



ASIAN CONGRESS FOR MEDIA AND COMMUNICATION

A PROFESSIONAL ORGANIZATION OF MASS COMMUNICATION AND LANGUAGE ACADEMICS & PRACTITIONERS

M-207 Plaridel Hall, Ylanan Road, University of the Philippines Diliman, 1101 Quezon City, Philippines
university post office lock box 0388 voice and fax +63 +02 +489.0808 www.asianmediacongress.org

Media and Culture: Global Homogeneity vs. Local Identity

I. GENERAL INSTITUTIONAL BACKGROUND

The Asian Congress for Media and Communication (ACMC) is a non-stock, non-profit, Asian-wide organization, registered under the Philippine Securities and Exchange Commission. It currently has over a hundred members from various universities across Asia, from nations within the ASEAN to Sri Lanka and mainland China.

Its primary purpose is to provide an avenue for academic discourse among institutions of media and communication. However, as a by-product, members are able:

- to establish linkages and networks among institutions of media and communication in Asia;
- to update knowledge of theory and practice in the field among practitioners and in the academe;
- to provide scholarships for students, lecturers, and practitioners of media and communication; and,
- to mobilize people empowerment and participation through social responsibilities and projects

More details about the members; past activities can be found in the organization's website:
<www.asianmediacongress.org>

II. RATIONALE FOR THE CONFERENCE

Thanks to technological advancement in telecommunications --as predicted by Marshall McLuhan in the 1960s-- the world has become a global village. A McDonald's BigMac can be eaten anywhere from Beijing to Kuala Lumpur, Madonna's music is played on the streets of Manila and Hong Kong, Tommy Hilfiger is worn in Bangkok and Bali even as we all witnessed the hotel bombings on Jakarta on CNN. As we get to eat the same food, witness the same events on television and learn about the latest Parisian fashion, the role of media in disseminating cultural trends becomes apparent. But can we really say that media limits itself to merely dissemination of information? Can it also pose a danger to local cultures?

This conference aims to examine the growing role of media's cultural influence and how it can be harnessed to promote local cultures instead of only serving as a tool for global homogenization.

Sub-topics include: cultural diversity; media and gender; media and the youth; electronic media and the global village phenomenon; media and the war on terrorism; media and religion.

Objectives:

- 1.) to facilitate academic discourse in the field of media, communication, and language education;
- 2.) to review practices and issues on media and culture;
- 3.) to understand the role of the media and the academe in the creation and re-creation of texts pertaining to cultural issues;
- 4.) to further encourage the academe, the government, non-government, private sector, and the media to promote local cultures; and,
- 5.) to provide a forum for institutional research and establish linkages among participants.

III. SPONSORSHIP OPPORTUNITIES

In an effort to provide subsidies to participants from developing nations, ACMC, a not-for-profit, non-stock professional organization, solicits conference sponsorships at varying levels. We seek sponsoring organizations that support the mission of ACMC and are committed to enhancing education and culture in Asia. Sponsors may send a representative to the conference. Sponsorships are in US Dollar (US\$) and Malaysian Ringgit (RM).

Sponsorship Levels

Primary Sponsorship	<i>Quantity</i>	<i>Cost</i>
Platinum Conference Sponsor	only 1 available	US\$ 15,000
Gold Conference Sponsor	only 3 available	US\$ 8,500 each
Silver Conference Sponsor	only 5 available	US\$ 5,000 each
Supporting Sponsorship	<i>Quantity</i>	<i>Cost</i>
Conference Program		
Full page, back cover	only 1 available	RM 2, 500
Full page, inside front cover	only 1 available	RM 2, 000
Full page, inside (b/w)	multiple	RM 1,000
Half page, inside (b/w)	multiple	RM 500
Conference Pens	only 1 available	RM 750
Conference Dinner	only 1 available	RM 5,000
Conference Bags	only 1 available	RM 4,000

Conference Welcome "Ice Breaker" Reception	only 1 available	RM 2,500
Conference Mug	only 1 available	RM 2,500
Conference T-Shirts	only 1 available	RM 3,500
Conference Media (Binder/CD-ROM)	only 1 available	RM 2,500
Conference Fellowship	various available	RM 2,500
Conference Lunch	only 2 available	RM 5,000/ day
Conference Tea/Coffee	only 5 available	RM 600/ day

Sponsorship is not limited to financial support per se, but can also take the form of provision of hardware, software or any other material.

Additionally, if your company is interested in a sponsorship package not listed above, then please feel free to contact us to discuss your interests.

Please contact the ACMC Secretariat: <acmc2010@asianmediacongress.org>