



# Call for Papers

Twelfth Annual AUSACE International Conference

## **Communication at the Crossroad of Globalization**

Hosted by Zayed University-College of Communication and Media Sciences  
and Zayed University Media Center

Dubai, 27-31 October 2007

Today we are witnessing an era of unprecedented economic, political, military, technological, and cultural interconnection. It is an era of global media marketing and global audiences, telecommunication networks, global virtual communities, worldwide financial flows, and multinational networked organizations. The development of information and communication technologies has led to new levels of interaction and interdependency of human groups and processes across all boundaries. This phenomenon is called globalization. In such a context there is a need to re-examine many assumptions about space, place, identity, and belonging, and about human social organization and human agency. Globalization calls into question our assumptions about politics, economics, culture, and communication, and it forces us to rethink the assumptions we have used to study these areas in the past.

Communication educators, students and media professionals throughout the Middle East, the United States and the rest of the world are invited to submit research papers and panel proposals for the Twelfth International Conference of the Arab-U.S. Association for Communication Educators (AUSACE). The conference is hosted by Zayed University's College of Communication and Media Sciences and the Zayed University Media Center in the UAE.

This Year's Conference theme is: **Communication at the Crossroad of Globalization**

Papers, panels, and workshops in English and/or Arabic on the conference theme are welcome as well as papers and panels on the following topics:

## **Society, Language, and Culture**

- Clash of Civilizations or Dysfunctional Dialogue
- English as a Global Language of Communication
- Freedom of Expression: Resources for Media
- Gender and Globalization: Perspectives from the Social Sciences
- Global Media as Transformation Agents
- Global Village: Technology Bridging the Digital Divide
- “Glocalization” as a Counterpoint to Globalization
- How Hollywood Re-Writes History
- Human Rights, Media Rights in the Arab World: Status Reports
- INDIE Media: the New Power
- In the Danger Zone: Women Reporters on the Beat
- Lost in Translation: Lessons from Cross-Cultural Communication
- Oral History in the Age of Globalization
- Policy Implications for a Global(ized) Media Environment
- The Gender Dimensions of Globalization
- Third World Film: The local & the Global

## **Education & Research**

- Conducting Research in the area of Communication and Media: Issues and Recommendations
- Innovations & Best Practices in Media & Communication Education
- The Future of Communication and Media Education
- Research Reports from the Middle East and Arab Diaspora

## **Advertising, PR, Marketing Communication & Management**

- Global Communications Strategy: Planning and Development
- Image vs. Reality in Media Depictions
- Issues of Management in the Global Sphere
- Managing a Global Reputation during a Crisis
- Public Diplomacy and Image Repair
- The Rise of Corporate Social Responsibility

## **Workshops**

- BizBlogs: Corporate Communication via Web-Blogs
- Creating Grass Roots Media: Podcasts, Blogs and Beyond the New Frontier
- Dealing with Disagreeing: Conflict Management Strategies
- Teaching the New Media: Examples from U.S. and Arab Universities

## **Panel suggestions**

- Arab Women in Media: Issues and Challenges
- Dealing with Censorship & Self-Censorship: Lessons from Media Professionals
- Follow-Up on Tangier Agenda for AUSACE Accreditation
- Islam’s Image Problem: What Should Muslims Do?
- Where is the Truth in Media Today?

## Deadlines and Submission Requirements

- The deadline for paper abstracts and panel and workshop proposals is **May 30, 2007**.

Completed papers for all presentations are due by **July 15, 2007**. Applicants may mail, e-mail, or fax their material in Arabic or English. **Bilingual contributors are required to send abstracts in both languages**. Applicants whose abstracts and/or proposals are approved will receive confirmation within four weeks of the deadline.

- Paper Abstracts and panel and workshop proposals should be no more than 300 words in length.
- Panel proposals should include the theme of the panel and the names and affiliations of no more than four (4) panelists.
- All session rooms will be equipped with a computer with MS Office, projector, and OHP. If you require additional equipment, please indicate your needs in your paper proposal.
- Papers should be between 3000-4000 words excluding References.
- Articles should be typed using Times New Roman, font size 12, with 1 ½ line spacing.
- If you include Tables and/or Figures, make sure they are no wider than 12 cms.
- Do not use color in Tables or Figures.
- Only use 'portrait' orientation – i.e. don't insert any pages in 'landscape' orientation.
- Remove all hyperlinks.
- Include a complete list of references using APA style as outlined in the Publications Manual of the American Psychological Association, 5th edition (2001).
- Please include on the first page your name, address, contact numbers and email address, and a 100-word biography.

**\* The intent of the Organizing Committee is to publish all of the papers that are presented in AUSACE 2007 in a book entitled “Communication at the Crossroad of Globalization,” subject to funding availability.**

### **Abstracts and papers in English should be sent to:**

Dr. Alma Kadragic

E-Mail: [Alma.Kadragic@zu.ac.ae](mailto:Alma.Kadragic@zu.ac.ae)

Fax: +9712 4079874

Postal Address: Zayed University, P.O Box: 4783, Abu Dhabi, United Arab Emirates

### **Abstracts and papers in Arabic should be sent to:**

Dr. Adel Jendli

E-Mail: [Adel.Jendli@zu.ac.ae](mailto:Adel.Jendli@zu.ac.ae)

Fax: +9714 4021016

Postal Address: Zayed University, P.O Box: 19282, Dubai, United Arab Emirates

### **N.B.**

**Full information about the conference will be available in March on the following website (currently under construction):**

<http://www.zu.ac.ae/ausace/>