



## AMIC holds 24th International Conference in Dubai





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*About the cover: The cover shows some activities done during the AMIC 24th International Conference in Dubai.*

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# AMIC holds 24th International Conference in Dubai

The Asian Media Information and Communication Centre (AMIC) has successfully conducted its 24th International Conference in Dubai, United Arab Emirates on June 10-13, 2015.

Hosted by the American University in Dubai (AUD), the Conference carried the theme Communicating in an



eAsia: Values, Technologies, and Challenges. It was AMIC's first time to hold its annual conference in the Gulf region. The event was widely covered by the Dubai media.

The Conference was attended by about 180 participants, two-thirds of whom were foreign delegates from various continents including Asia-Pacific, North America, and Africa.

The conference featured three plenaries and 31 parallel sessions. (See Highlights and Papers here.)

During the Conference, AMIC honored three communication icons with the AMIC Asia Communication Award. These were Juan L. Mercado (2014 awardee), and Dr. Alan Hancock and Prof. David Robie (2015 awardees).

While he was cited in 2014, Mercado received the AMIC Communication Award only this year. The 2014 International Conference slated to be conducted in Bangkok, Thailand was cancelled due to security issues following the May 2014 coup in this country.

AMIC also recognized the significant contributions of three institutions that nurtured and sustained the

organization in the past 44 years—the Government of the Republic of Singapore, Friedrich Ebert Stiftung, and Nanyang Technological University.

Eminent Filipino communication scholar Dr. Crispin C. Maslog took over from Arun Mahizhnan as chairman of AMIC's Board of Directors.

With his appointment, Dr. Maslog comes full circle at AMIC. He was part of a select group of Asian scholars and practitioners who conceptualized AMIC in Singapore in 1971.

AMIC convened its Annual General Membership Meeting on June 11, during which the members agreed to ratify the earlier decision of the Board of Directors to transfer the AMIC headquarters from Singapore to Manila, Philippines. **(Continued on page 7)**

## Seib: Cross-cultural communication provides more gains than challenges



“Communicating across cultures in the digital era involves unprecedented challenges”, but the “opportunities far outweigh the challenges,” so says renowned communication scholar Philip Seib in his keynote address to the participants of AMIC’s 24th International Conference held June 11-13, 2015 in Dubai, United Arab Emirates.

Author and editor of many communication books, Seib is Vice Dean of the USC Annenberg School for Communication and Journalism and a Professor of Journalism, Public Diplomacy, and International Relations at the University of Southern California.

Seib advised that “Taking advantage of these opportunities will require careful creativity and thorough understanding of the media tools that will be employed in delivering cross-cultural content.”

Media-related issues, such as democratization, gender, media freedom, environment, media literacy, and many more impact on cross-cultural communication. “Thoughtful, carefully constructed communication is the bridge across those boundaries,” Seib asserted.

Social media tools like Facebook, Twitter, Youtube, Instagram and China-based SinaWeibo have transformed communication process across cultures, and empowered many audiences with the breadth and speed of disseminating information, and ease of transmitting messages and responses, said Prof. Seib.

He asserted, “For individuals and organizations engaged in

communication across cultures, this is a wonderful time to be making and strengthening connections.”

“Conversation is the best way to add value to cross-cultural communication, and these new media allow conversation to supersede one-way publishing or broadcasting,” he added.

“The challenge now is to determine how to optimize the use of these tools” to promote social agendas, said Seib, asserting that India was able to promote its culture, Vietnam its economy, and Singapore its water conservation program through these social media tools.

He reminded the participants about the kind of messaging most likely to have the most positive effect.

Cross-cultural communication is not solely about the sender, but also of the recipient, hence, “it

is essential to respect various social sensitivities – such as those related to religion – of the recipient (and) any message is likely to be passed along through recipients’ networks, and the people in those networks may have diverse views about cultural matters,” said Seib.

“Cross-cultural digital communication should not be relied upon in isolation (but) should be supported by programming, especially exchange programs that allow face-to-face contact.”

One must be cautious in sending messages. Prof. Seib warned, “The speed of messaging and the number of people a message reaches will magnify the bad as well as the good” (and) an error made cannot be called back. It will reach many people quickly, prompting damage control.”



Philippine Women's University, 1743 Taft Avenue, Manila 1004, Philippines

## AMIC transfers HQ to Manila

**T**he Asian Media Information and Communication Center (AMIC) has ratified the selection of Manila as the new location for AMIC headquarters during the AMIC Annual General Membership (AGM) held on June 11, 2015.

The AMIC AGM is one of the highlights of the 24th AMIC International Conference held in Dubai, United Arab Emirates. The conference was hosted by the American University in Dubai (AUD).

AMIC is now hosted by the consortium of the Philippine Women's University (PWU)-Asian Institute of Journalism and Communication (AIJC).

The AMIC Board of Directors, composed of outstanding communication professionals and educators from the Asia-Pacific region, also announced

the election of Dr. Crispin C. Maslog as new Board of Directors chairman.

Dr. Maslog is currently senior adviser and former vice president for academic affairs of AIJC. He will replace Arun Mahizhnan of Singapore.

With his appointment, Dr. Maslog comes full circle at AMIC. He was part of a select group of Asian scholars and practitioners who conceptualized AMIC in Singapore in 1971.

AIJC President Ramon R. Tuazon also assumed the post of

secretary-general starting June 2015. He first served on an ad interim basis starting October 2014.

During the AMIC Annual General Membership, Tuazon presented the AMIC Strategic Plan (2015 & Beyond).

Among its programs are the revitalization of the AMIC international conference, revival of AMIC regional and sub-regional seminars and workshops, and textbook publishing.

AMIC will continue publishing the Asian Journal of Communication (ACJ) and Media Asia, two leading academic and professional publications in the Asia-Pacific region. Both are published by Taylor & Francis Group, a leading international academic publisher.

An independent, non-profit organization registered as charity in Singapore, AMIC has bloomed into the premier media research, publication, and information center in the Asia-Pacific region. With its transfer to Manila, it will also be registered at the Philippines Securities and Exchange Commission (SEC).

Since its founding in 1971, AMIC has been based in Singapore. From 1997 to 2014, it was based at Nanyang Technological University (NTU).



## Alan Hancock, David Robie receive 2015 AMIC Communication Award

Dr. Alan Hancock and Dr. David Robie, two prominent communication scholars, received the 2015 AMIC Communication Award during the 24th International AMIC Conference held in Dubai on June 10-13, 2014.

The 2015 AMIC Communication Award was also received by three longtime AMIC institutional collaborators: Singapore national government, Friedrich Ebert Stiftung and Nanyang Technological University.

Dr. Alan Hancock of the United Kingdom received the award for “his meritorious lifetime contribution to communication education and research, institutional development and media advancement in Asia and internationally”.

### *Dr. Alan Hancock*

From the 1960s, he was involved in many strategic interventions that impacted on educational media, and communication for social change and development in Asia.

From 1969-72, he was based in Kuala Lumpur, Malaysia where he initiated and coordinated UNESCO’s communication and media activities in the geographical region in the Pacific that stretch from Turkey to Japan.

He helped plan the establishment of the Asia-Pacific Institute for Broadcasting Development (AIBD), a regional training organization for media practitioners.

Dr. Hancock actively supported the establishment of the Asian Media Information and Communication Centre (AMIC) as a regional institution in 1971.

He helped plan and develop major national educational television and radio projects in Singapore, Malaysia and Thailand. He worked closely with

universities in Malaysia, India and other countries to establish programs in communication research and education.

As Director of UNESCO’s key Communication Division in its Paris headquarters, Dr. Hancock initiated and provided technical expertise and funding support to establish many media and communication projects worldwide, especially in Asia and the Pacific.

While he had worked as television and radio producer at the British Broadcasting Corporation, Dr. Hancock earned eminent academic and publishing credentials at the East-West Communication Institute in Hawaii. He wrote and published extensively, initiating the first UNESCO World Communication Report.

He earned his doctorate from the Open University in the United Kingdom. Both his BA and MA qualifications are from Oxford University. Meanwhile, New Zealand-based

Prof. David Robie is the current Director of the Pacific Media Centre at the Auckland University of Technology where he made outstanding contributions in all award categories: Research, Education, Institution-Building and Excellence in Journalism.

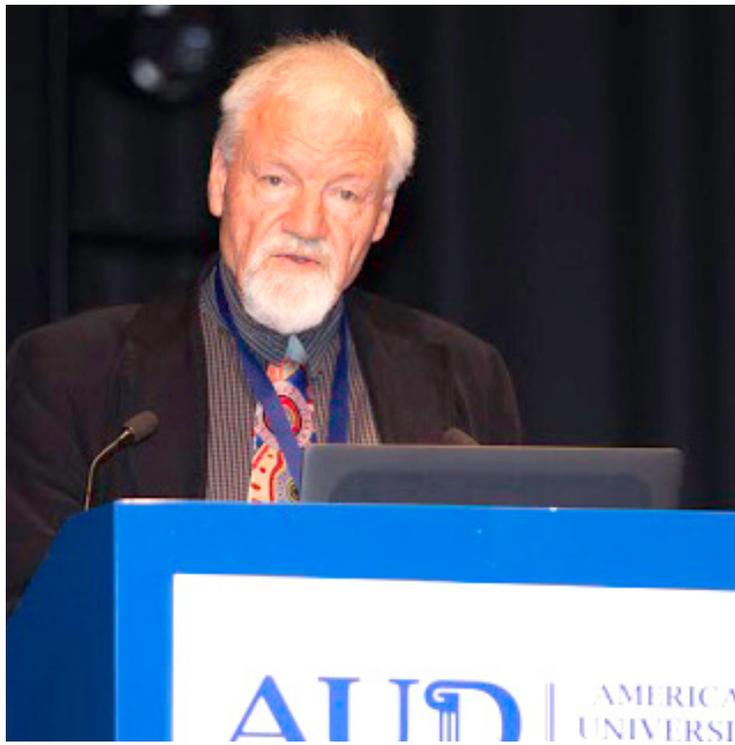
He also has a journalistic background of over 40 years, with two decades focusing on such critical issues as human rights and environmental issues.

Professor David Robie is an A-ranked researcher, the highest rank for a university-based researcher in New Zealand.

In 2014, he received the Dean’s Award for Research Excellence for “Critic and Conscience of Society,” for the Pacific Media Centre’s Pacific Media Watch freedom regional project.

This year also sees a new edition of Professor Robie’s 1986 book, *Eyes of Fire*.

This republication marks the 30th anniversary of the bombing



Professor David Robie

by French secret agents of Greenpeace’s ship MV Rainbow Warrior on July 10, 1985.

Professor Robie also wrote the book *Don’t spoil my beautiful face*, a tribute to human rights in the Asia-Pacific. It captured the struggles of the oppressed, and the pivotal role that journalism plays to bring about positive change.

As journalism educator, Professor Robie is helping develop critical, reflective and ethically-inclined journalism scholars.

In 2014, the Journalism Education Association of New Zealand (JEANZ) cited him for the “significant role (he has) played in fostering journalism and journalism education and research in the Asia Pacific Region.”

He was awarded the Faculty of Design and Creative Technologies Award for Critic and Conscience of Society (2014); Dean’s Award for Research

Excellence (2012); Vice Chancellor’s Award for Excellence in Teaching (2011); and Creative Stimulus Award for innovation in covering “hot topics” in the Pacific Journalism Review research journal (2010).

In 2005, he received from the Pacific Islands Media Associations (PIMA) Pacific Media Freedom Award for an “outstanding contribution to the growth and development of journalists in the Pacific and New Zealand”.

## AMIC holds 24th International Conference in Dubai

(Continued from page 3)

The Philippine Women’s University-Asian Institute of Journalism and Communication (PWU-AIJC) consortium will host the new headquarters.

In his letter to the AMIC members, Secretary-General Tuazon said that while AMIC’s transition is fraught with daunting challenges, he hopes continuous dialogue will bind the members together and strengthen the organization. He thanked the members for their continued

support since his interim appointment in September 2014.

He also reiterated AMIC’s gratitude to AUD for hosting the conference and “for coming forward at a crucial time when AMIC needed help in boosting its membership and in expanding its frontiers to other parts of Asia.”

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Photos of the 2015 AMIC International Conference can be viewed at:

<https://drive.google.com/folderview?id=0B1n8JBgUuzs3fmw2RzlldzBUaW0zbkpIRmRGUFhoaEV6UHpSQzBaVERtaG50WEI0TUY5MnM&usp=sharing>

Credit should be given to the AUD.

# AMIC gives Special Asia Communication Award 2015 to 3 longtime partners

The Asian Media Information and Communication Centre (AMIC) has given its special AMIC Asia Communication Award 2015 to three long-time partners that have consistently supported the organization since its birth in 1971.

Awarded were the Singapore national government, the Friedrich Ebert Stiftung (FES), and the Nanyang Technological University (NTU).

The AMIC Asia Communication Award is a yearly award given to outstanding personalities in Asian media and communication. Awardees are chosen based on a decision of a jury of AMIC Board members.

By contributing to AMIC's growth as an organization, the three institutions have promoted the cause of Asian media and communication, in general. The award was given on June 10, 2015 to representatives of the Singaporean government, FES and NTU during the 24th AMIC International Conference hosted by the American University in Dubai, United Arab Emirates.

During AMIC's five-decade stay in Singapore, representatives of the Singaporean government, most recently from the Ministry of Communications and Information (MCI), collaborated with AMIC's Board of Directors and provided support for AMIC's conferences and other relevant programs.

Founded in 1971, AMIC established its first headquarters office in Singapore, with support from various partners, including the Government of Singapore, FES and NTU. AMIC remained in Singapore until 2014.

The Singaporean government provided AMIC with its first research, administration, and library facility at #39 Newton Road. It also subsequently sustained its logistical and financial support to enable AMIC develop its activities and programs.

Meanwhile, since 1971, FES actively funded AMIC's activities, including conferences, research, publishing, education, and project implementation.

FES funded AMIC's journals, monographs, and conference programs for 40 more years. It also provided full-time senior research staff, visiting scholars, and specialists to help AMIC develop its regional membership base.

It has consistently provided AMIC with vital intellectual and infrastructural capacity over an extended period, and remains committed to AMIC as an international collaborator.

FES is a non-profit German political foundation that advances the basic values of social democracy through education, research, and international cooperation.

Headquartered in Bonn and Berlin, FES was founded in 1925. It is named after Friedrich Ebert, Germany's first democratically elected president.

For nearly 20 years, the Singapore-based NTU has hosted the AMIC's regional headquarters within its Wee Kim Wee School of Communication and Information (WKWSCI). The

University made available extensive office, library, and seminar facilities for AMIC's operations.

With its generous annual grant, NTU enabled AMIC to recruit and retain staff members from Singapore and the international community. It expanded within the Asia-Pacific region and beyond with its programs, projects, publications, and recruitment of members.

AMIC and NTU's WKWSCI also jointly published peer-reviewed journals and monographs. As partners, AMIC opened its extensive Asian Media Resource Library to the WKWSCI.

With assistance from the Singaporean government, FES, NTU and other collaborators, AMIC bloomed as an international, not-for-profit, nongovernmental organization that is now a regional research hub for media and communication studies.

AMIC encourages ethical practices and social responsibility in media and communication. It promotes democratic access and participation in media development and production by empowering disadvantaged sectors in Asia's developing countries.



(Photo Source: <http://thefilipinoconnection.net>)

## Filipino journalist receives 2014 AMIC Communication Award

**F**ilipino journalist and communication practitioner Juan L. Mercado has received the 2014 AMIC Communication Award.

Mercado is founding Director and Trustee of the Press Foundation of Asia and founding Director of the Philippines Press Institute. He is an illustrious pioneer in the field of Asian journalism and mass communication.

He finished his AB degree from the University of San Carlos and his MA at Ateneo de Manila University, both in the Philippines. He trained at the American Press Institute in Columbia University in the USA, and was a Kissinger Fellow at Harvard University in 1962.

Mercado started his illustrious journalism career in the 1950s as a reporter with the Cebu daily newspaper, the Southern Star.

He became an associate editor of the same paper before joining the Evening News in Manila, covering the Senate and writing an opinion column.

He was based at the United Nations in New York for the Evening News (1961-1963). Upon returning to the Philippines, he worked as Manila-based

correspondent for several foreign publications.

Noted for his developmentalist bent in writing features for Asian newspapers, Mercado co-founded Depth News as a ground-breaking service of the Press Foundation of Asia in the 1960s. Depth News provided development news and features to several hundred newspapers and radio stations in Asia and the developing world. It was active for more than 20 years.

Mercado was founding Director of the Philippine Press Institute, and co-founded the Philippine Press Council. He designed training programs for journalists and published various training manuals on writing, development journalism and press freedom.

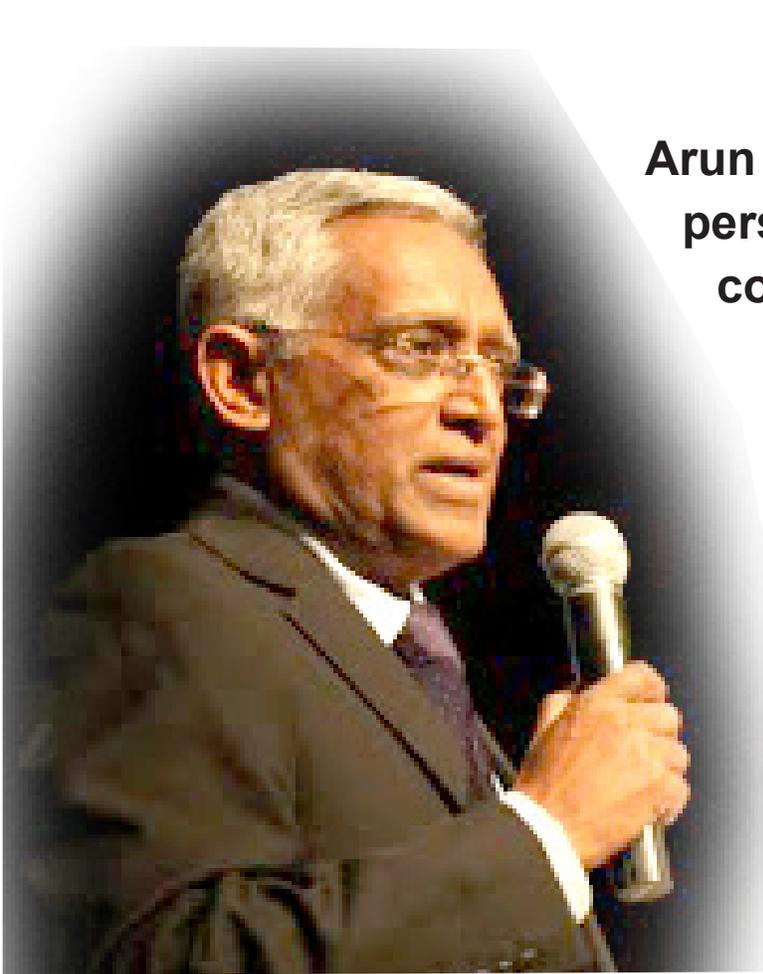
In 1972, Juan L. Mercado was detained with 21 other journalists when martial law was declared by then Philippine President Ferdinand Marcos. While no

charges against him were ever filed, Mercado and the other detained journalists were kept under city arrest. During this period, he edited several 'underground' newspapers.

After his release in 1975, Mercado joined the United Nations as Communication Director of the Food and Agriculture Organization (FAO) regional office in Thailand and later at the FAO headquarters in Rome, Italy.

After the 1986 People Power Revolution in the Philippines, and after 19 years of UN service, Mercado returned home and resumed his media work. He continues to write as one of Manila's leading newspaper columnists to this day.

Mercado is multi-awarded, receiving various national and international recognitions for his achievements.



## Arun Mahizhnan: Build an Asian perspective, promote Asian theories of communication

**A**s he bowed out as AMIC's chairperson, Dr. Arun Mahizhnan called on AMIC members to get rid of the "blind subservience" to the Western perspective in analyzing Asian media and communication systems.

### *Arun Mahizhnan*

"Far too long, we have submitted and submerged ourselves in Western perspective and Western theories, and worst of all, Western validation of our own nascent attempts to create anything Asian," lamented Dr. Mahizhnan, speaking during the 2015 AMIC International Conference held in Dubai.

He added, "We have a long way go in establishing an Asian perspective and Asian theories of communication" and "it is going to be even more challenging to do this than before."

A clear research agenda looms ahead for Asian communicators

and scholars to differentiate and distinguish Asian communication practices and build theories based on them.

While there are attempts in the past to ground research in local practice, some try to fit them to Western theories.

More work and people are needed in seriously observing and analyzing Asian media and communication practice

Dr. Mahizhnan was also commended for his long years of distinguished service to AMIC as chairman and member of the Board of Management, and

as chairman of the Board of Directors.

In turn, he cited AMIC colleagues Dr. Ang Peng Hwa and Dr. Eddie Kuo, Dr. Martin Hadlow and the AMIC Secretariat for their support to AMIC.

He also expressed gratitude to the American University in Dubai, especially its leaders Sheik Mohammed bin Rashid Al Maktoum, President Lance de Masi, Provost Jihad Nader and Dean Ali Jaber, for hosting the 2015 AMIC International Conference.



# World Journalism Education Congress

*Identity and Integrity in Journalism Education*

July 14-16, 2016, Auckland, New Zealand



AUT

## AUT-SCS hosts 4<sup>th</sup> World Journalism Education Congress

**T**he 4<sup>th</sup> World Journalism Education Congress (WJEC) will be held in Auckland, New Zealand from July 14 to July 16, 2016.

The WJEC will be hosted by Auckland University of Technology's School of Communication Studies.

It aims to provide a discussion forum on socio-technological changes that impact on the journalism and journalism education worldwide.

The conduct of the WJEC is occasioned by contemporary developments that signal significant shifts in the place of journalism programmes within the academe and the broader educational environment, and in relationships with industry and wider society. The implications of this transition is WJEC's focus.

Journalism Education in the Asia-Pacific will also be a strong feature of the conference, in partnership with the Pacific Media Centre.

Topics to be discussed at the WJEC include:

- Mobile/Social/User-generated Media and Journalism
- Research Trends in Journalism
- Utilising the Professional Connection Work in Journalism Education
- 21<sup>st</sup> Century Ethical Issues in Journalism
- Journalism Education and an Informed Citizenry
- Journalism Programmes Offered by the Industry
- Journalism Education in the South Pacific
- Journalism Education in Asia

For inquiries from the Asia-Pacific, please contact Professor David Robie, New Zealand Country Representative of AMIC and 2015 AMIC Communication Awardee.

More details can be viewed at the WJEC conference website at AUT, and the AUT School of Communication Studies.



# AMIC Partners and Networks

## Host Institutions

Philippine Women's University  
Asian Institute of Journalism and Communication

## Organizational Partners

- Friedrich-Ebert-Stiftung (FES)
- United Nations Educational, Scientific and Cultural Organization (UNESCO)
- Wee Kim Wee School of Communication and Information, Nanyang Technological University

## Conference Partners

- American University in Dubai (AUD)
- Asian Development Bank (ADB)
- Asia-Pacific Institute for Broadcasting Development (AIBD)
- Asia-Pacific Broadcasting Union (ABU)
- Association for Education in Journalism and Mass Communication (AEJMC)
- Ateneo de Manila University
- Commonwealth Educational Media Centre for Asia (CEMCA)
- Communication and Multi Media Campaigns
- Communication University of China
- Department of Communication, University of Hyderabad
- Faculty of Communication and Media Studies, Universiti Teknologi MARA (UiTM)
- International Crops Research Institute for the Semi-Arid-Tropics (ICRISAT)
- International Development Research Centre (IDRC-CRDI)
- Konrad Adenauer Stiftung
- Malaysia Convention & Exhibition Bureau (MyCEB)
- Media Development Authority of Singapore (MDA)
- Ministry of Culture, Arts and Heritage, Malaysia
- Miriam College
- Mudra Institute of Communications, Ahmedabad (MICA)
- Ngee Ann Polytechnic
- Philippine Association of Communication Educators (PACE)
- Philippine Daily Inquirer
- Philippine Information Agency (PIA)
- Public Service Broadcasting and Community Radio
- Sarojini Naidu School of Arts & Communication, University of Hyderabad
- SIM University (UniSIM)
- Singapore Exhibition & Convention Bureau
- Singapore Exhibition Services (SES)
- Singapore Press Holdings (SPH)
- Taylor's University College
- Universiti Sains Malaysia
- University of Hong Kong, the Journalism and Media Studies Centre
- University of Queensland
- University of the Philippines Diliman
- University of the Philippines Los Baños (UPLB)
- Zee Television