

Advisory No. 008 s. 2026

February 6, 2026

In compliance with DepEd Order (DO) No. 8, s. 2013, this local advisory is issued not for endorsement per DO 28, s. 2001, but only for the information of DepEd officials, personnel/staff, as well as the concerned public.

Schools Division Office of Imus City  
(Visit [www.deped.imuscity.com](http://www.deped.imuscity.com))

**4<sup>th</sup> FRAMEwork Conference: Asia Pacific Communication  
Conference**

1. Attached herewith is the communication from the Far Eastern University on the extension of the abstract submission deadline until February 15, 2026, for the 4th FRAMEwork Asia-Pacific Communication Conference.
2. Participation in this activity is voluntary and shall be subjected to the provisions of DepEd Order 9, s. 2005 "Instituting Measures to Increase Engaged Time-On-Task and Ensuring Compliance Therewith.
3. For information and guidance.

*sgod/jas/February 6, 2026*





DepEd Imus City &lt;imus.city@deped.gov.ph&gt;

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**4th FRAMEwork Conference: EXTENDED ABSTRACT SUBMISSION [14 DAYS LEFT]**

1 message

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**Framework The Asia-Pacific Journal of Communication** <framework@feu.edu.ph>

Mon, Feb 2, 2026 at 8:00 AM

To: "imus.city@deped.gov.ph" &lt;imus.city@deped.gov.ph&gt;

Dear Dr. Homer Mendoza

Greetings from FRAMEwork and Far Eastern University!

The 4th FRAMEwork Asia-Pacific Communication Conference whose theme is "Troubleshooter or troublemaker: Parameters, recalibrations, and trajectories in AI-aided communication and new media" will be held on March 26-27 tentatively at Cavite State University, Indang Campus. We would like to request your kind assistance in disseminating the call for abstracts and sending faculty members and students to the conference. We're glad to inform you that the submission deadline of abstracts has been extended to February 15.

The conference is open to professionals, scholars, college students, and senior high school students. We'd greatly appreciate it if senior high schools in Region IV-A could send faculty members and students who have research projects centered on AI and communication. Participants may also join even without papers to present. There will be robust academic and pragmatic discussions on the inevitability of AI in the field of communication and other disciplines.

Please find the attached pubmat for dissemination. You may also send this link

<https://www.facebook.com/feuframework>

for further information about the conference. We will post the registration details before the week ends.

In case a letter of invitation is needed for dissemination, please inform us so we can prepare it for you. Kindly tell us to whom the letter should be informed, the position of the person, and his/her affiliation. Should you have any concerns about the conference, please feel free to send me an email.

Thank you very much.

Warm regards,  
FRAMEwork Secretariat

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**Asia-Pacific Communication Conference - Call for Abstracts.jpg**  
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4<sup>th</sup> FRAMEwork

# Asia-Pacific Communication Conference

Artificial Intelligence

**TROUBLESHOOTER  
OR TROUBLEMAKER:**  
Parameters, recalibrations,  
and trajectories in AI-aided  
communication and  
new media

26-27 March 2026

## CALL FOR ABSTRACTS

While artificial intelligence (AI) is not anything new as philosophical discussions about it began prior to World War II, it is the advanced capacities of the scientific breakthrough that have sparked debates, drawn resistance from skeptics, and driven scholars and industry practitioners to sound the alarm. Image and speech recognition and algorithms may have rendered obsolete what used to be mechanical human activities facilitating faster transactions, mobilities, and processes in such fields as marketing, advertising, journalism, psychology, social media, business, among others. However, the same AI capacities have enabled unwanted collection of big data causing infringement on people's privacy and ease of access to online behaviors.

The surge of generative AI tools in recent years appears to be a quick fix in a matter of seconds for just anything the limited outputs that the human mind and body can yield—a feat that used to be unimaginable. But then again, the accuracy and ethicality of the supra fast AI-aided activities raise issues on the limits of AI and the role of the individual in keeping standards. Where does the AI assistance end, and where does human work start?

In many communication and media environments, delineations between AI and human work are blurred, human labor is replaced with the cost-efficient and productivity-enhanced AI tools, and AI complements but sometimes supersedes human creativity. What awaits scholars and practitioners of communication, media, and other disciplines in the hyper-AI era remains to be seen. We invite you to converse with us as we try to navigate, interrogate, and project the inevitabilities of AI in communication and new media.

### Sub-themes:

- Hyperconsumerism 2.0 through digital marketing and advertising
- AI-enhanced communication and new media pedagogies
- Promises and pitfalls of digital entrepreneurship
- Replacement or reinforcement: Changing work conditions in the age of AI
- Changing filmmaking practices with AI
- Stories of climate change adaptations and AI use
- Online noise, activism, and wake-up call
- (Trans)formed and drowned voices in digital spaces
- Faces or shadows of online authenticities and deceptions
- Digital shortcuts and compromised integrity
- Brewing health consciousness with smart technology
- Rebuilding or destruction: Crisis, politics, and lies in digital platforms
- Collaborative energies for online vigilance against information fakery
- AI in agricultural communication and its impact on food production
- AI journalist, anyone?

Submit your 250-word abstract in MS Word format on or before **17 January 2026** through this link/ QR code:



<https://tinyurl.com/4thFRAMEwork>