IAMCR 2022 Beijing pre-conference

8 July 2022

Digital Governance and Transcultural Communications: values and strategies in an era of neo-globalisation, digitalisation and platformisation

北京师范大学 新闻传播学院
SCHOOL OF JOURNALISM AND COMMUNICATION OF BNU

In partnership with

IAMCR
PUBLIC SERVICE
MEDIA POLICIES
WORKING GROUP

Call for Proposals

This preconference is organised by the School of Journalism and Communication at Beijing Normal University in partnership with the IAMCR's Public Service Media Policies Working Group.

Governance of digital and internet technologies involves a complex series of actions carried out in cross-territorial space by multiple stakeholders, transversing huge cultural, political, economic and social differences. Alongside international internet governance bodies such as ICANN, new models for governance of digital communications platforms have emerged in recent years including the European Commission's Code of Conduct on Countering Illegal Hate Speech and the Facebook Oversight Board. However, at the moment, there is an absence of a single international standard setting body for digital communications or a unified framework for governing digital public goods. Competition and contests over issues like privacy, data colonialism, cybersecurity and access to internet infrastructure have exacerbated trade, economic and political tensions, and have also significantly affected transborder and transcultural communication flows.

This one-day hybrid preconference aims to explore policy and governance strategies emerging from the development and use of digital communications technologies and their impacts on transcultural communications, with a focus on the themes of neo-globalization, digitalisation and platformisation.

It seeks to address some fundamental questions that may help in strengthening digital governance approaches and facilitating safe, productive and inclusive transcultural communications:

- What are the critical contests around digital governance of transnational and transcultural communications platforms? How do they exemplify difference in values and ethics between key stakeholders?
- What are the crucial components of digital governance strategies, and how are these evolving in light of platformisation?
- How can existing institutional, and largely national, models of communications governance adapt to this new context? To what extent are new, international models of governance addressing transcultural communications?
- What are the best practice examples of new digital governance modalities working in the public interest? How might these benefit public institutions, such as public service media?

The preconference will consist of a keynote speech and four panels, drawing on speakers from both inside and outside China, from developed and developing countries. These panels will include discussions on:

- Digital governance of the metaverse
- Governance of digital communications market access, standards and structures
- Governance strategies for safe, inclusive digital transcultural communications
- Digital governance and public service media in an era of platformisation

We invite submissions of proposals that fall into any of the above four categories. Abstracts between 300 and 500 words are requested and must be submitted via emails to Dr. Rui

Wang at wrui@bnu.edu.cn or Dr. Yik Chan Chin at yik-chan.chin@bnu.edu.cn. The deadline for submission of proposals is 10 March, 2022, at 23.59 UTC.

We intend to publish a special issue in an English journal based on the selected papers from this preconference.

The conference will be in hybrid online and in person mode, with locations in the XJTLU, Suzhou, China and the University of Sydney, Australia.

Registration is free, and will open online on 1st March, 2022.