



# THE 12TH ANNUAL EAST AFRICAN COMMUNICATION ASSOCIATION (EACA) CONFERENCE 2022

MEDIA



Hosted by  
**LIGHT UNIVERSITY  
OF  
BUJUMBURA**



Bujumbura, BURUNDI  
**29 - 30 - 31  
AUGUST  
2022**

**EACA  
2022**

COMMUNICATION

Media and Communication: opportunities, lessons learned, and challenges for innovation technology during coronavirus pandemic



## **Introduction**

The East African Communication Association (EACA) was established in 2011. It serves as a platform for media and communication researchers, scholars, academicians, policy makers, regulators and media & communication practitioners (communication practitioners, journalists and editors) in the East African Community (EAC) and beyond, to share research findings in these fields and to chart ways of improving the field and the industry.

## **Objectives of the Association**

EACA aims at:

Building networks and harnessing synergies towards building capacity for changing media and communication environments in the region and in Africa as a whole. This enables the members to share ongoing and published work on the media and communication industries in East Africa.

EACA membership has mainly been drawn from universities in East Africa but the association is open to membership from and collaboration with journalism/media and communication scholars and practitioners from different parts of Africa, Europe and the United States.

## **Key activities**

EACA has so far positioned itself by two major activities: The Annual conferences and a peer-reviewed journal, the *African Journal of Communication (AJC)*. The journal solicits submission throughout the year and targets annual production.

The EACA conference is an annual event that attracts media and communication scholars, educators, trainers, researchers and practitioners from East Africa, Africa and beyond to deliberate on issues related to media practice, scholarship and development. Since its inception the association has held 10 annual conferences in East Africa as follows:

- 2011 : in Kenya hosted by Multimedia University, Nairobi;
- 2012 : in Kenya hosted by Daystar University, Nairobi;
- 2013 : in Tanzania hosted by St. Augustine University, Mwanza;
- 2014 : in Uganda hosted by Uganda Christian University, Mukono;
- 2015 : in Kenya hosted by Nairobi University; Nairobi and

- 2016: in Uganda co-hosted by Makerere University, Kampala and Uganda Christian University, Mukono.
- 2017 : in Rwanda co-hosted by the School of Journalism and Communication, University of Rwanda, in Conjunction with the Fojo Media Institute, Linnaeus University, Sweden.
- 2018: In Burundi hosted by Université Lumière de Bujumbura (Bujumbura Light University)
- 2019: The Aga Khan – Graduate School of Media and Communication
- 2021: Uganda by Uganda Christian University

### **EACA Annual Conference 2022 – Bujumbura, Burundi**

The 12<sup>th</sup> Annual EACA conference will be held in Bujumbura city, Burundi, from 29 to 31 August 2022 under the theme: *Media and Communication: opportunities, lessons and challenges for innovation technology during corona pandemic.*

The conference will be hosted by the Université Lumière de Bujumbura (Bujumbura Light University) in Burundi. It will be in collaboration with the Ministry of communication, Technologies and Media as well the Public University, University of Burundi and two private universities, Hope Africa University and Lac Tanganyika University. These are universities, which have media and communication programs.

The country presents an excellent and hospitable environment, for the conference. It is also popular for its peoples' kindness, all assets for Burundi to host this conference.

### **The main objective of the EACA conference 2022**

The main objective of this conference is to create a platform for scholars, students, communication experts, media professionals and other stakeholders to reflect on lessons, opportunities and challenges for innovation technology during coronavirus pandemic. More than ever, coronavirus has accelerated the use of technology by media and communication practitioners. While some have appreciated the role of media and communication during corona pandemic as they kept people informed on the state of coronavirus and recommended behaviors, others have a different opinion. There are some who think that media and communication have misinformed by exaggerating some facts. In this context, researchers, practitioners and other stakeholders will, therefore, have a unique opportunity to share experiences, reflect on ways forward seeing that

corona is still a reality in East Africa, Africa and the World. Therefore, it is essential to evaluate and reflect on the lessons that can help to strive better when other variants appear as well as other emergent crises that have immediate effect on media and communication sector.

### **Specific objectives**

- 1) To establish trends, opportunities and challenges vis-à-vis innovation and technology in media and communication sector
- 2) Serve both as a basis of knowledge and data,
- 3) Lay the groundwork for advocacy for innovation technology in general but media and communication in particular
- 4) Build capacity and strengthen debate
- 5) To establish synergies and networks between researchers from different parts of the world, practitioners and other stakeholders for innovation technology
- 6) To examine how media and communications schools are integrating innovation technology in their learning programs

### **Output**

It is anticipated that the conference will generate a variety of analytical papers and presentations in relation to the theme and sub-theme. All papers presented at the conference will be summarized in a conference report and posted on the Université Lumière de Bujumbura (Light University of Bujumbura) & EACA online platforms. Following EACA culture, authors of several presentations will be encouraged to transform their papers into articles and publish them in peer reviewed regional and international journals including *African Journal of Communication*. In addition, the conference should stimulate public debate and discussion on the role of innovation technology during corona pandemic in media and communication sector.

### **Expected Impact**

The conference is expected to tackle the current debate related to the role of innovation technology in media and communication field. The findings, analyses and debates are expected to boost reforms and practices media and communication because of innovation technology. Equally important, it is expected that the ties established by researchers, practitioners and other stakeholders during the conference will continue in various ways of collaboration.

## CALL FOR ABSTRACTS

### Sub-themes

Abstracts are invited in any of the following or related thematic areas:

- Media and communication: Innovation technology opportunities during corona pandemic
- Media and communication: Innovation technology challenges during corona pandemic
- Corporate communication and digital communication
- Digital communication policies in EAC and the World
- Social media use in organizational communication
- Impact of social media use in health communication
- Innovation technologies challenges in media and communication
- Social media role during corona pandemic
- Digital communication in government and public service communication
- Crisis communication and innovation technology
- ICT and citizen participation
- ICT and e-democracy
- ICT and e-governance
- Feminism and media-communication: opportunities and barriers
- Intercultural communication in digital era
- Rhetoric and digital communication
- Political communication and use of social media
- Gender and digital communication
- Digital communication and media & communication studies
- Media and communication ethics with digital communication
- Financial communication
- Media and climate change
- Communication and climate change
- Social media and gender-based violence

- Media and sport
- Digital communication and advertisement
- Communication for development and social change
- Communication for development and sustainable development goals
- Communication for development and digital communication
- Behavior change communication and gender-based violence

*Any other paper related to media, communication and innovation technology is welcome.*

### **Guidelines for Submission**

Prospective delegates and authors should submit abstracts of not more than 300 words to Mrs Eddyne YAMUREMYE, the Convener at [eaca2022burundi@gmail.com](mailto:eaca2022burundi@gmail.com). Kindly submit your abstracts as an attachment in word format clearly indicating the title of the paper, the author(s) and contact details (institutional affiliation, email address and phone contacts). Also, include a mugshot (passport photo) and short biography/biographies of the author(s).

### **Guidelines for submission of full papers**

Full papers may be submitted in soft copy following the same format as the abstract. Papers should be between 6000 and 8000 words. Submit to Mrs Eddyne YAMUREMYE, the Convener at [eaca2022burundi@gmail.com](mailto:eaca2022burundi@gmail.com).

Send your inquiries on the conference on the same addresses.

Please note that while submission of a full paper before the conference is highly recommended, it is NOT a pre-requisite for participation in the conference.

### **Key Dates:**

- Abstract submission deadline: 15 April 2022
- Notification of abstract acceptance: 05 May 2022

- Delegates registration commences May 1st and continues to 28th August, 2022
- Conference dates: 29-30-31 August, 2022

### **Conference Registration Fees (Separate from membership fees)**

- Membership: \$30
- Registered EACA members: \$30
- Non-EACA members: \$ 35
- Corporate (10 members at the minimum): \$25 for each member
- Students: \$25

### **Technical Information**

The conference will be held at Light University's Campus in Bujumbura. All registered delegates will be given further logistical information for accommodation, transport and meals.

- Transport: Rwanda Air, Kenya Airways, Ethiopian Airlines, and Brussels Airlines are the recommended airline companies into Burundi.
- East African and Burundi residents can travel by road using bus services from the major towns of Bujumbura, Nairobi, Kampala, Der-es-Salaam, and Kigali, etc.
- Visa: East African citizens do not require visas to Burundi.
- Visa: All international participants can get their visa at the airport.
- An invitation letter will be issued to all participants for administrative purposes.
- Accommodation: The local committee will negotiate rates and these could range from between US \$30 to US \$150.
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### **EACA: Membership and Benefits**

Delegates may enroll immediately to become members of EACA at an annual fee of US \$20 for students and US \$35 for others. Membership benefits include connection to a wide and diverse network of scholars, mentoring and peer review opportunities on EACA journals.

### **Sponsorship**

If you wish to sponsor or to volunteer in the EACA 2022 conference, please contact the conference convener, Mrs Eddyne YAMUREMYE, the Convener at [eaca2022burundi@gmail.com](mailto:eaca2022burundi@gmail.com).

East African Communication Association: <https://www.eastafrica-ca.org/>

Light University of Bujumbura: <http://www.ulbu.bi/>

**We wish you warm welcome.**