

## Call for Papers



# Media literacy in a media-rich ecology

ISCTE-IUL, Lisbon, in association with the European project MediaCoach Initiative, is pleased to announce a call for proposals for the Conference „ Media literacy in a media-rich ecology“



which will be held December 4, 2019 (Wednesday), at ISCTE-IUL, Portugal (<https://www.iscte-iul.pt/>)

As the current digitally mediated environment becomes an ever more substantial means through which individuals structure their personal and social lives, it is increasingly important that they understand the complex nature of media ecology. The media permeate virtually all domains of the lives of common citizens, embedded in domestic and social lives, education and training, work and leisure. Though they offer plenty of opportunities in all these areas, they also pose challenges at the personal and societal levels. Given the fast pace of technological change in our current media-rich ecology, the increase in media-literate individuals is seen as a desirable societal goal in an age where media illiteracy tends to be regarded as problematic as traditional illiteracy. This environment also prompts a renewed effort to conceptualize, measure and disseminate media literacy worldwide, posing its own challenges for research and policy.

This conference aims not only to reach the scholarly community interested in digital and media literacy, but also to encourage non-profit organizations and activists working on media literacy-related initiatives to join us in discussion. There will be three panels with the following topics:

**T1:** Digital literacy related activism and non-profit Organizations

**T2:** New digital devices, new challenges in media literacy?

**T3:** Digital literacy and Policy

## Submission Information



Proposals can be submitted through the following link: <https://forms.gle/viUG5wnvWeFXSwXG6>



Each submission should include a title, an abstract, up to five keywords, a brief biography of the authors and current affiliation. The proposals must be submitted in English. The conference language is English. Proposals should also indicate the thematic panel of the communication to be presented. Each tenderer may submit only one presentation proposal. Selected presentations will be invited to publish in a special issue of the Scientific Journal Observatorio (OBS\*) (<http://obs.obercom.pt/index.php/obs>).



Proposals must be submitted online via the following link until September 15, 2019: <https://forms.gle/viUG5wnvWeFXSwXG6>. All proposals will be peer-reviewed by the Program Committee. Notifications of acceptance will fall under the responsibility of the coordinators of the thematic panels and will be sent out by the beginning of October 2019. Accepted authors must submit their final abstract (according to standards to be determined in due course) by the end of October 2019.



For further information please contact the local organizers at [tjfls1@iscte-iul.pt](mailto:tjfls1@iscte-iul.pt).



The final program of the Conference will be defined after receiving the final abstracts of the approved communications.



## Call for Papers



# Media Interactions and Environments

MeCCSA 2020, University of Brighton, UK



MeCCSA 2020, University of Brighton, UK, 8-10 January 2020

The Media, Communication and Cultural Studies Association are pleased to invite the submission of abstracts, panel proposals and practice-based contributions for the MeCCSA 2020 Conference, to be held from 8-10 January 2020 at the University of Brighton.

Interactions with media are increasingly woven into the textures and cultural politics of our everyday lives. When the spaces of our homes, shops, schools, offices and cities are so intensively mediatised, media become our environment, brought to life through our mundane, personal, professional, creative, commercial and political interactions. What might be the wider implications of these media and cultural experiences and encounters? Whose voices and perspectives are included or excluded, and how are power and agency reconfigured, realigned and reproduced in this complex media landscape? The theme Media Interactions and Environments is designed to address this critical moment in contemporary media culture, and appeal to a broad range of media, communication and cultural studies topics, interests and approaches.

The conference theme is deliberately expansive, so as to include, amongst others, analysis of media texts, technologies, practices, audiences, institutions and experiences. Media interactions might be digital, cultural, political, emotional and imaginative. Environments could be spatial, political, representational, urban, local, physical, virtual and ecological. Our aim is to enable the MeCCSA community to question how we should live responsibly and ethically in a politically and ecologically changing world, through an exploration of the central role of media cultures and creative practices in addressing social, political and climate-based challenges.

We invite proposals for scholarly papers, themed panels, posters, film screenings and other practice-based contributions. Proposals might engage with the various social, political, economic, artistic, individual, collective, institutional, representational and technological dimensions of media interactions and environments. Potential topics include, but are not limited to:

- Media, communication and inequality: exploring race, gender, sexuality, class, generation and (dis)ability
- Datafication, agency and power
- Ecologies of media industries
- Social movements, activism and civic engagement
- Transformative learning environments and pedagogy
- Participatory media and collective engagement
- Popular culture, media and representations of the environment
- Media archaeology, sustainability and archives
- Digital cultures and immersive technologies, practices, audiences and experiences
- Communicating and envisioning futures
- Critical and creative responses to the Anthropocene
- Visual cultures, representations and experiences

We welcome contributions across the full range of interests represented by MeCCSA and its networks, including, but not limited to: race, ethnicity and postcolonial studies; representation, identity, ideology; film and television studies and practice; radio studies and practice; cultural and media policy; social movements and activism; climate change, sustainability and environment; digital culture and games studies; gender and sexuality studies; disability studies within media studies; media pedagogy; BAME experiences of media and culture industries; children, young people and media; diasporic and ethnic minority media; political communication; methodological approaches; media practice research and teaching; community media.

## Submitting a proposal

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**Individual abstracts** should be up to 250 words, accompanied by an author bio of no more than 200 words.

**Panel proposals** should include a short description and rationale (200 words) together with abstracts for each of the 3-4 papers, and the name and contact details of the panel proposer. The panel proposer should coordinate the submissions for that panel as a single proposal.

## Practice-based work

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We actively support the presentation of practice-as-research and have a flexible approach to practice papers and presentations. This may include opportunities to present papers and screenings in the same sessions or as part of a separate screening strand. We also welcome shorter papers in association with short screenings. We also have dedicated presentation spaces to display practice artefacts including screenings, posters and computer-based work. For displaying practice work, please include specific technical data (e.g. duration, format) and a URL pointing to any support material when submitting your abstract. We expect delegates who are showing screenings to be present at the conference.

**Submit proposals to:** [meccsa2020@brighton.ac.uk](mailto:meccsa2020@brighton.ac.uk)

Please note that all proposals (abstracts and practice-based work) will be peer reviewed. PGRs are welcome to submit.

## Timeline of submissions and reviews

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Submission deadline: 31 August 2019

Review decision: September 2019



# The impact of public relations on organizations and society

The 27th International Public Relations Research Symposium (BledCom)



July 3 & 4, 2020 in Rikli Balance Hotel, Lake Bled, Slovenia

BledCom is an annual gathering of scholars and practitioners in public relations and related disciplines to discuss contemporary communication and management problems. Organized annually since 1994, it is the oldest conference in our field that is not affiliated with a professional or academic association.

## Conference Dates and Venue



For this year's theme, we take our cue from an allied discipline – mass communication/ mass media – that has a stream of „media effects“ theories dating back at least to the 1980s assessing the various dimensions of mass media effects on individuals, organizations (including families), and society. We feel that our field has not adequately addressed this aspect of our existence, which has led to reputational issues such as public relations being construed mostly as „spin doctoring“ on behalf of corporate or similar interests. The Bell Pottinger debacle is a case in point. Our field will benefit from reflection including an assessment of the varied purposes for which public relations has been, and can be, used. Examples are public information campaigns to build societies and nations engaged by NGOs and IGOs (intergovernmental organizations). The following are some topics subsumed under this theme:

**TI:** Impact of public relations on organizational culture

- T2:** Impact of public relations on societal culture
- T3:** Case studies of the use of public relations for betterment of society
- T4:** Critique of public relations as a tool for cultural hegemony
- T5:** Public relations for societal development
- T6:** Public relations for nation building
- T7:** Public relations as a tool for trade negotiations between, and among, countries
- T8:** How public relations contributes directly to „the bottom line“
- T9:** How public relations contributes indirectly to „the bottom line“
- T10:** Public relations and its contributions to relationship building and management

## Call for Abstracts and Panels

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We invite abstracts that are between 500 and 800 words (including title and keywords) with up to 5 references. Please note that as has been the norm in the past, BledCom welcomes ALL papers that are relevant to public relations and communication management and not just papers that discuss the conference theme. We also welcome panel proposals.

## Format for the Abstract

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Please note that the chances of your abstract being accepted are enhanced if you observe the following format in preparing it:

Introduction and purpose of the study (and research question if there is one) – helps summarize the purpose and rationale of your study. Literature review – Helps place your work in context with the existing body of knowledge. Methodology – Define the main method used for gathering data including sample size, and state the rationale for using this method. Results and conclusions – Helps summarize the answers to the research questions while also outlining the implications of the results. Also summarize the limitations of the study and offer suggestions for future research. Practical and social implications – Offer the potential implications both for practice and society. Also provide us with 3 to 5 keywords that highlight your study. Abstracts should come as blind copies without author names and affiliations, who are to be identified on on a separate cover page. Please use the suggested headings to structure the abstract.

A list of literature is not necessary, but if it is provided it is included into the word count. Panel proposals are also welcome. The proposal should describe the title and focus of the panel, name of the chair of the panel, and names of every member of the panel and title or focus of each presentation.

## Deadline

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Paper abstracts and panel proposals should be submitted via email to [bledcom@fdv.uni-lj.si](mailto:bledcom@fdv.uni-lj.si) no later than February 1, 2020. Decisions will be made by March 4, 2020 after peer review. Full papers not exceeding 6.000 words will be due by September 16, 2020. The organizing committee will serve as guest editors of a special issue of *Corporate Communications: An International Journal*, based on papers presented at BledCom 2019. A separate publication of the conference proceedings will feature the remaining papers.

## Program Committee

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Dejan Verčič, University of Ljubljana & Stratkom, Slovenia  
Krishnamurthy Sriramesh, University of Colorado Boulder, USA  
Ana Tkalac Verčič, University of Zagreb, Croatia