

The International Conference on Information and Communication for Development

‘Towards a Purposeful and Responsible Mass Media for Building the individual and Society’

The recent literature and studies show that mass media has been achieving a continuous development in terms of means and messages. It has become a human social need which provides individuals and societies with adequate information on the current issues around us. Despite the question of which one is leading the other, mass media or society, we believe that mass media contributes to the development of the individual and society which are facing political, cultural, social, and economic conditions and challenges.

Mass media players have a double responsibility in relation to the continuity of development because they are both responsible for keeping this continuity through putting in place appropriate policies, strategies and plans.

Societies suffer from serious issues that hinder the existence of a harmonious integration between materialism and spirituality. The former represents a negative manifestation of the human dignity who lacks the basic needs of life. Therefore, mass media should be responsible for raising awareness among the public on the issues of poverty, hunger, disease and famine that require economic development and progress in order to raise the standard of living. While the latter goes further to represent unethical outcomes which focus on teaching the individuals some misconceptions such as neutrality, egoism, self-interest, and deviation from the source.

In relation to this, it has become necessary to invite all the concerned parties including traditional and modern mass media institutions to use information for the public interest including political, economic, cultural, social and educational development. Therefore, this conference is designed to support this positive orientation to create strong, responsible, and purposeful media whose

main concern is to enhance the positive values within the framework of development.

Objectives:

- To ensure that development is a continuous processes that should be covered by all kinds of mass media.
- To study the elements of information and communication process and their role in supporting development in accordance with the manner wherein each element functions.
- To explain the functions and objectives of traditional and modern mass media to support development.
- To develop media plans and strategies to improve the quality of human, society, and civilization in order to achieve a sustainable development.
- To observe the active role of mass media through its different traditional and modern means in the field of development.

Themes of the Conference

- Concept and approaches (information and communication, modern mass media, ICT, Information community, information development, information responsibility)
- Contributions of traditional and modern mass media in community development
- Responsibility of traditional and modernmass media in community development
- Challenges of responsiblemass media in community development
- Development programs in traditional and modern mass media
- Strategies of mass media in building up a developed society.
- Assessment of studies and research in ‘mass media and development’