Call for papers

Annual conference of the Swiss Association of Communication and Media Research SACM

Winterthur, ZHAW April 23/24, 2020

Media Literacy

Today, the discussion about the competent use of media goes far beyond the classical understanding of media competence. The term "media competence" has increasingly moved into educational policy and economic contexts and is seen as an instrument for political and economic goals (Trültzsch-Wijnen 2017: 164).

While the concept of media competence is already very diffuse (Jarren/Wassmer 2009), media literacy has an even greater variety of definitions. From a systematic perspective, Rosenbaum et al. (2016), for example, conceive media literacy as an understanding of how stakeholders, especially broadcasters and recipients of public and semi-public communication, construct and receive media content. This understanding thus affects both professional actors and laypersons. Challenges include strategic communicators in companies and authorities, journalists in media organisations, but also citizens, consumers and employees.

Media Literacy includes in particular the following competences:

- Usage competence: How do you get access to suitable or desired content in public communication?
- Evaluation competence: How do you asses the quality of communication content?
- Mediation competence: How are contributions to public communication made?
- Networking, representation, role competence: What is one's own role as communicator and participant in public communication?
- Professional and reflective competence: How do media work and with what effect?
- Technical competence: How are communication services produced and used technically?

Media literacy refers both to structural conditions, such as rules and resources, and to the processes (functioning) and effects (impact) of media-mediated communication; and it affects individuals, organisations and the public as a whole.

The changes that are taking place as a result of digitalisation require an extension or even redefinition of the term media literacy. There is not only a need to clarify the terms Media competence and Media Literacy from a development perspective (children, youth, adults). Rather, the aim of the conference is to examine media literacy from different perspectives (theoretical, methodological, multidisciplinary, historical) and to discuss it in different professional contexts.

Contributions dealing with the following questions and topics are welcome:

(I) How can the term media literacy be defined in a contemporary way and how does it differ from conventional concepts of media competence?

(II) What competences are required for the communication of individuals, organisations or society as a whole?

(III) What significance do concepts such as privacy or intellectual property have in a communicatively networked and transparent public sphere?

(IV) What roles arise in the new world of communication and how can they be assumed in a media-competent way?

(V) To what extent does the role of professional communicators (in journalism and organisational communication) change when everyone communicates?

(VI) What is responsible communication? What new ethical challenges arise as a result of the changing communication landscape?

(VII) How can media literacy be conveyed, secured and anchored in society?

(VIII) Which aspects and forms of media literacy can be distinguished (e.g. digital literacy, visual literacy, graphicacy)?

Submissions

The conference is aimed at the national and international professional public. Contributions and presentations can be submitted in German, French, Italian or English language. The visualisation at the conference (Power Point or similar) mandatorily has to be presented in a different language than the oral presentation, so that attendants of other languages can remain connected. SACM membership is not a prerequisite for giving a presentation.

There are three formats available for the submission of contributions:

Individual Submission	Panel, SACM Specialist Group Sessions	Workshops «Science meets Practice»
1. Extended Abstract (2,000–4,000 characters incl. space characters) 2. Short Abstract (500–1,000 characters) 3. Appropriate topics within the call 4. Please submit individual submissions over the platform "EasyChair" by using the following link: https://easychair.org/conferences/?conf=sgkm2020	1. Panel description (500-1,000 characters) 2. 4-5 individual contributions (2,000–4,000 characters each) of a common topic 3. Separates cover page per panel with information about the authors (see template on the website) 4. Please mail to: sgkm2020@zhaw.ch	1. Abstract about the workshop topic (1,000–2,000 characters) 2. Short Abstract about individual contributions (500–1,000 characters each) 3. Details of speakers from science and media practice 4. Details of a presenter to host discussion during the workshop 5. Please mail to: sgkm2020@zhaw.ch
15-minute presentation (if accepted)	90-minute panel (if accepted)	45- to 90-minute workshop (if accepted)

Submission deadline: Monday, 14 October 2019
Information regarding review results: Friday, 20 December 2019

1. Individual Submission

For individual submissions, we kindly ask you to write an extended abstract (scope: 2,000–4,000 characters incl. space characters) about a 15-minute presentation. State which 1–2 topics that were mentioned in the call the presentation will particularly relate to. In addition to that, please submit a short abstract of your presentation proposal (scope: 500–1,000 characters) for the conference programme.

Submission site for individual submissions: https://easychair.org/conferences/?conf=sgkm2020

2. Panel, SACM Specialist Group Sessions

The procedure regarding the submission of a panel or SACM specialist group session is identical: Please write a panel proposal with 4 to 5 individual contributions for a 90-minute panel. The individual contributions should relate to a common panel topic. However, SACM specialist group sessions do not have to relate to the conference topic. The description of the panel should not exceed 1,000 characters; a description of 2,000–4,000 characters is required for each individual contribution. Please fill in one separate cover page per panel with all author details in order to guarantee anonymity during the assessment process.

Submission of panels and SACM specialist group sessions via email: sgkm2020@zhaw.ch

Assessment Criteria

Submissions for individual contributions, panels and SACM 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, any references that allow inference regarding authorship should be avoided.

Reviewers will adhere to the following assessment criteria:

1) Relevance of the topic, 2) Reference to the conference (except SACM specialist group sessions), 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.

3. Workshops: Science meets Practice

During the conference, Media Literacy should be discussed through innovative event formats. For this reason, the new workshop format "Science meets Practice" was created, which allows for direct exchange between communication- and media scientists and media professionals (e.g. journalists, PR-professionals, speakers, bloggers)

To submit a workshop, please write a proposal that comprises individual contributions from 3 to 5 people for a panel (45–90 minutes). The workshop topic should be outlined in an abstract (1,000–2,000 characters), which also notes questions that will be addressed by all participants during the workshop. For each individual contribution, a short summary of 500–1,000 characters and details of speakers from science or media practice is required.

The selection of submitted workshops is made according to the following list of criteria:

1) Topic relevance, 2) Reference to conference topic, 3) Clear thematic connection between contributions from media practice and communication- and media science.

Workshop proposals will not be subject to an anonymous peer-review-process but will rather be judged by the organising committee. The workshop proposal should outline the names of all contributors from science and media practice and contain a few key words regarding their professional backgrounds. Moreover, a host for the discussion during the workshop should be named. If required, the organising committee of the conference might also initiate workshops themselves and might contact suitable persons for this purpose.

Submission of workshops via email: sgkm2020@zhaw.ch

Best presentation award for junior scientists funded by the "Ulrich Saxer-Stiftung"

During the SACM conference, the best presentation held by a junior scientist will be awarded. The price is financed by the "Ulrich Saxer-Stifung".

Formal Criteria:

The Junior Scientists Award can be awarded to candidates who fulfil the following criteria:

- Candidates must present a contribution of outstanding quality at the SACM-SGKM annual conference.

- Candidates must be part of the young generation of scientists. Candidates who hold only a temporary professorship can also participate.

- The prize can be awarded to an individual as well as to a group of young researchers. Participation of professors in the paper and in the authorship is forbidden.

- All individual and collective contributions to the SACM annual conference in which at least one young academic (no professors) is involved, are automatically considered for the selection process and award.

For the complete statutes see https://sgkm.ch/de/forderung/preise

Important Dates

Start of submission via conference website	01.09.2019
Submission deadline	14.10.2019
Information on review results	20.12.2019
Publication of conference programme	03.02.2020
Start of registration	03.02.2020
Registration deadline online	01.04.2020
Get-together, IAM live	22.04.2020
SACM Annual Conference 2020	23./24.04.2020

Contact

Organising Committee: Guido Keel, Wibke Weber, Vinzenz Wyss, Deborah Harzenmoser

Email: sgkm2020@zhaw.ch

Website: www.zhaw.ch/sgkm2020

Twitter: @SGKM2020, #SGKM2020