



## THE 15<sup>TH</sup> EAST AFRICAN COMMUNICATION ASSOCIATION (EACA) CONFERENCE 2025

**THEME:** Media and Communication in Africa's Integration

**HOST:** School of Journalism and Communication (SJC)  
Addis Ababa University, Addis Ababa/Ethiopia

**DATES:** August 27-29/2025

### BACKGROUND

The East African Communication Association (EACA) was established in 2011 by members largely drawn from Universities and Media & Communication Organizations in East African countries, such as Kenya, Tanzania, Uganda, Rwanda and Burundi. In spite of this, the Association takes pride in drawing members from all over the world because it is open to academics, researchers, and other pertinent organizations from all over the world.

The Association brings together media and communication scholars (including researchers, educators and students), practitioners, policy-makers and regulators and other professionals with an interest in media and communication fields from Eastern Africa and other parts of the world.

EACA aims at building and fostering networks and harnessing collective potentials towards building capacity for changing media and communication environments in Africa as well as sharing published and ongoing research work on Media and Communication in East Africa and beyond.

For more information, please visit the following websites: [www.aau.edu.et](http://www.aau.edu.et) or [www.eastafrica-ca.org](http://www.eastafrica-ca.org) or <https://eaca2025.wordpress.com>. Alternatively, you may contact the Convener, Dr Agaredech Jemaneh through mobile number +251911243011 (also available on WhatsApp) or Email [agaredech.jemaneh@aau.edu.et](mailto:agaredech.jemaneh@aau.edu.et)



EACA undertakes two (among others) major activities: holding annual conference and publishing *African Journal of Communication*. The EACA conference is held annually in a selected East (and now Eastern) African nation. The annual conference brings together media and communication scholars, educators, researchers, trainers, and practitioners from Africa and beyond, to deliberate on emerging issues related to innovation, practice, scholarship and development in media and communication field. Since its inception, EACA has held 14 Annual conferences in East Africa, and now awarded Addis Ababa University with the opportunity to host the 15<sup>th</sup> Annual conference in August 2025.

### **EACA OBJECTIVES**

- To promote Communication Studies as an academic discipline in East Africa.
- To provide a forum where scholars, researchers, and others involved in communication studies. and practice can meet and exchange information and ideas about their work.
- To promote the study, criticism, research, teaching, and application of the creative, professional and scientific principles of communication.
- To strive to improve communication research, policy, and practice.
- To contribute, using appropriate research and critical scholarship, to the development and improvement of the education and training of communication professionals.

### **EACA 2025 ANNUAL CONFERENCE**

For the first time in the history of the association, Ethiopia will hold the 15th EACA Annual Conference to be hosted by Addis Ababa University, under the School of Journalism and Communication (SJC), from 27<sup>th</sup> to 29<sup>th</sup> August, 2025 in Addis Ababa. Ethiopia is well known as the linchpin of Africa, and Addis Ababa- its capital- is not only the seat of Continental organizations, such as the *African Union (AU)* and *Economic Commission for Africa (ECA)* but also the *de facto* capital of Africa as well as one of the major diplomatic centers or hubs of the world. With such a background, one would expect mature, robust, well-developed and professional media and communication ecosystem. Contrary to such an expectation, however, the nation's media and communication field and/or sector, owing to various factors, is at



infancy and it leaves us much to be desired. The drive and motivation to host the upcoming Annual conference partly emanates from the recognition of such unflattering state of affairs of the field and/or the sector and the desire to improve the status quo.

## **OBJECTIVES OF EACA 2025 ANNUAL CONFERENCE**

In keeping with EACA's overarching goal, the 15th Annual Conference has the following objectives:

- To create a setting for networking and foster collaboration among likeminded scholars and professionals and make effective use of our collective potential.
- To enhance capacity for evolving media and communication environments in Ethiopia and Africa.
- To share published and ongoing research work on Media and Communication that could inform media and communication education, scholarship, professional and/or industry practice, and government policy in Ethiopia, Africa and beyond.

## **THE 2025 HOST: SJC/AAU**

The 70-year old, Addis Ababa University was granted academic and administrative autonomy on August 4, 2023, upon the ratification of a state statute by the Ethiopian Council of Ministers. Since the passing of this historic proclamation, the Institution has implemented several changes in line with its new vision, purpose, and guiding principles. The AAU's new strategic plan has eight core areas presented as themes. Under Strategic theme 7 of the plan: **Partnership and Internationalization**, the university's goal is indicated as "Advancing transformative partnerships and excelling international engagements with strategic initiatives that include "Promoting networking with local and African research universities." The new strategic plan further notes initiatives establishing "new intensive research cooperation with regional and global universities" and promoting "regional visibility and market AAU's products, services and business...".

The School of Journalism and Communication (established in 1996) under the College of Humanities, Language Studies, Journalism and Communication, as an important unit of the University is guided by the University's strategic plan, goals, and objectives and indicated initiatives. The initiatives it takes are informed by the University's vision to become a leading research institution in Africa, addressing national needs and responding to global developments.



## CONTEXT OF THE CONFERENCE

The “Media and Communication in Africa’s Integration” theme captures the heartbeat of the Continent and its media landscape. The theme is timely because the media ecology and the socio-economic situation in Africa is changing rapidly. Thus, the media and communication experts, researchers and academicians are duty-bound in working together to help contribute in the Continent’s endeavors in the following areas:

**Climate change communication:** Climate change communication is a vital issue in contemporary Africa due to the continent’s heightened vulnerability to climate impacts, limited adaptive capacity, and the urgent need for widespread awareness and action. The intersection is critical as the continent is disproportionately affected by climate change and low awareness across populations. Climate change communication is not just about sharing information—it is about building a continent-wide movement to safeguard Africa’s future amidst a rapidly changing climate.

**Digital transformation of the media ecology:** It is no brainer that the conventional media is being challenged by the new media as technological advancement in the communication field poses a serious challenge to content producers, audiences and practitioners alike. Nowadays, individuals have become content producers, creating what is referred to as epistemic paradox where the conventional way of filtering information and enforcing professional journalistic gatekeeping is seriously challenged. And such regional conference will be an important site for evaluating the state of the African media in coping with such digital transformation.

**Establishment and fostering of a growing economic union:** The conference can play a pivotal role in strengthening economic and fraternal ties between African nations. To this end, the conference will be instrumental in building and fostering networks and harnessing collective potentials towards building capacity in media and communication so as to strengthen and speed up the economic integration of the Continent.

**Maintenance of cultural diplomacy:** The basic goal of states is to preserve their political independence, which allows them to continue playing vital roles in international affairs such as higher education, research and technology, and tourism. Therefore, it is possible to view international scientific conferences as tools of foreign policy in the field of cultural diplomacy.

**Promotion of regional integrations within the Continent:** Since universities often function within the context of advancing national interest as a driver of foreign policy, it is crucial



that international conferences are envisioned and used as tools of cultural diplomacy, which is a foreign policy strategy in and of itself.

***Realization of economic transformation that would ensure sustainable development:***

Poverty, conflict and migration are among critical challenges the African youth face. And African states are grappling with addressing such challenges through the creation of job opportunities and improving of livelihoods of citizens. However, such endeavors are often overshadowed by the spread and influence of misinformation, disinformation, malinformation and deep fakes; and the youth often fall prey to such information disorder and become susceptible to easily losing hope in the continents future. The Conference is an important venue for seeking the way-out for such challenges.

In general, it is expected that the Conference will be truly regional with a good mix of speakers and, importantly, participants from across the region and beyond.

## **SUB-THEMES**

The conference will address the following sub-themes:

1. Developments in Artificial Intelligence (AI) and their Impact on Media and Communication.
2. Information Disorder, War and Conflict Reporting in the Digital Age.
3. Media Laws and Regulatory Frameworks and Regimes in Sub-Saharan Africa.
4. Media, Democracy and Elections.
5. Intercultural/Cross Cultural Communication for Regional Understanding.
6. Journalism and Communication Practice and Education in the Global South.
7. Media Innovations and Sustainability in the Digital Age and in General.
8. Media Diversity and Pluralism in Sub-Saharan Africa.
9. Media and Information Literacy in the Age of Artificial Intelligence.
10. Journalism in Promoting Tourism, Countering Climate Change & Protecting the Environment.
11. Gender and Participatory Equity in the African Media Ecosystem.
12. Public Relations & Strategic Communication in the Digital Age.
13. Safety and Security of Journalists in the Global South.
14. Environment and Climate Change Journalism and Communication.
15. Media and Communication Education in the Digital Era.



## OUTPUTS OF THE CONFERENCE

- Abstracts will be published online and in hard copies.
- Presentations.
- Conference report.
- Special edition of EACA journal.

## EXPECTED OUTCOMES OF THE CONFERENCE

- Strong collaboration between African universities.
- Strong collaboration between academicians and researchers of the continent and the globe.
- Experience sharing.

## SUBMISSION GUIDELINE

- Abstracts should be no more than 300 words and include the title, author(s), affiliation, and contact information.
- Clearly indicate the chosen conference sub-theme.
- Include a brief biography (50 words) and contact information.
- Submissions should be sent to **[eaca2025@aau.edu.et](mailto:eaca2025@aau.edu.et)**

### IMPORTANT DATES

**Deadline to submit an abstract:** April 15, 2025

**Acceptance Notification:** May 15, 2025

**Submission of the full paper:** July 30, 2025

**Conference Dates:** August 27<sup>th</sup>– 29<sup>th</sup>, 2025

**Optional Tour/Travel:** August 30, 2025



## KEYNOTE SPEAKERS AND PANELISTS

We hope to have esteemed academics and business leaders as keynote speakers where they would offer their perspectives on relevant aspects of the conference and spark stimulating conversations. In the meantime, we ask professionals to suggest panel discussions that explore particular communication issues, patterns, or problems that are pertinent to the global setting. Panels should encourage lively discussions and give conference goers insightful information.

## FEE PAYMENT DETAILS

Conference and membership fees might be paid upon arrival at the conference venue, or in advance through the following EACA and AAU account details:

CONFERENCE REGISTRATION FEE	FEE PAYMENTS DETAILS	
	Membership fee	Conference fee
<b>Students:</b> 25 USD <b>EACA Members:</b> 30 USD <b>EACA Annual membership fee:</b> 30 USD <b>Non-EACA Members:</b> 65 USD <i>(including membership fee)</i>	<b>Account Name:</b> East African Communication Association <b>Bank:</b> Kenya Commercial Bank (KCB) <b>Branch:</b> Village Market <b>Account Number:</b> 1134186622 <b>Swift Code:</b> KCBLKENX <i>Alternatively, you may pay through Safaricom (Kenya): M-Pesa Pay bill no. 522522</i>	<b>Account Name:</b> Addis Ababa University Research Grant Account <b>Account Number:</b> 0100171300044 <b>Currency:</b> USD <b>Swift Code:</b> NBETETAA NBE CORRESPONENT BANK-City Bank N.Y. CITIUS 33

## EACA MEMBERSHIP BENEFITS

1. Opportunities for increased academic and professional networks.
2. Accreditation to a professional body.
3. Legibility to vote and be voted into the EACA Executive Board.
4. Legibility to convene the Annual Conference.
5. A certificate of participation in EACA Annual Conferences.
6. Links to jobs, research, scholarships, and publication opportunities.
7. Mentorship opportunities.