



2<sup>nd</sup> World Conference on  
**MEDIA AND MASS COMMUNICATION 2016**

“Technology: Its Impact on Media and the Way We Communicate”

21 - 22 April 2016 | Bangkok, Thailand



HOSTING ORGANIZATION

UNIVERSITY OF  
NORTHERN  
COLORADO | College of Education  
and Behavioral Sciences

ORGANIZED BY



[www.mediaconference.co/2016](http://www.mediaconference.co/2016)

## Conference Chair

### Prof. Thomas G. Endres

Director, School of Communication, Professor of Communication Studies,  
University of Northern Colorado, Greeley, USA.



## Key note speaker

### Assoc. Prof. Dale Edwards

Associate Professor of Journalism and Mass Communication at the  
University of Northern Colorado in Greeley, Colorado.



## Scientific committee

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**Prof. (Dr.) Manish Verma**

India

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**Dr. I. Arul Aram**

India

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## Organizing committee

### Conference Convener

Isanka P.Gamage  
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### Conference Publication Chair

Oshadee Withanawasam  
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### Chief Conference Coordinator

Arun Francis  
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### Other Committee Members

Dinesh Madushanka  
Shanika De Silva  
Samanthika Wimalasena  
Thulakshana Liyanage  
Duminda Korlagamage  
Suvinie Rajapaksha  
Rumesh Wasinghe  
Lukshani Indrachapa  
Deepika Abeyrathna(IT)  
Susitha Thiranjeeva(IT)  
Tharanga Gamage(Media)  
Nethroo Kariyawasam(Media)

## Objectives and scope

Over the past decade social media has infused itself in the lives of every young person in the developed world today. The types of social media that we use are ever growing, evolving and changing. The way we communicate has also changed dramatically – moving further away from face-to-face communication.

Through the crossing of international and regional boundaries, digital media has transformed the traditional business model into one concerned with instant delivery of messages, smart phone “apps,” monitoring and keeping track of consumer-buying habits. Today, as technological innovations have created an ever-growing media net and where the lines between users and consumers become increasingly blurred, questions of media accountability continue to remain an important source of discussion.

The Second Annual World Conference on Media and Mass Communication 2016 is the premier forum for the presentation of research and new advances in the fields of theoretical, experimental, and applied Media, Journalism, and Mass Communication. The conference will bring together leading researchers, educators, administrators, and scientists in the domain of interest from around the world.

## Call for Papers

Submit Abstract to: [abstract@mediaconference.co](mailto:abstract@mediaconference.co)

Please set up your abstracts according to the given format at this website. <http://mediaconference.co/2016/abstract-guidelines/> that format will help you to submit your abstract; therefore you are requested to follow the format carefully for your abstract submission. Abstracts that do not follow this format will be rejected. You are also expected to send a brief biography together with the Abstract. If you have any technical issue or you need any further assistance in submitting your abstract, please contact Mr. Isanka at [isanka@tiikm.com](mailto:isanka@tiikm.com) or +94 715 589 870

- The abstract must indicate purpose of study, research methodology, major results, implications, and key references.
- Last date for submission of abstract is January 15, 2016.
- Authors must clearly mention the track in which the paper is to be included.
- Submitted abstracts would undergo blind review by expert reviewers.
- Authors of accepted abstracts wishing to publish the full paper in the proceedings or one of the Supporting journals should submit the full paper by May 25, 2016.
- If submitting the full paper, please indicate your publication preference.

At least one of the authors of the paper must register for the conference by March 30, 2016. Final submission should be strictly in accordance with the author guidelines as provide at the time of acceptance of paper.

## Conference tracks

- Advertising
- Asian Perspectives on Communication
- Communication Arts and Sciences
- Communication and Democracy
- Communication Policy and Regulation
- Communication Theory and Methodology
- Contemporary Theatre and Performance
- Critical and Cultural Studies, Youth, Gender and Communication
- Disaster Coverage in the Media
- Film Studies
- History
- Interdisciplinary
- Journalism

- Law and Policy
- Mass Communication
- Mass Communication, Society and Globalization
- Media, Climate Change and Environmental Studies
- Media Education Research
- Media, Information and Communication Literacy
- Media and Entertainment
- Media and Sport (also, Olympics Coverage)
- Media Law and Regulation
- Media Regulation and Policy
- Music
- Newspaper
- Political Communication and Media
- Radio, Television, and Entertainment Studies
- Research and Education
- Scholastic Journalism
- Telecommunications
- Visual Communication
- Alternative and Community Media
- Business Communication
- Communication and Culture
- Communication and Multi-Media Campaigns
- Communication Technology and Digital Media
- Communications
- Corporate Identity and Branding
- Digital Communication, Regulation and Social Action
- Documentary and Propaganda Film
- Global Networks
- Integrated Marketing Communications
- International and Global Communication
- Journalism Research and Education
- Magazine
- Mass Communication History
- Media Audiences
- Media Education
- Media Ethics (also, Copyright and Intellectual Property)
- Media and Democracy
- Media and Globalization
- Media Industry Trends and Dynamics
- Media Management and Economics
- Media, Religion and Culture
- New Technologies and Innovation
- Organizational Communication
- Public Relations
- Radio-TV Journalism
- Risk, Stigma and Health Communication
- Social Media
- The Art of Persuasion: Social Influence
- Web-based Journalism

## Conference schedule

Thursday 21, April 2016

07.30 a.m.	8.30 a.m.	Conference registration and information desk
8.30 a.m.	9.30 a.m.	Inauguration session and conference photograph
9.30 a.m.	10.00 a.m.	Coffee break
10.00 a.m.	12.30 p.m.	Keynote forum
12.30 p.m.	1.30 p.m.	Lunch
1.30 p.m.	3.30 p.m.	Technical session
3.30 p.m.	4.00 p.m.	Coffee break
4.00 p.m.	6.30 p.m.	Technical session
6.30 p.m.	9.30 p.m.	Official networking dinner with cultural show

Friday 22, April 2016

8.30 a.m.	10.00 a.m.	Technical session
10.00 a.m.	10.30 a.m.	Coffee break
10.30 a.m.	12.30 p.m.	Technical session
12.30 p.m.	1.30 p.m.	Lunch
1.30 p.m.	3.30 p.m.	Technical session
3.30 p.m.	4.00 p.m.	Coffee break

Saturday 23, April 2016

7.00 a.m. – 9.30 p.m. Post conference Tour (optional)

## Publications

All accepted abstracts will be published in the conference abstract book with ISBN. After the conference, all accepted full papers will be published electronically with ISSN (ISSN 2424-6788) in proceedings with the DOI number.

We will submit the proceedings to be indexed in the Thomson Reuters, SCOPUS, Mendeley, Google scholar, CiteULike and Cross ref for possible Indexing.

(Authors of accepted abstracts wishing to publish the full paper in the proceedings or one of the supporting journals should submit the full paper by 25 May 2016.)



## Supporting Journals



**Asian Journal of Communication**

ISSN : 1742-0911 (Online)

Chief Editor : Prof. Hao Xiaoming

## THE OFFICIAL LANGUAGE

The official language of the conference will be **English**.

## Dates of Importance

<b>Abstract submission deadline:</b>	<b>15 January 2016</b>
<b>Abstract acceptance notification:</b>	Within two weeks
<b>Early Bird Registration deadline:</b>	15 February 2016
<b>2nd Registration deadline:</b>	10 March 2016
<b>Conference registration final deadline for presenters:</b>	30 March 2016
<b>PP Presentation due on or before:</b>	10 April 2016
<b>MEDCOM 2016</b>	21 – 22 April 2016
<b>Cultural Show and Networking Dinner :</b>	21 April 2016

## CONTACT PERSONS

### General Inquiries,

(Mr) Arun Francis

Conference Organizing Committee

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Tel: +94 773 027621

### Visa, Accommodation, Transport,

(Mr) Dinesh Madushanka

Conference Organizing Committee

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Tel: +94716424737

## Registration fee

Registration deadline

Closing date for early bird registration: 15 February 2016

Closing date for registration: 30<sup>th</sup> March 2016 (<http://mediaconference.co/2016/online-registration/> )

Please send a scanned copy of the bank receipt after transferring your registration fee. Also, send as your color photograph for the registration process.



## Registration Types

<b>Delegate registration</b>	<b>Group registration</b>	<b>Virtual Group</b>
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## In-Person Participant's Registrations Include:

- Attendance at all plenary and parallel sessions (keynote addresses as well as paper presentations and descriptions of practice and informal conversation sessions with keynote speakers).
- In-person conference session presentation (which involves submitting an abstract and, if accepted, inclusion in the conference program).
- The option to submit your paper to the corresponding Journal.
- Two conference lunch buffets
- Conference dinner with cultural show
- Four snack/coffee breaks
- ISSN published Abstracts CD/ publication, admission to poster sessions, A printed conference program, conference bag , conference materials , attendance and/or author certificates, a receipt of the registration fee
- (Please note registration does not include extras such as transport, tours or accommodation. These extras can be booked at the time of registration.)

### **Delegate (Normal Rate)**

Category	Before 31 January 2016	Before 15 February 2016	Before 10 March 2016	On site
Speaker	\$385	\$400	\$425	\$440
Attendee	\$400	\$415	\$440	\$450

### **Students**

Category	Before 31 January 2016	Before 15 February 2016	Before 10 March 2016	On site
Speaker	\$350	\$385	\$400	\$415
Attendee	\$385	\$400	\$415	\$425

### **Group registration**

Category	Before 31 January 2016	Before 15 February 2016	Before 10 March 2016	On site
Per person	\$350	\$385	\$400	\$415

### **Virtual registration**

Category	Before 31 January 2016	Before 15 February 2016	Before 10 March 2016
Delegates	\$175	\$185	\$200
Students	\$150	\$175	\$185

## Payment method for conference participants

### For foreign Participants / BANK TRANSFER (TT)

<b>BANK NAME</b>	Hatton National Bank 479, T. B. Jayah Mawatha (Darley Road), P.O. Box 837, Colombo 10, Sri Lanka.
<b>BRANCH</b>	Homagama
<b>BENEFICIARY</b>	The International Institute of Knowledge Management(Pvt)Ltd 423 1/D, High Level Road, Moraketiya, Pannipitiya, 10230, Sri Lanka
<b>ACCOUNT NUMBER</b>	077910146135
<b>ADDRESS OF BENEFICIARY</b>	
<b>SWIFT CODE (International)</b>	HBLILKLX
<b>BRANCH CODE</b>	077
<b>BANK CODE</b>	7083

**\*\*Note: The conference secretariat should receive the exact amount of registration fees. If not, the participant has to pay the balance due at the registration desk. Therefore, the participant has to add US\$ 5-10 for the international transaction cost. Any addition received will be reimbursed at the Registration Desk.**

Please email a scanned copy of the remittance advice to [registration@mediaconference.co](mailto:registration@mediaconference.co) as proof of payment.

**Registration Note:** One author registration can cover a maximum of one paper. Contributions will only be published at MEDCOM 2016 publications if at least one of the authors of each accepted abstract is registered before 30 March 2016. Please contact Mr. Arun for more information [arun@tiikm.com](mailto:arun@tiikm.com)