



## CALL FOR ABSTRACTS

### Conference Theme

The Malawi University of Business and Applied Sciences (MUBAS), through the School of Education, Communication and Media Studies (SECOMS) will host Language and Communication Conference under the theme “**Advancing Sustainable Development through Language and Communication.**” The conference provides a platform for scholars, researchers, practitioners, policy makers, media professionals, and postgraduate students to critically engage with the role of language and communication in advancing sustainable development within rapidly changing local and global contexts. The conference is scheduled to take place from 2 to 3 November 2026, at MUBAS Main campus in Blantyre. The best papers will be selected for publications in a relevant journal.

### Abstract Submission Guidelines

Abstracts should:

- Be between 200–250 words.
- Clearly state the purpose of the study, methodology, key findings or arguments, and implications.
- Include 3–5 keywords.
- Indicate the relevant conference sub-theme separately from the main body of the abstract.
- Include the name(s), institutional affiliation(s), and contact details of the author(s) on a separate cover page.
- Include a brief declaration confirming that the research was conducted responsibly and in compliance with accepted ethical standards regarding human or animal subjects, data integrity, and research practice where applicable. Authors may also indicate ethical approval details where relevant.
- Include a separate declaration of conflict of interest, where applicable.

## Conference Sub-Themes

Contributions may address theoretical, methodological, policy-oriented, or practice-based perspectives.

### 1. Behaviour Change and Health Communication

Contributions may address theoretical, methodological, policy-oriented, or practice-based perspectives.

This sub-theme examines how communication shapes attitudes, behaviours, social norms, and health outcomes across diverse development contexts. It invites contributions on strategic communication interventions, public health communication, social and behaviour change initiatives, digital health communication, health literacy, and the role of media and emerging technologies in influencing behavioural and health-related outcomes.

### 2. Language and Inclusive Development

This sub-theme explores how language mediates access, participation, and equity within changing socio-technical environments. It considers the implications of multilingualism in both physical and digital spaces, including the role of emerging technologies in shaping linguistic inclusion and exclusion.

### 3. Climate Change Communication and Environmental Sustainability

This sub-theme focuses on communication processes related to environmental sustainability, including how digital technologies, data systems, and media infrastructures shape climate knowledge and action. It encourages contributions that connect local environmental realities with broader global discourses, including the role of indigenous knowledge systems in promoting sustainable local solutions to environmental challenges.

### 4. Media, Journalism, and Development Communication

This sub-theme interrogates the evolving media and information landscape and its implications for development, democracy, and public discourse. Areas of interest include journalism and language, media ethics, digital journalism, misinformation and disinformation, political communication, community media, development journalism, and the impact of digital platforms and algorithmic systems on communication practices.

### 5. Policy Communication and Governance

This sub-theme focuses on communication within governance systems, particularly in relation to digital transformation, data governance, civic participation, and evolving forms of public engagement. It considers how communication practices shape policy processes, institutional legitimacy, and citizen interaction in both national and global contexts.

### 6. Language, Education, and Technology

This sub-theme explores the role of language in education within increasingly digital and technologically mediated learning environments. It welcomes contributions on language teaching and learning, educational technologies, artificial intelligence in education, digital pedagogies, literacy development, curriculum innovation, and knowledge production in both local and global contexts.

## 7. Corporate Communication and Public Relations

This sub-theme examines communication practices within corporate and organizational contexts in an era shaped by digital transformation, platform economies, and data-driven decision-making. It considers how organizations manage identity, reputation, stakeholder engagement, crisis communication, and public trust across interconnected local and global environments.

## 8. Artificial Intelligence, Technology, and Emerging Communication Issues

This cross-cutting sub-theme addresses emerging developments in language and communication studies arising from technological innovation and social transformation. Topics may include artificial intelligence, digital communication cultures, datafication, platform governance, human-computer interaction, communication technologies for development, and other emerging issues shaping contemporary communication and language practices.

### Key Dates

NO	EVENT	DEADLINE
1	Abstract submission	30 <sup>th</sup> June 2026
2	Notification of acceptance	10 <sup>th</sup> July 2026
3	Draft manuscript submission	20 <sup>th</sup> August 2026
4	Final paper/PPT submission	15 <sup>th</sup> October 2026
5	Registration deadline	30 <sup>th</sup> October 2026
6	Conference	4 <sup>th</sup> to 5 <sup>th</sup> November 2026

### Conference participation fees

#### Early Birds by 20th September 2026

- Local Participants: K130 000
- International Participants: \$90
- Students: Local K40 000 and International \$25

#### Late Registration by 25th October 2026

- Local Participants: K150 000
- International Participants: \$100

The fees will cover conference materials, snacks and lunch during the conference days. Participants should plan to meet their travel, accommodation and supper expenses.

### Account Details

**TED Projects Account # 435449 National Bank of Malawi, Chichiri Branch**

### Contact information

Interested individuals/institutions should submit their abstracts to [lanconference@mubas.ac.mw](mailto:lanconference@mubas.ac.mw). For further details, please contact: Dr. Sufyan Rashid on +265999327331; [srashid@mubas.ac.mw](mailto:srashid@mubas.ac.mw)