguard information integrity and cultural heritage, and advance inclusive development.

The two Metro Manila cities were earlier nominated by AMIC to be part of the UNESCO MIL Pilot Cities initiative.

Other participating cities are Athens (Greece), Al Rayyan (Qatar), Jambi City (Indonesia), Ramallah (Palestine), Dubrovnik (Croatia), Santa Rosa de Copán (Honduras), Comodoro Rivadavia (Argentina), and São Gonçalo do Amarante (Brazil).

The designation of Quezon City and Malabon City as UNESCO MIL Pilot Cities was recognized during the National Conference on Media and Information Literacy 2025 (MILCON 2025), on 4 November 2025. The chief executives of both cities, Mayor Joy Belmonte and Mayor Jeannie Sandoval, attended the event and outlined their respective plans to achieve the goals of a Media and Information Literacy (MIL) City.



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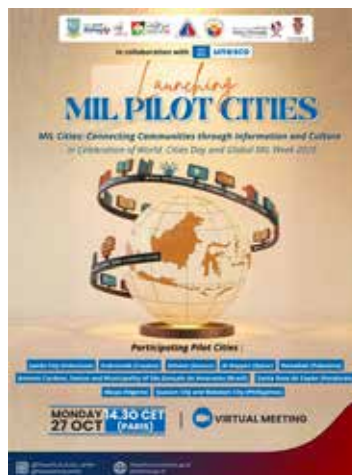
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MILCON 2025 is an activity under the banner of **THINKaMuna Pilipinas**, the MIL advocacy organized by MediaQuest in collaboration with PLDT, Smart, the Kapisanan ng mga Brodkaster ng Pilipinas, the International Association of Business Communicators, and the Public Relations Society of the Philippines. MediaQuest is a major Philippine media conglomerate with a wide range of traditional and digital media assets, including broadcasting, print, and digital platforms. UNESCO was event partner for the conference.

Notable attendees included Philippine Senator Paolo Benigno “Bam” Aquino, Finnish Ambassador to the Philippines Saija Nurminen, MediaQuest Chairperson Manuel V. Pangilinan, UNESCO Jakarta Director Maki Katsuno-Hayashikawa, UNESCO Jakarta Communication Adviser Ana Lomtadze, and UNESCO HQ Head of Media and Information Literacy Unit Adeline Hulin.

During the conference, AMIC Secretary-General Ramon R. Tuazon participated in a plenary session on Education and Critical Thinking.



He emphasized the importance of MIL competencies in addressing pressing issues such as disinformation, hate speech, and declining trust in mainstream media. Noting the delisting of MIL as a stand-alone subject in the Philippines' K to 12 curriculum, Tuazon suggested mainstreaming MIL into various subjects. He highlighted the need to demonstrate how MIL can support learning outcomes and enhance teaching-learning processes.

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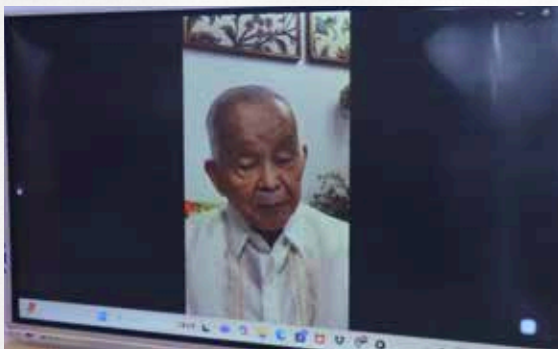
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## 31<sup>st</sup> AMIC Annual Conference in Photos

Conference photos courtesy of SNTD Women's University

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