ST. PAUL'S UNIVERSITY
The University of Choice!

EACA
EAST AFRICA COMMUNICATION ASSOCIATION

THE 16TH EAST AFRICAN COMMUNICATION ASSOCIATION (EACA) ANNUAL CONFERENCE 2026

CALL FOR ABSTRACTS

BACKGROUND

The East African Communication Association (EACA), founded in 2011, brings together media and communication scholars, practitioners, students, and policy-makers from Eastern Africa and beyond to strengthen networks, build capacity, and share research in the evolving media landscape. Its main activities are the annual regional conference, hosted in different East African countries and serving as a platform to discuss emerging issues in media practice and scholarship, and the African Journal of Communication (AJC), which publishes peer-reviewed research, including work by conference participants. Overall, EACA fosters collaboration and supports efforts to understand and respond to media and communication developments and their societal impacts.

CONFERENCE THEME

REIMAGINING COMMUNICATION IN AFRICA: AI, MEDIA INNOVATION AND GLOBAL COLLABORATION

CONFERENCE DATES: 26TH – 28TH AUGUST 2026   **HOSTED BY:** ST. PAUL'S UNIVERSITY, KENYA

OBJECTIVES

The 16th EACA Conference aims to:
- Examine the impact of AI and emerging technologies on media practice, community communication, and communication careers in Africa, with attention to ethical, cultural, and regulatory concerns.
- Showcase African-led media and communication innovations, including youth-driven and community-based initiatives that strengthen storytelling, journalism, cultural expression, digital engagement, and public-interest communication.
- Strengthen collaboration among scholars, practitioners, community actors, policymakers, and industry, fostering partnerships, mentorship, and joint research and practice across borders.
- Address key communication challenges affecting African societies and communities, such as misinformation, digital inequality, media sustainability, representation, and regulation.
- Generate actionable outcomes for policy, education, professional practice, and community development, positioning Africa as an active contributor to global communication innovation.
- To promote peace journalism by strengthening ethical, conflict – sensitive practices that enhance social cohesion, reduce conflict risks, and support sustainable peace and development in Africa.

CONFERENCE SUB-THEMES

- AI, Technology & Digital Transformation
- Media Systems, Journalism & Information Ecosystems
- Strategic Organizational and Leadership Communication
- Communicating Faith in a Connected World
- Peace and Security in the Digital Space
- Development, Health, Education, Culture, and Gender Communication
- Teaching, Research, Methodology & Scholarship in Communication
- Ethics and Policy in Communication

CONFERENCE REGISTRATION FEE DETAILS

EACA MEMBERS	35 USD	Excludes membership renewal
ANNUAL MEMBERSHIP RENEWAL	30 USD	New and Old member
TOTAL FEES FOR MEMBERS	65 USD	Old and New members
NON-MEMBERS	70 USD	See the second bullet below
STUDENTS	25 USD	Graduate and undergraduate students

Please note the following in relation to the above fees' categories:
- EACA members are encouraged to renew their membership before or on the first day of the conference.
- To qualify for the fees indicated in point 3 above, all new members are encouraged to subscribe to EACA membership before August 2026 and show your receipt at the conference registration.
- Students are advised to carry their student IDs to qualify for the fees indicated under point 5.

EXPECTED OUTPUTS

- Analytical Papers
- Presentations
- Conference Report

EXPECTED OUTCOMES

- Strengthened Networks
- Enhanced Scholarship
- Capacity Development
- Policy & Practice Insights
- Fostering Innovation

SUBMISSION GUIDELINES

- Abstracts should be no more than 300 words and include the title, author(s), affiliation, and contact information.
- Clearly indicate the chosen conference sub-theme.
- Include a brief biography (50 words) and contact information.
- Submissions should be sent to **eaca2026kenya@spu.ac.ke**

IMPORTANT DATES

May 15th 2026
Abstract Submission Deadline

June 15th 2026
Notification Of Acceptance

July 31st 2026
Full paper Submission

August 26th – 28th 2026
Conference Dates

PAYMENT INFORMATION

CONFERENCE REGISTRATION ACCOUNT DETAILS

Acc Name: St. Paul's University
Bank: National Bank of Kenya
Branch: St. Paul's University
Branch A/C NO: 01021091200100
Swift Code: BKEKENXXXX

LIPA NA m-pesa
PAYBILL NUMBER
6 3 2 3 3 3
ACCOUNT NUMBER
EACA2026
Safaricom

MEMBERSHIP FEES ACCOUNT DETAILS:

Acc Name: East Africa Communication Association
Bank: Kenya Commercial Bank (KCB)
Branch: Village Market
A/C NO: 1134186622
Swift Code: KCBLKENX
Alternatively, use **M-Pesa Paybill No**: 522522, directly to the bank account

Further inquiries about the 2026 EACA Annual Conference can be sent to: eaca2026kenya@spu.ac.ke