



2rd World Conference on Media and Mass Communication 2016 (MEDCOM 2016)



The 2nd Annual World Conference on Media and Mass Communication 2016 was held from the 21st – 22nd April, 2016 in Bangkok, Thailand under the theme “Technology: Its Impact on Media and the Way We Communicate.”

The 2nd Annual World Conference on Media and Mass Communication 2016 was 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 created a platform in bringing together leading researchers, educators, administrators, and scientists in the domain of interest from around the world.

The Conference witnessed a participation of 80 participants from over 20 countries across the world. The presence of academicians, researchers, education experts and professionals whose contributions paved way for solutions in the subject matter.

The Conference was chaired by Prof. Thomas G. Endres from the School of Communication, the University of Northern Colorado (USA) and the keynote forum was represented by the Conference Chair and Assoc. Prof. Dale Edwards, Journalism and Mass Communication at the University of Northern Colorado in Greeley, Colorado.

The Conference tracks were as follows;

- 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

