## International Conference

# Media and the Public Sphere

## **Empowered Audiences in the Digital Age**

Unievsity of Georgia, Athens, October 21-22, 2016

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Cox International Center University of Georgia

Center for Research in Communication Institut de la Communication **NUSPSA** 

Université Lyon 2/ Centre Max Weber







Sponsored by the Thomas C. Dowden Media Industry Research program

## Extended deadline for abstract submission: June 20, 2016

Empowered audiences now at least partly control many communication processes that, in the 20th century, were dominated by communication industries and institutional and political elites. Today, digital technologies enable individual citizens to speak on a global platform, access content of their choosing on their own schedule from non-traditional sources, and organize powerful social and political movements without soliciting help from the media industry. This power shift from industry control to audience control is upending communication industries -- and the public sphere itself.

This international conference will bring together communication experts in media, audience studies, audience research, journalism, advertising, and related fields to discuss a broad range of topics related to audiences, the media and the public sphere. Of particular interest are papers on current challenges and techniques in audience research – both applied and scholarly – audience studies, audience economics in media and advertising, demediazation in sociopolitical movements, and research on all issues related to media and the public sphere in the 21st century.

In addition to scholarly research on these issues, the conference will include workshops on current issues and approaches to audience research and the changing relationships between communication industries and audiences. The workshops will be led by media industry experts in audience, content, marketing, sales and technology research.

The 2016 conference, which is the sixth annual Media and the Public Sphere conference, is jointly organized by The University of Georgia, Institut de la Communication, Université Lyon 2, from Lyon, France, and the Center for Research in Communication, NUPSPA, Bucharest, Romania. The conference location rotates among the three organizing institutions and, this year, will be held in Athens, Georgia, which is near the city of Atlanta, in the United States. Previous Media and the Public Sphere conferences have drawn participants from countries such as France, Romania, the United Kingdom, Mexico, Brazil, India, Malaysia, Kuwait, Australia, Turkey, Israel and the United States.

## **Organizers**

Cox International Center and the Media Industry Research Certificate Program, University of Georgia | The Thomas C. Dowden Chair of Media Research & the Media Industry Research Certificate Program | Institut de la Communication, Université Lyon 2 | Center for Research in Communication, NUPSPA, Bucharest

#### **Scientific Committee**

Ann Hollifield (University of Georgia)

Lee B. Becker (University of Georgia)

Tudor Vlad (University of Georgia)

Alina Bârgăoanu (National University of Political Studies and Public Administration)

Nicoleta Corbu (National University of Political Studies and Public Administration)

Dana Popescu-Jourdy (Université Lyon 2)

#### **Important Deadlines**

June 1, 2016: abstract submission
June 20, 2016: abstract submission

June 30, 2016: abstract acceptance (notification of authors)

October 1, 2016: full paper submission

#### **Abstracts**

The abstracts (max. 500 words followed by 3-5 keywords) will be submitted for review in electronic MS Word format. Please provide the full names, affiliations, mailing addresses, telephone and fax numbers, and e-mail addresses of all authors, indicating the contact author. There will be accepted only one paper for each participant as a first author. Abstracts will be submitted online to the following e-mail address: <a href="mailto:elena.negrea@comunicare.ro">elena.negrea@comunicare.ro</a>. The official language of the conference is English. The authors will receive confirmation via e-mail. Selected papers will be published, after the conference, in the Romanian Journal of Communication and Public Relations (www.journalofcommunication.ro). To this end, full papers will be resubmitted to peer-review process.

#### **Guidelines**

All manuscripts submitted must follow the most recent version of the APA style guide (6<sup>th</sup> American Psychological Association Publication Manual).

## Conference fee

Conference fee is \$60 for students and \$120 for faculty.

## **Information and contacts**

Further information and updates regarding conference venue, registration, conference program, and accommodation details will be available in due time on the conference website: <a href="http://comunicare.ro/en/index.php?page=media-and-the-public-sphere-2016">http://comunicare.ro/en/index.php?page=media-and-the-public-sphere-2016</a>

#### Venue and accommodation

Cox International Center, University of Georgia, Athens, GA

http://www.grady.uga.edu/coxcenter/Contact.php

Accommodation: The organizers will make hotel reservations at Holiday Inn Express upon request.

## **Organizing Committee**

Tudor Vlad (University of Georgia)

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## Contact

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