

The Asian Congress for Media and Communication
2010 International Conference Malaysia

TENTATIVE PROGRAM

28 October, Thursday (1330 – 1900 hrs)

1330 - 1530 REGISTRATION

1530 - 1900 OPENING CEREMONIES

Interfaith Prayer
Malaysian National Anthem

Welcome Remarks by Prof. Rachel E. Khan, APMC President

Opening Remarks by USM Vice Chancellor (?)

Audio Visual Presentation of 2008 International Conference
Philippines

Presentation of Delegates

Introduction of Keynote Speaker 1 by Dr. Azwan Azman Azmawati

Keynote Speech 1
Prof. Abdul Rahman Embong,
President of the Malaysian Social Science Association
“Globalisation, Culture and Inequalities”

Introduction of Keynote Speaker 1 by Dr. Veronica Isla

Keynote Speech 2
Prof. Roland Kelts
University of Tokyo
“Counter-culture: from the East to the West”

Cultural Presentation by USM students

Photo Opportunities

Cocktails

DAY 2
29 October, Friday

Plenary Session

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| 0800 | Registration |
| 0850 | Introduction of Speaker 1 |
| 0900 – 0945 | Prof. Tony Wilson of the University Malaysia Sarawak and Royal Melbourne Institute of Technology
<i>“A Philosophical Psychology of Asian Media Marketing”</i>
Forum |
| 0945 | Introduction of Speaker 2 |
| 0950 – 1020 | Prof. Elena E. Pernia
<i>“ICT and the Learning Culture”</i>
Forum |
| 1020 | Introduction of Speaker 3 |
| 1025 – 1055 | Prof. Annette Willnat of the University of Maryland
<i>“The Impact of Social Networking on Global Identity in Asia”</i>
Forum |
| 1055 | Introduction of Speaker 3 |
| 1100 - 1145 | Dr. Azman Azwan Azmati
<i>“Cultivating Gender Sensitive Culture in the Malaysian Media Industry”</i>
Forum |
| 1145 – 1300 | LUNCH |
| 1300 – 1700 | Parallel Session by Research Streams |
| | <ul style="list-style-type: none">• Hall 1 Social Networking• Hall 2 Media Culture & Human Rights• Hall 3 Race, Religion and Ethnicity• Hall 4 Media and Gender |

DAY 3
30 October, Saturday

0800 Registration
0900 – 1200 **Parallel Sessions by Research Streams**

- Hall 1 Malaysian Culture and Identity
- Hall 2 Media and the Youth
- Hall 3 Global Advertising
- Hall 4 Electronic Media and the Global Village

1200 – 1300 Lunch

Closing Ceremonies – Plenary (1300 – 1500 hrs)

1300 Précis of the International Conference
Announcement of the 2012 International Conference

1330 – 1400 Responses (student)
Responses (faculty)
Responses (practitioner)

1415 Closing Remarks by Dean Adnan Hussein

1430 Distribution of Certificates

1500 - 1800 Optional Tour of Georgetown