

CALL FOR PAPERS FOR THE 2016 Philippines Communication Society (PCS) Review

The PCS Review, peer-reviewed research journal of Philippines Communication Society (PCS), makes this Call for Papers on the theme “STRATEGIC COMMUNICATION IN ADVANCING PUBLIC POLICY, NATIONAL DEVELOPMENT, AND SOCIAL TRANSFORMATION.”

The PCS is affiliated with the Philippine Social Science Council (PSSC) representing the communication sector. PCS is the biggest organization of communication researchers, scholars, and professionals from the academe, government, and industry engaged in the promotion of communication as a social science discipline. The PSSC is a private, non-stock, non-profit organization of professional social science associations and social science research and instructional institutions in the Philippines.

Public information in the Philippines has come of age. The landscape has now changed to public communication to make it more interactive and adopt a two-way approach. New communication strategies have become more audience-focused and need-driven, instead of fund and project-driven. Public offices in government have also realized the importance of feedback from and exchanges with the people, which provide the contexts for developing new programs and refining existing strategies.

Most of government and non-government institutions have started using social media, mobile media, and other similar technologies to gain interest and elicit participation from the public in their programs. Likewise, most information offices have made their programs more strategic to ensure their alignment with institutional and national development goals. Thus, this particular issue is a response to the need for research-based new models, new strategies, and new tools in public communication.

Sub-themes may include but not limited to:

- Use of communication channels to move or influence public policy
- Changing shifts of power centers in the engagement of media, government, and business
- Role of public relations professionals in advancing public policy
- Stakeholder advocacy to generate support
- Role of social media in public participation, education, and awareness
- Communication planning in government
- Social mobilization and community engagement
- Public service broadcasting
- Social and behavior change communication

- Public service
- Gender and strategic communication
- Public health communication

Extended Deadline of Submission of full papers: 15 October 2016

The paper* should be original and has not been published in any journal or book. It should have 5,000 to 10,000 words written in English and follows the APA Style of citation. It should be formatted with one-inch margin all around, Arial or Times New Roman, font size 12 and in double space. It should be accompanied by a 250-word Abstract with 3 to 5 key words and 150- word biography of the author/s. The paper will be subjected to a double-blind peer review.

The paper should be submitted to: emelynlibunao@yahoo.com, margieacosta64@yahoo.com, hans_chance@yahoo.com.ph, portuslourdes@yahoo.com, ginalumauig@gmail.com or to any member of the PCS Board.

* Articles: word count 10,000; Essays: word count 3,000; Reviews: word count 3,000; Commentaries/ Interviews: word count 3,000.