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**ABSTRACT**

[Word count: 150–250 words] Abstract should provide a concise and structured summary of your paper. It must clearly include Background: Brief context or problem area; Objectives: What the paper seeks to explore or resolve; Concept/Theory: Theoretical or conceptual framework used; Methods: Methodological approach (e.g., qualitative interviews, content analysis, case study, etc.); Results/Significance: Main findings or the broader impact/significance of the study. The abstract should be written in formal academic style and must not include abbreviations, citations, or references.

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**Sub-theme(s): Please indicate one or two relevant sub-themes from the list below:**

1. **AI, Media, and Journalism – Examining AI's role in media production, journalistic practices, and public trust in news content.**
2. **Ethical and Governance Challenges of AI in Communication – Addressing transparency, misinformation, and regulatory frameworks for AI-driven communication.**
3. **Digital and Intercultural Communication – Exploring how digital media shape cross-cultural interactions, representation, and multilingual communication.**
4. **Communication for Social Change and Advocacy – Investigating media’s role in social activism, grassroots movements, and participatory communication.**
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6. **Corporate and Strategic Communication in the AI Era – Discussing stakeholder engagement, corporate social responsibility (CSR), and digital reputation management.**
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