



INTERNATIONAL ONLINE CONFERENCE

Artificial Intelligence in the Global South: Transformations, Innovations, and Challenges in Communication

Date: **November 15 and 16, 2024**

Introduction

Artificial Intelligence (AI) is reshaping the media and communication landscape globally, with significant implications for content creation, distribution, consumption, and audience engagement. However, the adoption and impact of AI technologies vary significantly across different regions. The Global South countries, comprising nations in Africa, Asia, Latin America, and the Caribbean, face unique challenges and opportunities in harnessing AI for development, given the diverse cultural, linguistic, and socio-economic contexts. This conference organised by GCRA aims to bring together scholars, practitioners, policymakers, and industry experts to explore the role of AI in the Global South media and communication sectors, to examine the challenges and opportunities, and to foster collaboration among researchers, practitioners, policymakers, and industry experts.

GCRA aims:

The Global Communication Research Association (GCRA) seeks to provide a forum for those scholars and practitioners to be a part of the global communication community scholars able to express their research interests and represent issues.

GCRA'S Vision

Be a forum and an organization pursuing media, communication, publication and

technological and virtual inclusion, particularly reaching out to underrepresented areas of all five continents.

GCRA'S Mission

Carry out actions regarding communication and media research, diffusion of knowledge and innovation within an inclusive population framework, prioritizing the less advantaged geographical and professional contexts through in specific fields.

The first objective of the GCRA reads: "Be a forum to pursue the exchange among civilizations with participation of researchers and professionals from all areas of communication including journalism, broadcasting, public relations, advertising, public opinion, digital communication, the extension fields and communication related areas."

Conference Theme and Objectives:

The theme of the conference is "Artificial Intelligence in the Global South: Transformations, Innovations, and Challenges in Communication". The conference will focus on the following objectives:

- Examine the current state of AI adoption and its impact on society, economy, media, communication and governance in Global South and underrepresented developing countries.
- Identify the key challenges and opportunities in AI development and



INTERNATIONAL ONLINE CONFERENCE

Artificial Intelligence in the Global South: Transformations, Innovations, and Challenges in Communication

deployment in Global South and underrepresented countries.

- Explore innovative AI applications and solutions that address the needs and priorities of the media among Global South communities and underrepresented groups.
- Discuss ethical, legal, and regulatory considerations in AI development and deployment in the Global South and underrepresented areas.
- Foster collaboration and knowledge exchange among researchers, practitioners, policymakers, and industry experts working on AI in the Global South and other underrepresented regions.

Conference Structure and Activities:

The conference welcomes experts and scholars from the world, especially from Global South countries, as well as media and communications professionals to showcase their research, projects, and initiatives through paper presentations, poster sessions, and demo sessions.

Expected Outcomes:

The conference aims to achieve the following outcomes:

- Generate new knowledge and insights on AI in the Global South.
- Build a network of researchers, practitioners, policymakers, and industry experts working on AI in the Global South.

- Identify opportunities for collaboration and partnership in AI development and deployment in the Global South.
- Develop a roadmap for inclusive and sustainable AI adoption in Global South and underrepresented developing countries.

Who Should Attend?

The conference is open to researchers, practitioners, policymakers, industry experts, and other stakeholders interested in AI in the Global South. We particularly encourage participation from Global South countries as well as underrepresented communities in the AI sector.

Themes:

We invite submissions on, but not limited to, the following topics:

- **AI and journalism:** automation, data-driven storytelling, and newsroom workflows
- **AI and audience engagement:** chatbots, recommendation systems, and social media analytics
- **AI and media regulation:** privacy, fairness, and accountability
- **AI and media literacy:** digital literacy, media literacy, and AI literacy
- **AI and communication education**
- **AI and Traditional Knowledge Systems**



*INTERNATIONAL ONLINE CONFERENCE
Artificial Intelligence in the Global South:
Transformations, Innovations, and Challenges in
Communication*

Partners with GCRA:

Universidad de la Integración de las Américas (UNIDA), Paraguay

Centre for Multidisciplinary Development Research, Dharwad, India

University Department of Extensión & Communicaiton, SNDT Women's University, Mumbai, India

Department of Media Sciences, Anna University, Chennai, India

School of Multimedia Technology and Communication, Universiti Utara, Malaysia

School of Communication, Daystar University, Kenya

Submission type:

Full papers (research papers with conceptual or empirical approaches, methodological reflections as well as industrial comments or reflections)

Extended abstracts (500-1000 words)

Abstract (200-350 words)

Submit Abstract here:

<https://forms.gle/1LzXAzPyg8yZ5edD6>

Submission due: July 31, 2024

Acceptance notification: August 15, 2024

Conference registration fee:

Rs. 800 or US\$ 10

Global Communication Research Association
Canara Bank, Anna University, Chennai-600025, India
Account No: 110028050208
IFSC: CNRB0008456
MICR Code: 600015093

GCRA website:

[Global Communication Research Association \(GCRA\) | Home](#)

Enquiries:

Email to: gcrconference@gmail.com
Prof. Diosnel Centurion
leosoid@gmail.com WhatsApp: +595 981 122452
Dr. Mei Li misslimeimay@gmail.com
Prof. Mira K. Desai
Prof. I. Arul Aram arulram@yahoo.com
+919789072466
Prof. Basavaprabhu jirli.bjirli@gmail.com
Dr. S. Hemamalini
malinihemavc@gmail.com
+919790717343

Organizing Committee:

Call for papers: Dr. Mei Li
Scheduling: Dr. Twediana Hapsari
Organizer: Dr. Basavaprabhu Jirli
Overall organization: Prof. Diosnel Centurion
Collection of papers: Dr. Mohammad Shaid Ullah
Abstract organizers: Dr. Suhaini Muda, Prof. Levi Obonyo
Administration: Prof. I. Arul Aram