Call for papers

Annual Conference of the Swiss Association of Communication and Media Sciences (SACM)
University of Neuchâtel, Avenue du 1ᵉʳ Mars 26, 2000 Neuchâtel

18 to 19 April 2024

Sustainability and resilience in communication and the media
Nachhaltigkeit und Resilienz in der Kommunikation und in den Medien
Sostenibilità e resilienza nella comunicazione e nei media

Journalism, the media and communication are facing major challenges. Political, societal, environmental, international and economic crises, as well as the emergence of disruptive technologies and the proliferation of distribution platforms are profoundly disrupting how they operate. The field of communication and media is adapting to these major changes, while also making them more visible.

On the occasion of its 50th anniversary, the Swiss Association of Communication and Media Sciences (SACM) invites researchers and practitioners to examine these upheavals together, as well as the responses by those involved in communication and the media, and the new models that are taking shape. The forms of resilience, adaptation and sustainability occurring in the field will be explored and analysed on multiple levels:

- How to **inform and communicate in the face of today's many challenges** (health, (geo)political, ecological, international, economic, etc.)? How do institutions and organisations (media, public institutions, businesses, associations, etc.) adjust their communication practices and strategies to continue to provide reliable and sustainable information in uncertain contexts? More broadly, in a world saturated with content, in which news fatigue adversely affects audiences, how can we produce sustainable information and communication (in the broadest sense) that makes a positive contribution to the public sphere, thus avoiding overload, polarisation and distrust?

- How are the **forms and content** (discourse, images, devices) of messages circulating in the public sphere being reinvented? What new formats–whether digital, narrative, embodied or geared towards engaging stakeholders in the communication process and inclusivity in the broadest sense–are emerging to adapt and respond to the challenges of sustainability and resilience?

- How are communication and media professionals and institutions **involving audiences in the practices and productions**, thereby reaching them, including them, engaging them, and possibly even combatting phenomena such as fragmentation and polarisation? But equally, what space is left for marginalised groups whose perspectives are given little or no voice in communication and the media? How is public education (particularly information and media education) being approached or rethought today?

- How are these same **audiences** evolving within the contemporary public sphere and **navigating** the barrage of content aimed at them? How do they assess the reliability and relevance of information in their daily lives? What challenges do they face in view of engaging in constructive and informed discussions about issues that are crucial to them and to society as a whole? Do they have new expectations and demands, particularly in terms of responsibility and sustainability of content, and how do these manifest themselves?

- What new **economic and managerial approaches are being** devised to guarantee sustainable and responsible media and communications production? How are tools and methods, internal communication, and working relationships being rethought and reconfigured? Are new business models emerging, and if so, what are their characteristics?

- What roles do **technologies** play in content creation, particularly AI, and how does this relate to the growing demand for more sustainable, ethical and responsible information and communication? How is AI being used to

create and distribute content and interact with audiences and customers? What impact will it have on the organisations and working methods of those involved? And what are its advantages and challenges in terms of accountability and ethics?

- How are **public policies** adjusting to this new environment, and crucially to the rise of those platforms and technologies that have become essential intermediaries in the digital information and communication ecosystem? What measures have been devised or put in place to regulate the digital public sphere, from an ethical, technological or economic perspective? How does this impact the strategic orientations of media and communications organisations?

- More broadly, how do **theories of communication**, the media and the public sphere take this new ecosystem into account and make sense of these new practices? How does **the history of** communication and the media retrace contemporary changes? What **methods** (traditional, digital) are communication and media researchers using to study these new realities?

This call for papers provides an invitation to explore the deep changes taking place in the fields of communication, journalism and the media, and the ways in which research is addressing them, by looking at the practices of actors, the content of messages, organisational and institutional adaptations, relationships with technology and innovation, policy adjustments and emerging formats. In short, what types of resilience are being deployed by communication and media practitioners and researchers within the current context? And what sustainable solutions are they devising in their respective fields and activities?

The Organising Committee proposes several topics for panels related to this broad theme, considering the issues listed above and the proposals that will be submitted in response to this call for papers:

- Studies of the form and contents of communication and media productions

- Management and economic aspects of communication and media organisations

- Regulations, structures and public policies for communication and media

- Production studies

- Audience and reception research

- Technology and innovation

- Theories and methods of communication and media research

- Historical and other longitudinal perspectives of communication and media

- Journalistic practices

- Information and media literacy

- Developments in communication practices (crisis communication, organisational communication, scientific communication, responsible communication, general interest communication, etc.)

In addition to individual submissions or panel proposals (see below), the organising committee encourages the proposal of *Science meets practice* workshops, in which participants are invited to propose collective reflections bringing together practitioners and academics, in order to discuss and debate their respective perspectives.

The conference is aimed at a national and international audience, from researchers to practitioners in communication and media. In accordance with SACM principles, contributions in German, French, Italian and English are all welcome. Submissions may be made in one of the four national languages or in English, but if one of the national languages is used, they must also include a translation (even an automated one) of the text into English, to facilitate understanding and evaluation by peers. During the conference, visual presentations (PowerPoint or other) must be displayed in English.

Please note that one does not need to be a member of SACM to submit a contribution or to attend the conference. Professionals are very welcome.

Instructions for submitting a proposal
There are three possible formats for submitting a contribution
(see details below the table)

Individual proposal	Panel	*Science meets Practice*" workshop
Extended Abstract (3'000 characters including spaces, excluding bibliography).	Description of the panel (1'000 characters)	Summary of the workshop topic (1'000 characters).
Summary (500-1'000 characters).	4-5 individual contributions (3'000 characters each) related to a common topic.	Summary of individual contributions (500-1000 characters each).
Mention of the proposed topic.		
The overall anonymisation of the submission is automatically carried out by the Fourwaves tool; nevertheless, please avoid mentioning the authors in the abstract and the text of the submission.	Please attach a cover page mentioning the name of the person in charge of the panel and the various participants. Please avoid mentioning the authors in the abstract, the presentation of the panel and the text.	Cover page presenting the communication and media researchers and practitioners. Please appoint a moderator for the workshop discussion. Anonymisation is not required.
15-minute presentation (if accepted)	90-minute panel (if accepted)	45-90 minute workshop (if accepted)
Contributions should be submitted via the Fourwaves platform: event.fourwaves.com/fr/sgkm2024		

Deadline for proposals: 11 December 2023
Communication of decisions: 31 January 2024

Individual submissions
For individual submissions, we ask you to write a detailed summary (length: 3'000 characters, including spaces, excluding bibliography) of a 15-minute presentation. Please mention the key topic of your contribution as well as a brief summary (length: 500-1'000 characters) for the conference programme. The overall anonymity of the submission is automatically ensured by the tool; authors should nevertheless take care to avoid any mention of their identity in the abstract and submission text.

Panel
Please write a panel proposal with four to five individual contributions for a 90-minute panel. Individual contributions must relate to a common panel topic. The panel description should not exceed 1'000 characters, while a 3'000-character description is required for each related individual contribution. Please attach a cover page mentioning the name of the person in charge of the panel and the different participants. Avoid revealing the identities of the different participants in the texts (abstract, presentation, submission texts).

Criteria for the evaluation process of individual contributions and panels:

- Proposals for individual contributions and panels will be evaluated anonymously through a peer review process.
- All contact details requested in individual submissions will be automatically hidden by FourWaves during the evaluation process. For panels, on the other hand, a cover page listing the participants must be attached. Information that could allow conclusions to be drawn about the authors must also be avoided in the individual and collective submission texts (abstracts, individual text(s), and panel presentations if applicable).
- The following evaluation criteria apply: 1) relevance of the topic, 2) reference to the conference theme, 3) theoretical solidity, 4) relevance of the method/approach, 5) clarity of the argument and 6) originality. For panels: 7) Relevance of individual contribution's reference to the common topic.

Science meets practice workshop

This workshop format creates a space in which direct exchanges can take place between communication and media researchers and practitioners. If you would like to submit a workshop proposal, please write a submission including individual contributions from three to five people for a panel (45-90 minutes). A brief description of the workshop topic should be provided (1000 characters) and should include the questions to be discussed by the participants during the workshop. For each individual contribution, a summary of 500 to 1'000 characters is required as well as information about the participants (researchers/academics and practitioners alike).

Criteria for the workshop evaluation process:

- Proposed workshops will be assessed slightly differently, according to the following criteria: 1) relevance of the topic, 2) reference to the conference theme, 3) clear thematic link between contributions from the field of communication and media practice and research.

- Workshop proposals will not be subject to an anonymous peer review process but will be assessed by the Organising Committee.

- The workshop proposal should include the names of all the contributors, together with a few keywords about their respective professional backgrounds. A moderator should also be appointed to manage the discussion during the workshop.

- The Conference Organising Committee reserves the right to organise its own workshops if required. All contributions must be submitted via the Fourwaves platform:

  event.fourwaves.com/fr/sgkm2024.

Prize for best article

This prize is funded by the Ulrich Saxer Foundation and awarded at the SACM 2024 annual conference.

The aim of this prize is to promote the intermediate non-professoral level ("Mittelbau") in communication and media research. The prize is awarded to a paper of outstanding quality ("Best Paper Award") submitted and presented at the SACM's annual conference. The paper must be submitted by a representative of the intermediate academic level, as first author. Professors may be co-authors of the paper.

The formal criteria for participation are as follows (extract from the *Regulations*):
- Candidates must present a paper of outstanding quality at the SSCM annual conference.
- Candidates must belong to the intermediate academic level. People who only hold a temporary chair also belong to the intermediate level.
- The prize may be awarded to an individual researcher or to a group of researchers.
- All individual and collective contributions to the SACM annual conference, in which a representative of the intermediate academic level is the first author, are automatically candidates for the selection procedure.
- The prize (including prize money) is awarded to representatives of the intermediate academic level. Professors who are involved in submitting an excellent contribution are excluded from the prize and are not allowed to mention the prize in their CV.

The full regulations are available on the SACM website: sgkm.ch/fr/encouragement/preise

New! SGKM-PhD workshop

At the SACM annual conference, an SGKM-PhD workshop will be held for the first time. This workshop is aimed at doctoral students who are writing their thesis in the field of communication and media and who are members of the SACM. The PhD workshop will be held as a pre-conference on the afternoon of **Wednesday 17 April** at the University of Neuchâtel. PhD students who register and are selected through a process separate from that of the conference can present their thesis ideas or parts of their thesis and receive feedback from their peers and senior researchers. For more information, please refer to the SGKM-PhD workshop call for proposals. The workshop is organised by Sarah Marschlich and Michelle Möri.

Calendar

30th October	Publication of the call for papers
11 December 2023 (5pm)	Deadline for submissions on FourWaves (event.fourwaves.com/fr/sgkm2024)
31 January 2024	Decision communicated to authors
19 February 2024	Detailed conference programme
8 April 2024	Registration deadline for the FourWaves Conference (event.fourwaves.com/fr/sgkm2024)
18 April 2024 (evening)	SACM 50th anniversary event, Hôtel du Peyrou (dupeyrou.ch), Neuchâtel
18/19 April 2024	Annual conference in Neuchâtel, Bâtiment principal, Av. du 1er Mars 26 (www.unine.ch/unine/home/contact_1/localisation-des-batiments.html)
15 March - 15 May 2024	*Journalistory* exhibition (journalistory.ch) at UniNE, Bâtiment principal, Av. du 1er Mars 26

Event registration

All those selected to present a paper at the end of the selection process, as well as those who wish to attend the event without presenting a paper, must register before 8 April 2024, via the registration platform:

https://event.fourwaves.com/fr/sgkm2024

Registration fees

Individual doctoral student and student registration: CHF 100.00
Individual registration for SACM members: CHF 140.00
Individual registration for non-members of the SACM: CHF 180.
50th anniversary dinner (Thursday evening): price to be confirmed subsequently on the conference website, (discounts will be available for doctoral students)

Contact and information

Mail	conference.sgkm2024@unine.ch
Website	sgkm2024.unine.ch
Submission and registration platform :	event.fourwaves.com/fr/sgkm2024
Social networks :	The conference will be covered on social media by AJM students (www.unine.ch/ajm/home/master-en-journalisme-et-communi/orientation-creation-de-contenus.html and www.unine.ch/ajm/home/master-en-journalisme-et-communi/orientation-journalisme-maj.html). #SGKM2024: Conference hashtag @SGKM2024: for the latest information on the conference

Organising Committee

Annik Dubied - Full Professor, Head of the AJM, UniNE
Nathalie Pignard-Cheynel - Full Professor, AJM, UniNE
Stéphanie Martin-Vavasseur - Doctoral assistant, AJM, UniNE
Andrew Robotham - Post-doctoral assistant, AJM, UniNE

Whenever possible, the SSCM's fiftieth anniversary conference will favour materials and processes that "promote solidarity and respect the environment", in line with the policy of the 2024 host institution, the University of Neuchâtel (www.unine.ch/durable/home.html).