2019 ICA Preconference
Tuesday 19 May 2020
Green Brain, Bldg 17 Level 7 Rooms 7 and 8
RMIT University, Melbourne, Victoria
Australia
CALL FOR ABSTRACTS
Open Communication: A Trans-disciplinary Approach to Strategic Communication in the 21st Century

A UNESCO speaker at the Asian Media Information and Communication Centre (AMIC) conference postulated, "Communication has already ceded its power to data engineers and technology specialists." The purpose of this pre-conference is to interrogate that statement from a strategic communication education-practice perspective. This pre-conference will address questions, such as:

1) What are the challenges of global strategic communication education in the 21st Century?
2) In what ways is strategic communication practice shaped by artificial intelligence and highly sophisticated technology?
3) What is the nature of trust and transparency in strategic communication between humans and machines?
4) What are the limits of machine-driven strategic communication?
5) How do we develop relationships with machines and bots?
6) Is all communication strategic between humans and machines?
7) How can artificial intelligence and automation ensure ethical and responsible strategic communication?

The pre-conference will address the challenges and opportunities for trans-disciplinary education and practice in communication, specifically strategic communication that is complicated by the contemporary rise of highly sophisticated technology and artificial intelligence. Communication scholars as well as scholars from other disciplines are invited to interrogate these questions from the perspective of 21st Century trans-disciplinary education and global, outcomes-based practice.

Extended abstracts of 1500 words that respond to the above questions and themes must be submitted by 14 FEBRUARY 2020 to tsetsura@ou.edu. Spaces are limited to enable a robust discussion.

Please note the following due dates:

Abstract submission 14 February 2020 (extended due date)
Notification of outcome 1 March 2020
Full paper due (6000 words) 1 April 2020

Members of all divisions and interest groups are invited to submit abstracts, and we particularly encourage submissions from members of Instructional and Developmental Communication, Public Relations, Communication and Technology, and Human-machine Communication.

Cost: US$60. The budget for this pre-conference is based on a minimum of 25 paid registrations of US$60.00. The registration fee will pay for coffee, tea, breaks and lunch.
Organisers:

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