



Academy of Journalism & Communication

CALL FOR PAPERS

MEDIA CONFERENCE ON CLIMATE CHANGE IN THE SUB – MEKONG REGION: FACT AND FICTION

(TRUYỀN THÔNG ĐẠI CHÚNG VỚI BIẾN ĐỔI KHÍ HẬU TẠI TIỂU VÙNG SÔNG MEKONG)

Introduction

Vietnam is one of the most adversely affected countries by climate change. Sea level rise, coupled with more severe and/or frequent occurrences of natural disasters, such as cyclonic storms, floods and droughts will negatively impact upon the socio-economic structure of Vietnam. Taken together, these serious consequences will jeopardize the Government's efforts in the cause of hunger eradication and poverty reduction, the implementation of millennium development goals, and the sustainability of the country's development.

In cognizant of these, Viet Nam's government has undertaken great efforts to cope with extreme climate change through, for example, the National Target Program to Respond to Climate Change and the Vietnam National Climate Change Strategy, which have resulted in integrating climate change responsive solutions into national socio-economic development strategies, policies and plans. Through these policies, the Government has also emphasized the significant role and responsibility of the national communications system in relation to raising public awareness and supporting actions to combat climate change.

With the grave effects and consequences from climate change that human may have to face now and in the future, the involvement of mass media on education and communication on climate change is believed to be a very important aspect of addressing climate change for all countries. With the advances in mass media reaching mass audiences, there is an opportunity for the mass media to effectively improve the public understanding and awareness of the consequences of climate change. Moreover, it also can help to create different discussion forums to distribute and discuss suitable climate change solutions in support of local communities of each country.

Naturally, the effect that mass media communications can have on the climate change debate depends on the quality of information. However, until now there has been a lack of assessment on the quality of information that has been provided by the mass media on climate change in recent years. Furthermore, mass media coverage of climate change is not simply a random amalgam of newspaper articles and television segments; rather, it is a social relationship between scientists, policy actors and the public that is mediated by such news packages. With the ambition of understanding the contribution that mass media has on the climate change debate, the AJC is undertaking research into "Mass media coverage on climate change – a case study of printed and online newspapers in Vietnam" with support from Friedrich-Ebert-Stiftung Vietnam.

As climate change is not the sole concern of one nation, but the concern of all nations, the initial results of this research will be shared and discussed at the conference titled "*Truyền thông đại chúng với biến đổi khí hậu tại tiểu vùng sông MeKong*" (*Media Conference on climate change in the Sub-Mekong region: fact and fiction*), which will be organized by the Academy of Journalism and Communication in cooperation with Friedrich-Ebert-Institute Vietnam. The conference will focus on the Mekong Sub Region, as it is an area especially vulnerable to climate change and will allow for the research to be comparative.

Objectives: *This Conference aims to:*

- Enhance effective communication about climate change;
- Strengthen research competence in climate change communication studies
- Bring together and build a shared understanding and commitment among academics, bureaucrats, media practitioners, and relevant stakeholders supporting the process of mitigation and/or adaptation to climate change.
- Support cooperative ties among actors in the Sub-Mekong region in communicating about climate change.

Duration: Two days, tentatively on 29-30 November 2012.

Venue: Reading Room, 2nd floor, Center of Documentation and Information, Academy of Journalism and Communication

Participants:

- Journalists and researchers from Vietnam and other countries in the Sub-Mekong region who will give a presentation at the conference.
- Representatives from the Central Board of Communication, Ho Chi Minh National Academy of Politics and Administration, Ministry of Information and Communication, Vietnam Association of Journalists, and so on.
- Representatives from other units within the Academy of Journalism and Communication.
- Communication Officers from international organizations in Vietnam such as the UNDP, World Bank, ADB, FAO, etc. and international and local NGOs working on environmental development

We would like to invite you to submit a paper for the Conference. Please find attached herewith the list of main themes to be discussed at the Conference for your consideration

*Note: Each presenter will have to submit a paper, not exceeding 5,000 words (Five thousand words) in length and an enclosed abstract, not exceeding 300 words. Please include a paper title, author(s) names, affiliations, contact address and e-mail. Kindly email your abstract and full paper submissions in either Word or PDF format to pho.thanh.huong@gmail.com. The deadlines for your abstract and full paper submissions are **06/11/2012** and **19/11/2012** respectively.*

LIST OF MAIN THEMES TO BE DISCUSSED AT THE CONFERENCE

“Media Conference on climate change in the Sub-Mekong region: fact and fiction”

1. Media coverage of climate change in the Sub-Mekong region
2. Mediated representation of climate change in the Sub-Mekong region
3. Link between senders and receivers of climate change information and the gap between scientists and the audience
4. New media and public perception of climate change in the Sub-Mekong region
5. National approaches to climate change communication
6. Communication and media studies: Issues, theories and methodological approaches
7. Mechanisms and institutions for communicating climate challenges and opportunities for strengthening regional cooperation
8. Other aspects related to the overall conference themes.