

Lugano, 23 October, 2017

## Call for papers

### **Annual conference of the Swiss Association of Communication and Media Research (SACM-SGKM)**

12-13 April 2018 at the **Faculty of Communication Sciences, USI-Università della Svizzera Italiana**

#### **NEXT-DOOR GIANTS**

##### **Exploring Media, Languages, Cultures and Borders in Switzerland and Europe**

Switzerland is a multilingual and multicultural society, where people from different linguistic regions share different beliefs, ideas and cultures. In particular, larger European neighbours or *next-door giants* in communication studies exert a deep influence on the “Swiss tradition”, both from practical as well as theoretical perspectives. These include German critical theory from Max Horkheimer and Theodor Adorno through to Jurgen Habermas to Niklas Luhmann, the French cultural theory starting with Edgar Morin, or the Italian semiotic perspective pioneered by Umberto Eco.

The important role played by Switzerland’s neighbours in communications and media can also be observed from various other perspectives. Neighbouring countries account for about two thirds of Swiss television marketshare, intensifying competition for advertising revenue. The Swiss national radio and television network, SRG, in catering to the three main linguistic regions in Switzerland, also competes with three national radio networks. Foreign commercial companies like Springer, Hersant, and Berlusconi, as well as internet ‘upstarts’ such as Google, Facebook and Twitter, loom large over the Swiss media landscape.

Switzerland has however helped shape modern media and communication industries. Many of the leading telecommunication regulators have their headquarters in Switzerland. Many other key international organisations and events have chosen to locate themselves in Switzerland, attesting to the country’s key role as an important mediator and negotiator in international political, social and economic affairs.

The SACM-SGKM 2018 conference will examine key communication and media issues affecting Switzerland and its European neighbours. The conference will bring together Swiss and international academics, each providing a rich set of insights about how international communication events and issues are shaping contemporary national research in to media, cultures, languages, borders and identity. The conference will encourage academics to reflect on different communication research traditions applying those to key issues and events affecting contemporary Swiss and European societies.

Key issues and events linked to the conference will include the role of European media in global communication markets; the communicative flows of people (migration) and media goods and services (companies, content and personnel) in to and out of Switzerland and Europe; the role of international organizations, many of which are based in Switzerland such as the ITU, EBU and UPU, in regulating communications; extreme weather and media in Europe; the role of media in mediating global issues; and media, diplomacy and neutrality.

The conference would like to explore these and other relevant issues.

The Conference may address the following topics:

- **The History of Communication Research in Switzerland and Europe**
- **Multiculturalism and Multilingualism in Swiss and European media**
- **Media, Diplomacy and Global Politics**
- **Journalism in Europe, Middle East and North Africa**
- **Switzerland and its Mediterranean Neighbours**
- **The EU and its Neighbours**
- **Foreign Media Ownership in National Media Markets**
- **Communications and Migration in Europe**
- **International Organizations and Swiss Communication Research**
- **Changing Cultural Landscapes in Contemporary Europe**
- **Identity and Cultural Borders in the Internet Age**
- **Swiss Cultural Festivals and Economic Fora**
- **European Media Content**

The conference particularly encourages contributions from PhD and post-doctoral scholars.

## Submissions

There are three possibilities for submitting papers:

**1. Thematic panel:** Those interested can submit an abstract of their current research project on online communications with a view to giving a presentation.

**2. Practice-meets-Science panel:** The influence of foreign media and media economies on the Swiss media market. .

The following applies for submissions to the Thematic panel and the Open panel: Abstract (800-1,000 words) must be submitted as a Word file to Professor Matthew Hibberd by e-mail (matthew.hibberd@usi.ch) by **30 October 2017**. The abstract must lay out the research topic, theoretical basis, methodology and findings.

The abstract must also include a cover sheet with the title, author's name, institution and address (email). The abstracts will be reviewed anonymously, whereby particular attention will be paid to the focus of the topic and the originality and quality of the work.

Decisions on acceptance of a 15-20-minute presentation will be made at the latest by **15 December 2017**. The presentation must be held in German, French, Italian, or in English. In addition, authors must prepare accompanying materials, such as a handout, summary or PowerPoint presentation in a language other than that of their presentation. A discussion of approximately 10 minutes is scheduled at the end of each presentation. Please note that SACM membership is not required for giving a presentation.

Outstanding submissions and presentations will be recognised with the **Best Paper Award** at the SACM-SGKM Conference 2018. The winner will be chosen based on both the abstract and the presentation.

**3. Panels of SACM-SGKM Sections:** Groups of SACM-SGKM specialists are free to form their own panel. For this, they would need to send a summary on the topic to Margarethe Dopf (margarethe.dopf@hslu.ch) by 31 October 2017 at the latest.

Detailed information on the finalised programme will be available by March 2018. .

**Publication:** In connection with the conference, Studies in Communication Sciences (ScomS), a media journal, is planning a special edition. Conference participants thus have the possibility of getting their articles published. The editors of ScomS will post further details on the call for papers at a later time.

**Assessment Criteria:** Submissions for individual contributions, panels and SACMR specialist group sessions will be assessed anonymously by a minimum of two experts (peer review). Hence, all contact details mandatorily have to be noted on a separate cover page. Also, no academic references should be made in the short paper which would allow inference regarding authorship. Reviewers will adhere to the following assessment criteria: 1) Relevance of the topic, 2) Reference to the conference topic, 3) Theoretical foundation, 4) Appropriateness of method/approach, 5) Clarity of argumentation 6) Originality. For panels: 7) Reference of individual contributions to a common topic.

### **Best Paper Awards**

- Organisers will make an award for best presentation from a junior scientist during the conference.

Formal Criteria:

Junior scientists can be considered for the award if they fulfill the following criteria:

- 2.1. Candidates must present a contribution of outstanding quality at the SACM-SGKM annual conference.
- 2.2. Candidates must be part of the young generation of scientists. Candidates, who hold only a temporary professorship, can also participate.
- 2.3. The prize can be awarded to an individual as well as to a group of junior researchers. The participation of professors in the paper and in the authorship is forbidden.
- 2.4. All individual and collective contributions to the SACM-SGKM annual conference, in which at least one junior academic must take part in (no professors according to 2.3), are automatically considered for the selection process and award.

### **Important dates:**

Deadline for submitting abstracts: 30 October 2017


Reply sent to authors: 15 December 2017

Conference: 12 – 13 April 2018

Conference location: Faculty of Communication Sciences (USI)



Università  
della  
Svizzera  
italiana



**Facoltà  
di scienze della  
comunicazione**

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Website: <http://www.sgkm2018.usi.ch/>