

# **CALL FOR PAPERS**

## **The Fourth International Conference of Media Literacy: Multidisciplinary Approach of Media Literacy Research and Practice 5-6 November 2015    Hong Kong**

(DEADLINE of Abstract – 25 June 2015)

After decades of development, the research and practice of media literacy education has gradually become mature. The field of media literacy is located at the crossroad of many academic disciplines and it possesses a multidisciplinary characteristic. For both research and practice, media literacy is not restricted to be carried out in a single discipline. Media literacy attracts scholars and educators from communication studies, education, journalism, cultural studies, health communication, language, arts, new media, etc. to work in this field and establish diversified development. This conference will be held in Hong Kong Baptist University. It is hoped that, in the 21<sup>st</sup> century new media environment, outstanding scholars and educators can gather together to discuss the new developmental path of media literacy education.

### **Organizers**

School of Communication, Hong Kong Baptist University  
Institute of Communication Studies, Communication University of China

### **Objectives and Themes**

The theme of the conference is multidisciplinary approach of media literacy research and practice.

The objectives of the conference are:

1. To bring together international scholars and educators to discuss how different disciplines are contributing to the development of the field of media literacy and to put forward new idea and practice models;
2. To explore how young people deal with digital media, including their social media lives, values cultivation, media consumption, news and information searching, creative media production, online shopping, healthy eating, leisure, work and study, social participation, etc. through interdisciplinary discussion in the new age of welcoming Web3.0. In addition, to discuss the relationship between media

- literacy training and the well-being of digital generation;
3. To discuss how to bring the field of media literacy forward and review the criteria of building media literacy as an emerging academic discipline.

Specifically, topics for this conference shall include (but are not restricted to):

1. Communication and media literacy
2. Education and media literacy
3. Journalism and media literacy
4. Information science and media literacy (Media and Information Literacy)
5. Health and media literacy
6. Arts and media literacy
7. Language and media literacy
8. Technology and media literacy
9. Cultural Studies and Media Literacy

There will be several plenary sessions and two expert roundtable forums will be held during the conference. After the conference, the conference papers and the roundtable discussions will be edited for publication.

### **Plenary Speakers**

Renowned media literacy scholars in China and overseas are invited to be plenary speakers:

Professor Andrew Burn

Professor of Media Education, Department of Culture, Communication and Media  
Institute of Education, University of London, UK

Dr. Donna S.C. CHU

Associate Professor, School of Journalism and Communication  
The Chinese University of Hong Kong, HK

Professor Stephen Charles Kline

Professor, School of Communication  
(Faculty of Communication, Art and Technology)  
Simon Fraser University, Canada

Professor Ellen Seiter

Stephen K. Nenno Endowed Chair in Television Studies  
School of Cinematic Arts, University of Southern California, USA

Professor YUAN Jun  
Professor of Communication Studies  
Communication University of China, China

### **Conference Venue and Website**

The conference will be held on 5-6 November 2015 at Madam Kwok Chung Bo Fun Sports and Cultural Centre of Hong Kong Baptist University, Hong Kong. Conference information is available at [www.comm.hkbu.edu.hk/medialiteracy2015](http://www.comm.hkbu.edu.hk/medialiteracy2015). Enquiry can be directed to the conference coordinator ([comm2015@project.hkbu.edu.hk](mailto:comm2015@project.hkbu.edu.hk)).

### **Abstract Submission**

#### 1. Mainland of China

A 500-word abstract should be submitted to the email of Communication University of China ([kai61a2003@163.com](mailto:kai61a2003@163.com)) in the format of Microsoft Word or PDF. If you have any questions, please contact Professor Kai ZHANG at 8610-65783684 or 86-13520653893.

#### 2. Hong Kong and overseas

A 500-word abstract should be submitted to the email of Hong Kong Baptist University ([comm2015@project.hkbu.edu.hk](mailto:comm2015@project.hkbu.edu.hk)) in the format of Microsoft Word or PDF. If you have any questions, please contact Professor Kara Chan or Dr. Alice LEE at 852-34117488.

On the first page, please state the paper title, your name, position, institution affiliation, postal address, telephone number, fax number and email address. The submission should be accompanied by a statement indicating that the paper has not been published or presented elsewhere. The abstract should be written in English, in double line spacing and Times Roman font 12.

### **Registration and Important Dates**

Conference registration fee is USD90 / HKD700 (Half price for students). The fee includes two lunches and one dinner. For conference participants, accommodation and

transportation are self-arranged.

**Key dates:**

Deadline for submission of abstract	25 June 2015
Notification of acceptance	15 July 2015
Deadline for submission of full paper	15 September 2015
Announcement of final programme	15 October 2015

Please submit the paper to the email of Hong Kong Baptist University ([comm2015@project.hkbu.edu.hk](mailto:comm2015@project.hkbu.edu.hk)). Paper can be submitted in Chinese or English and it should not exceed 8,000 words. An English abstract must be provided during submission. Reference should be in the format of APA.

**Accommodation Recommendation**

1. NTT International House, Hong Kong Baptist University, 32 Renfrew Road, Kowloon Tong, Kowloon, Hong Kong ([http://sa.hkbu.edu.hk/ntt/ntt\\_index.php](http://sa.hkbu.edu.hk/ntt/ntt_index.php))
2. Regal Oriental Hotel, 30-38 Sa Po Road, Kowloon City, Kowloon, Hong Kong (<http://www.regalhotel.com/regal-oriental-hotel/tc/home/home.html>)

Send an email to [comm2015@project.hkbu.edu.hk](mailto:comm2015@project.hkbu.edu.hk) for accommodation booking. Conference participants are free to book other hotels on their own.

**Language**

The conference will be conducted in English except those specially arranged sessions. [Special Note: Some participants may feel free to present their papers in Chinese at the conference, but English or bi-lingual PPT is a must. Conference papers could be written in either English or Chinese. Chinese conference papers should have English abstracts.]

**General Enquiry**

For interested parties in mainland of China, please contact Professor Kai ZHANG at 8610-65783684 or 86-13520653893 or [kai61a2003@163.com](mailto:kai61a2003@163.com).

For interested parties in Hong Kong and overseas, please contact Dr. Alice LEE or Professor Kara CHAN at 852-34117488 or [comm2015@project.hkbu.edu.hk](mailto:comm2015@project.hkbu.edu.hk).