

**The 5th International Conference on
Social Sciences and Intelligence Management
(SSIM 2025)**

October 16-17, 2025, Chaoyang University of Technology, Taichung, Taiwan

Special Session on Mass Communication and AI: Changing the Landscape of Digital Storytelling

Call for Papers

Organizers: Prof. Pi-Yun An and Prof. Thitirat Phukanchana

This Special Session is dedicated to developing, promoting, and sharing new ideas, concepts, knowledge, applications, and practices in the areas of mass communication. It aims at bringing together academicians as well as practicing professionals. Mass communication is undergoing a transformative shift in the age of Artificial Intelligence (AI), impacting journalism, media production, advertising, and public relations. AI technologies are revolutionizing the media industry by automating content creation, optimizing audience engagement, enhancing personalization, and reshaping business models, making communication faster, more interactive, and more tailored to individual preferences. AI presents tremendous opportunities for mass communication, enabling faster content creation, deeper audience engagement, and more inclusive communication. However, its challenges—such as misinformation, job displacement, and ethical concerns.

This Special Session aims to provide a diverse platform that fosters in-depth dialogue and knowledge exchange among academic researchers, media professionals, policymakers, and technology developers. By embracing innovation, we aim to enhance media quality and efficiency while ensuring technology remains a tool that supports, rather than replaces, human-centered communication. Through discussions and collaboration at this international conference, we seek to drive global media advancements and shape the future integration of AI in mass communication.

Topics of interest include but are not limited to the following:

1. Journalism, media, and technology trends as well as predictions
2. Social media and communication technology
3. Artificial intelligence and its communication application
4. Documentary film direction and production
5. Advertising, marketing and public relations
6. Communication in education

Submissions:

Papers should follow the template announced on the SSIM 2025 conference website (<https://ssim2025.github.io/>), and be submitted via Microsoft CMT system and then select

SUBJECT AREAS: SS-03: Mass Communication and AI: Changing the Landscape of Digital Storytelling

(refer to the following captured figure).

Conference Proceeding Information:

Papers that are presented orally at the conference and meet the publication requirements of SSIM 2025 conference proceedings will be published in Springer's book series titled "Smart Innovation, Systems and Technology". Normally, this series will be indexed by Scopus and EI Compendex.

Important Dates: (If SSIM extends the dates, follow those dates announced on the website)

- Abstract Submission Deadline: July 15, 2025
- Notification of Abstract Acceptance: July 25, 2025
- Full Paper Submission Deadline: August 5, 2025
- Notification of Full Paper Acceptance: August 20, 2025
- Camera-Ready Paper Deadline: August 31, 2025

For more information:

Please visit the SSIM 2025 official websites (<https://ssim2025.github.io/>) or contact the organizers of this special session as follows:

Associate Professor and Department Chair Pi-Yun An
Department of Communication Arts,
Chaoyang University of Technology, Taichung, Taiwan
E-mail: piyunan@cyut.edu.tw

Assistant Professor Thitirat Phukanchana
Department of English and Linguistics,
Ramkhamhaeng University, Bangkok, Thailand
E-mail: thitirat.p@rumail.ru.ac.th