

Call for Proposals for Book Chapters

Title: *Towards SDG 18: Responsible Communication for a Sustainable Future*

**Edited Volume Sponsored by the Global Alliance for Public Relations and Communication Management*

Important Dates:

Submission Deadline for Abstracts: 21 December 2025

Announcement of Abstract Acceptance: 1 February 2026

Submission Deadline for Full Chapters: 30 April 2026

Revision Deadline for Full Papers: 30 May 2026

Launching Date: 15 November 2026 (during the World Public Relations Forum 2026)

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Background

Communication lies at the heart of human development. It enables the exchange of ideas, nurtures democratic values, builds trust, and sustains inclusive societies. Yet, as the digital age accelerates, we are also witnessing the unprecedented rise of misinformation, disinformation, and propaganda—threatening the very foundations of democracy, equity, and social cohesion.

In 2015, the United Nations adopted 17 Sustainable Development Goals (SDGs), aiming to end poverty, protect the planet, and ensure prosperity for all. However, communication—though central to each of these goals—was not assigned a dedicated SDG. The COVID-19 pandemic underscored this oversight, showing the indispensable role of communication infrastructures in ensuring public safety, cohesion, and resilience.

This volume is inspired by a global call led by the Global Alliance for Public Relations and Communication Management to establish **SDG 18: Responsible Communication**. Building on earlier efforts—including the volumes *SDG 18: Communication for All* (Servaes & Yusha'u, 2023)—this new publication will make a focused case for **responsible communication** as a necessary and distinct goal in the 2030 Agenda and beyond.

Global Alliance President Justin Green addressed the United Nations (UN) on 24 July 2024 supporting global calls for responsible communication as the new 18th SDG. For details about the call, please click on the link: <https://www.globalalliancepr.org/open-call-new-goal-to-the-sustainable-development-goals>

Objective of the Volume

This edited book will serve as a white paper and academic manifesto to:

- Advocate for the recognition of **Responsible Communication** as a standalone SDG.
- Present diverse perspectives and case studies on how responsible communication contributes to sustainable development.
- Provide a strategic and actionable framework for implementing this new SDG, including policy recommendations, best practices, and pathways for impact.

Scope and Themes

We invite scholars, practitioners, and policymakers to contribute original and critical insights that respond to—but are not limited by—the following themes:

1. Theoretical and Conceptual Foundations

- What constitutes “responsible communication” in the 21st century?
- Communication as a human right and a foundation for sustainability.
- Trust, transparency, and truth in communication ecosystems.

2. Communication Gaps in the SDGs

- Critique of the absence of communication in the current SDG framework.
- COVID-19, climate change, and crises as communication wake-up calls.
- Integration of communication into existing SDGs (e.g., SDG 16).

3. Media and Information Literacy (MIL)

- MIL as a tool to empower citizens in the digital age.
- Strategies for implementing MIL across formal and informal education systems.
- Combating misinformation, disinformation, and digital manipulation.

4. Ethical Journalism and Institutional Communication

- Norms, codes, and accountability in journalism and media practice.
- Communication ethics for public institutions, corporations, and NGOs.
- Case studies from the Global South and underrepresented contexts.

5. Digital Inclusion and Access

- Addressing the digital divide and communication inequalities.
- Infrastructure, accessibility, and multilingual/multimodal communication.
- Gender equity and inclusion of marginalized communities.

6. Global Dialogue and Empathy

- Communication for intercultural understanding and peacebuilding.
- Narratives of solidarity, resilience, and inclusive development.
- Decolonizing communication and participatory communication models.

7. Policy, Governance, and Regulatory Frameworks

- National and international policy approaches to responsible communication.
- Internet governance, freedom of expression, and platform accountability.
- The role of multistakeholder partnerships and international coalitions.

8. Indicators, Targets, and Implementation

- Developing measurable targets for SDG 18.

- Monitoring and evaluation frameworks for responsible communication.
- Technological innovations and data systems to track progress.

Submission Guidelines

Abstracts (300–500 words) should include:

- Title of the proposed chapter
- Author(s) name, affiliation, short bio, and contact information
- Summary of the main argument or contribution
- Relevance to the theme of responsible communication and SDG 18

Full Chapters (5,000–7,000 words) should:

- Be original and unpublished work (APA 7th edition preferred)
- Include references, figures/tables (if any), and a short bio (100 words)
- Clearly align with one or more of the outlined themes

Editors and Advisory Panel

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