

Call for Papers

Annual Conference 2025 of the Swiss Association of Communication and Media Research (SACM) at the University of Applied Sciences of the Grisons, Sommeraustasse 32, 7000 Chur

May 21-23, 2025

Technology, media and communication (science) in the field of tension

Developments, challenges and opportunities

Thematic focus

Rapid technological development has fundamentally transformed the communication and media landscape, and innovation cycles are becoming ever shorter. The SACM Annual Conference 2025 is dedicated to understanding technological change and its interaction with communication and media studies. Current developments and future trends will be examined in order to draw a comprehensive picture of technological developments in communication. The focus will also be on analyzing and reflecting on how our discipline is influenced by rapid developments on the one hand and how it itself acts as a driving force in shaping and critically accompanying the digital transformation process on the other. This includes an interdisciplinary dialog in order to better understand the complex challenges and opportunities of the further development of communication and to develop constructive solutions.

Conference contributions could deal with the following topics and questions on the macro, meso and micro levels, whereby the localization of certain research fields on the respective level is exemplary here:

Area I: Macro level - structures, systems and institutions

Media theory and history

This topic focuses on the historical developments and theoretical perspectives in relation to the transformation of communication technologies. What paradigmatic shifts have occurred over time and how do they shape our current perception and analysis of media and communication? How is technological change addressed in communication science theory formation? Which social science theoretical approaches (e.g., technology determinism vs. technology constructivism) are particularly

suitable for describing and analyzing current technological change in the media industry? We invite contributions that deal, e.g., with the following topics:

- Analysis of the historical development of technological innovations in communication
- Reflection on theoretical approaches to the integration of technology in media research

Media policy, structures and economics

The regulatory framework and the structures of the media landscape are closely linked to technological developments. The focus is on the impact of technological innovations on media policy, media regulation and the media economy, or conversely, how media policy and regulation impact technological developments. We invite contributions that deal with, e.g., the following topics:

- Analysis of the regulation of digital/social media and platforms in the context of technological developments (e.g., EU Digital Services Act)
- Interactions between media policy, regulation and technological development e.g., effects of recent EU regulations (e.g., EU AI Act) on Swiss media
- Impact of new communication infrastructures (social media/search engines/messengers) on existing communication infrastructures and markets (journalistic mass media)

Area II: Meso-level - media, companies and organizations

Organizational and advertising communication

How are internal and external communication processes in organizations being transformed by technological innovations? This thematic focus is dedicated to technological innovations in relation to organizational communication and the challenges and opportunities that arise from them. We invite contributions that deal with, e.g., the following topics:

- Researching the integration of technology in internal and external communication strategies of organizations
- Analysis of changes in organizational communication due to technological change

Journalism and media innovations

The production, distribution and use of journalistic content have always been closely linked to technological innovations and are changing with them. We invite contributions that deal with historical or current technological developments - such as automation, datafication or AI - and their interactions with journalistic content, practices, processes and ethics. We invite contributions that deal with, e.g., the following topics:

- (Successful and failed) attempts to adapt new technologies in media organizations
- Impact of technological changes on news production and distribution and consequences for employees in the media sector
- New forms of digital journalism and their influence on reporting, media content and formats

Political communication

Technological change in general and digitalization and datafication in particular have fundamentally changed political communication. We are looking forward to contributions that examine the influence of platforms and technological innovations on political (communication) processes and the shaping of political messages in the digital age, that deal with the public debate around these issues or the use of media and technologies by political actors. We invite contributions that deal with, e.g., the following topics:

- Impact of new technologies and platforms on political discourse and participation
- Analysis of the role of new technologies in political campaigns and mobilization efforts

Area III: Micro level - media use and media effects

Media reception, media usage and media effects research

How does the reception and use of media (content) change with technological innovations, what effects do communication technologies have on the audience and how are these interpreted and shaped by users? These questions are at the center of this thematic focus, which deals with the perception of attitudes towards and use of technological innovations and their effects on recipients. We invite contributions that deal with, e.g., the following topics:

- Interaction between media innovations (e.g., digital, social media) and recipients
- Effects of technologically mediated communication on opinion formation, attitudes and behavior and existing collaborative audience research
- Perception of attitudes towards and knowledge of technological developments (e.g., digital literacy)

Area IV: Subject area development, methods and university teaching

Subject area development

What does the increasing differentiation of media and communication technologies mean for social sciences (and humanities) perspectives on communication and media? Which competencies and skills are important today, how has this changed and why? What significance does this have for interdisciplinary cooperation? We invite contributions that deal with, e.g., the following topics:

- Discussion of the impact of technological innovations on research perspectives in the social sciences and humanities
- Dealing with changing demands on communication scientists; especially in connection with technological changes

Communication science methods

Which methods are used how to research technological change and how can the methods of communication science be further developed with the help of new technologies? We invite contributions that provide an overview of new and old methodological approaches, discuss advantages and disadvantages or present and discuss innovative methodological approaches.

- Advantages and disadvantages of innovative and existing methods
- (Critical) discussion of innovative methods for researching technologized communication
- Presentation of new approaches and tools for analyzing digital data, media content and phenomena of change

University teaching

New technologies such as artificial intelligence are not only changing how we research communication and media, but also how we teach these topics to our students, which skills should be promoted in teaching and how these should be assessed. We invite contributions that present innovative approaches to university teaching in order to impart the necessary knowledge to understand the technological transformation of communication.

- Innovative approaches to teaching technological change in communication and media
- Use of new technologies in communication science teaching
- New competence requirements in university teaching

We invite researchers to submit papers on these and related topics to foster an interdisciplinary dialog on developments, challenges and opportunities of technological change in communication and media. The conference provides a platform for the exchange of ideas, insights and best practices in the age of digital innovation. You do not need to be a member of the SACM to submit a paper and participate in the conference. Experts from the industry/practice are very welcome.

Guidelines for submitting a proposal

There are three possible formats for a submission (see table)

Individual submission	Panel	Workshop "Science meets Practice"
<p>Extended abstract (3000 characters, including spaces, excluding bibliography)</p> <p>Summary (500-1000 characters)</p> <p>Please avoid mentioning the author(s) in the summary and main text of the submission</p>	<p>Description of the panel (1000 characters)</p> <p>4-5 individual contributions (3000 characters each) on a common topic</p> <p>Include a cover sheet with the names of the panelists and individual participants. Please avoid mentioning the authors in the summary, the presentation of the panel, and in the main part of the text</p>	<p>Summary of the workshop topic (1000 characters)</p> <p>Summary of the individual contributions (500-1000 characters each)</p> <p>Title page with details of the speakers from research and practice in the communications and media industry Specify a moderator for the discussion during the workshop No anonymization needed</p>
10-15 minute presentation (if accepted)	90-minute panel (if accepted)	Workshop of 45 to 90 minutes (if accepted)
<p>Submit your contribution via the Easychair platform, the link will be published under www.fhgr.ch/sgkm2025 be available.</p>		

Deadline for submissions: November 29, 2024

Announcement of the review results: February 2025

Individual submission

For individual submissions, we ask you to write a detailed summary (length: 3000 characters, incl. spaces, excluding bibliography) of a 15-minute presentation. Indicate the topic to which the contribution should refer. Please also submit a short summary of your contribution (length: 500-1000 characters) for the conference program. The authors should be careful not to mention their name in the summary and in the main part of the submission.

Panel

Please write a panel proposal with four to five individual contributions for a 90-minute panel. The individual contributions must relate to a common panel topic. The description of the panel must not exceed 1000 characters. Descriptions of 3000 characters are also required for each individual contribution. Please include a cover sheet on which the names of the panel leader and the individual participants are mentioned and avoid mentioning the individual participants in the texts (summary, presentation, submission texts).

Criteria for the process of evaluating individual contributions and panels:

- The proposals for individual and panel contributions are evaluated anonymously according to a peer review process.
- All **individual submissions** must be submitted anonymously via Easychair.
- In addition to the individual anonymized panel contributions, **panel submissions** must be accompanied by a cover sheet on which the participants are named.
- The following evaluation criteria apply: 1) relevance of the topic, 2) connection to the conference theme, 3) theoretical basis, 4) relevance of the method/approach, 5) clarity of argumentation and 6) originality. For panels: 7) connection of the individual contributions to a common theme.
- If practitioners from applied media research and/or the media submit a panel, only criteria 1, 2, 5 and 7 will be used in the evaluation. The proposals will not undergo an anonymous peer review process but will be evaluated by the organizing committee.

Workshop “Science meets practice”

This workshop format creates a space in which a direct exchange between researchers and practitioners in the field of communication and media can take place. If you would like to submit a workshop, please write a proposal that includes individual contributions from three to five people for a panel (45-90 minutes). The topic of the workshop should be described in a summary (1000 characters), including the questions that the participants will discuss during the workshop. A short summary (500-1000 characters) and information about the participants from research and practice are required for each individual contribution.

Criteria for the evaluation process of the workshops:

- The submitted workshops will be evaluated according to a slightly different procedure, with the following criteria: 1) relevance of the topic, 2) connection to the conference theme, 3) clear thematic connection between the contributions from practice and communication and media research.
- Proposals for workshops are not subject to an anonymous peer review process but are evaluated by the organizing committee.
- The proposal for the workshop should include the names of all participants and a few keywords about their professional background. In addition, a moderator should be named to lead the discussion during the workshop.
- The conference organizing committee reserves the right to organize its own workshops if necessary. All contributions must be submitted via the Easychair platform.

Prize for the best presentation (Saxer Best Presentation Award)

The aim of this award is to promote mid-level academics in communication and media research. The prize is awarded for an article of outstanding quality that is submitted and presented at the SACM annual conference (“Saxer Best Presentation Award” in memory of Ulrich Saxer). The article must be submitted by a member of the mid-level faculty as first author. Professors can be co-authors of the article.

The formal participation criteria are as follows:

- Applicants must present a contribution of outstanding quality at the SACM annual conference.
- Applicants must be members of the academic mid-level faculty. People who hold a temporary professorship also belong to the mid-level academic staff.
- The prize can be awarded to individual researchers or to a collective of researchers.
- All individual and group contributions to the SACM annual conference in which a representative of the academic mid-level acts as first author are automatically candidates for the selection procedure.
- The prize (including the prize money) is awarded to representatives of the academic mid-level faculty. Professors who are involved in the submission of an outstanding contribution are excluded from the prize and may not mention the prize in their CV.

Prize for the best panel (awarded by UAS Grisons)

A new prize will also be awarded for the best panel. The prize will be awarded based on the number of points in the review process and the presentation on site. The winners of the prize will receive a certificate and a gift from the University of Applied Sciences of the Grisons.

SACM-PhD-Workshop

A PhD workshop will be held in the run-up to the SACM annual conference. This workshop is aimed at doctoral students who are writing their dissertation in the field of communication and media studies and are members of the SACM. It will take place as a pre-conference on Wednesday, May 21, 2025, from 1-5 p.m. at the University of Applied Sciences of the Grisons in Chur. Doctoral candidates who register and are selected in a process independent of the annual conference can present their dissertation ideas or parts of their dissertation and receive feedback from peers and experienced researchers. Further information can be found in the call for submissions. The workshop is organized by the mid-level representatives Michelle Möri and Jérôme Chariatte.

Information about the PhD workshop and registration can be found on the conference website www.fhgr.ch/sgkm2025.

Timings & deadlines

What	Until when
Deadline for papers	November 29, 2024
Announcement of the review results	February 2025
Start of registration	February 2025
Registration deadline for speakers	March 28, 2025
Publication of the conference program	Mid-April 2025
Registration deadline for list of participants / box office	May 11, 2025 / flexible
Conference dates	May 21-23, 2025

Registration for the event

All individuals selected to speak after the selection process must register for the conference via Easychair by March 28, 2025. Those who wish to attend the event without giving a presentation must register via Easychair or at the box office by May 11.

Registration fee

Individual registration doctoral candidate and student: CHF 100*

Individual registration SACM members: CHF 180*

Individual registration for non-members of the SACM: CHF 230*

*The prices including dinner will be higher than the conference participation and will be noted during registration. There will be an extra charge at the box office.

Contact and information

E-mail: sgkm2025@fhgr.ch

Website & link to conference registration: www.fhgr.ch/sgkm2025

Social media: www.linkedin.com/company/sgkm2025

<https://x.com/sgkm2025>

www.instagram.com/sgkm2025

Hashtag of the conference: #SGKM2025

Organizing Committee

- Prof. Dr. Ulla Autenrieth, UAS Grisons
- Prof. Dr. Sina Blassnig, Université de Fribourg & UAS Grisons
- Johanna Burger, M.A., UAS Grisons & FU Berlin
- Prof. Dr. Urs Dahinden, UAS Grisons
- Prof. Dr. Edzard Schade, UAS Grisons