

27-28 March 2026

3rd International Symposium on Emerging Media for Communicating SDGs

Call for Papers

I. Background

To promote academic collaboration and strengthen peer networks among emerging scholars, four leading Asian institutions—the Institute of Communication Studies at Taiwan Yang Ming Chiao Tung University, the School of Media and Communication at Shanghai Jiao Tong University, the School of Communication at Hong Kong Baptist University, and the Department of Communications and New Media at the National University of Singapore—have jointly established a four-year rotational system for hosting this symposium. This year, the symposium is proudly hosted by **the School of Communication at Hong Kong Baptist University**, providing faculty and students with valuable opportunities to present their latest research and receive constructive feedback. The symposium also welcomes open submissions and features keynote addresses by renowned international scholars and industry professionals. Through this collaborative initiative, we aspire to bring together scholars, industry experts, and graduate students to engage in dialogue on pressing societal challenges, fostering discussions that drive knowledge dissemination, and support sustainable social development.

II. Conference Theme

Amid rapid technological change and global challenges, the United Nations' Sustainable Development Goals (SDGs) offer a comprehensive roadmap for tackling some of society's most pressing issues, including the promotion of well-being, climate action, and responsible consumption and production. With 17 core objectives, the SDGs aim to build a more sustainable and inclusive future for all. Specifically, these objectives focus on:

- No Poverty
- Good Health and Well-being
- Zero Hunger
- Quality Education

- Gender Equality
- Clean Water and Sanitation
- Affordable and Clean Energy
- Decent Work and Economic Growth
- Industry, Innovation, and Infrastructure
- Reduced Inequalities
- Sustainable Cities and Communities
- Responsible Consumption and Production
- Climate Action
- Life Below Water
- Life on Land
- Peace, Justice, and Strong Institutions
- Partnerships for the Goals

Emerging media—including artificial intelligence, digital platforms, immersive technologies, and social media—plays a pivotal role in realizing these objectives. By democratizing access to information, fostering cross-sector collaboration, and amplifying marginalized voices, innovative communication technologies empower communities and accelerate progress toward sustainability. However, these technologies also present inherent and structural limitations that require careful examination.

In this spirit, we invite submissions for papers that explore both the transformative potential and limitations of emerging media in advancing and achieving **at least one** SDG initiative. Topics may include, but are not limited to, the following areas:

1. How emerging media and new communication technologies reflect and represent the current state of SDGs at the individual or societal level.
2. How emerging media and new communication technologies influence the knowledge and implementation of SDGs at the individual or societal level.
3. How governments, businesses, or organizations design and use emerging media and new communication technologies to advance SDGs.
4. New paradigms of intelligent media ecosystems and human-machine collaboration in SDG communication.
5. Other issues related to emerging media, new communication technologies, and their role in supporting the SDGs.

III. Best Student Paper Award

We are pleased to announce a *Best Student Paper Competition* as part of this conference, with first, second, and third prizes to recognize outstanding student research. Eligibility is

limited to papers first-authored by a student, provided the work reflects the student's primary contribution. To be considered, please indicate eligibility at submission. If selected, the first author is expected to present the paper at the symposium. The winner(s) will be formally awarded a certificate and monetary price at the symposium.

IV. Submission Guidelines

1. Only full-length paper and extended abstract submissions will be considered for acceptance.
2. Submissions must be original research work that has not been accepted or published by any other academic conference or journal.
3. Language: Chinese (Simplified or Traditional) or English.
4. Word Limit:
 - a. Extended abstract: Chinese abstracts should be between 1,200 and 2,400 words, while English abstracts should range from 850 to 1,500 words. References are not included in the word count.
 - b. Full-length article: Chinese manuscripts, including the abstract and references, should not exceed 15,000 words. English manuscripts, including the abstract and references, should not exceed 9,000 words.
5. Citation Format: For Chinese submissions, please refer to the format of the journal, *Communication and Society*; for English submissions, please refer to the APA 7th format.
6. Please provide up to six keywords, including relevant SDG objectives addressed in the paper, and the total word count at the end of the file.
7. Submissions should be in PDF or WORD format.
8. Submission site: <https://www.scholarbay.cn/activityDetail?id=16>

V. Publishing Plan

Authors with high-quality submissions will be invited to revise or expand their work into full-length research articles for consideration of publishing in *Communication and Society*, *Emerging Media*, or as a chapter in a designated edited book.

VI. Important Dates

- Submission Open: 1 December 2025
- Submission Close: 31 January 2026

- Decision Announced: 28 February 2026
- Symposium: 27-28 March 2026
- Cultural Tours: 29 March 2026

VII. Other Information

No registration fee is required.

For any submission-related inquiries, please contact Ms. Yajing LU at hkbusdgs2026@gmail.com.