



NEWS RELEASE

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Fernando Paragas Receives the Best Applied Paper Award at CCI - Corporate Communication International's Conference on Corporate Communication 2012



From left to right: Fernando Paragas, Ph.D., award winner, and Wim J.L. Elving, Ph.D., Editor, *Corporate Communications: An International Journal*, Emerald Group Publishing Limited, award sponsor.

New York, New York. Fernando de la Cruz Paragas, Ph.D., (Singapore) received the Best Applied Paper Award at CCI – Corporate Communication International's Conference on Corporate Communication 2012, held June 5- 8, at Baruch College, City University of New York, New York, NY for his paper, "Annual Reports As Autobiography: A Tale of a Television Company". Emerald Group Publishing Limited (UK) sponsors the annual award. Presenting the award and representing Emerald was Wim J.L. Elving, Editor of *Corporate Communications: An International Journal*.

"Dr. Paragas unlocks the character of a successful corporation through his use of critical discourse analysis of 15 years (1996-2010) of annual reports of ABS-CBN (one of the biggest television networks in the Philippines). Their reports reveal a character of competence, resilience, and service – attributes found in successful businesses," said Dr. Michael B. Goodman, CCI Director. On the practical level, Paragas discusses the personification of ABS-CBN through its narrative with its stakeholders as a national, and increasingly, global network.

Fernando Paragas, Ph.D., is an Assistant Professor in the Division of Public and Promotional Communication at the Wee Kim Wee School of Communication and Information, Nanyang Technological University, Singapore. He earned his Ph.D. in Mass Communication at

Ohio University (OU) as a Fulbright fellow. His dissertation on migrant works was the 2006 nominee of the OU School of Telecommunication for the Council of Graduate Studies' Distinguished Dissertation Award competition. His papers have been presented in Asia, the United States and Europe. He was also the recipient of the 1999 AdAsia Research Grant from the Asian Federation of Advertising Associations and *Newsweek Magazine*.

CCI - Corporate Communication International at Baruch College/CUNY (USA) sponsors the annual international Conference on Corporate Communication in association with *Corporate Communications: An International Journal* published by Emerald Group Publishing Limited (UK). At the 2012 conference nearly 100 scholars and practitioners gathered from 20 countries to exchange information and explore the influence of globalization on the corporate communication profession as it relates to theory, practice, roles, processes, and ethics. Papers given at the conference were included in the *Conference on Corporate Communication 2012 Proceedings* published by CCI. Papers are also considered for publication in *Corporate Communications: An International Journal*.

CCI - Corporate Communication International at Baruch College/CUNY is a global center for information and knowledge on corporate communication. Devoted to the theory and practice of corporate communication, CCI provides world-class, research driven programs for corporate practitioners, scholars, students, policy makers and the general public.

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