

Call for Panels and Papers



Faculty of Journalism
Information and Book Studies
University of Warsaw

MEDIA POWER:

PEOPLE — ORGANISATIONS — TECHNOLOGIES

5th CONGRESS OF THE POLISH COMMUNICATION ASSOCIATION

Warsaw, 19–21.09.2019

www.kongresppts2019.pl

The 5th Congress of the Polish Communication Association, entitled “Media Power: People — Organisations — Technologies” aims at discussing the notion of media power, from the internal (organisational) and external (media ecology) perspective. Through a reference to work by Des Freedman — one of the conference keynote speakers — we argue that:

“We need a definition of media power that is both sufficiently clear to capture the dangers it can pose for democracy and sufficiently complex in order to fully evaluate its channels, networks, participants and implications” (“Contradictions of Media Power”, 2014, p. 3).

We therefore welcome both paper proposals that address the specific conference theme as well as paper proposals that address more general issues with regard to power struggles and their dynamics in three main areas:

People: media values and functions, media accountability and transparency, journalism culture, media audiences, media literacy, intercultural communication, societal and political polarisation, contribution of media to local communities;

Organisations: media ownership and management, organisational cultures and structures, models of media systems, interplay between the media and politics, business models, media strategies, international communication, new forms of media and journalism (startup communities, SMEs);

Technologies: information and communication technologies, multimedia platforms, social media, visual communication, smart city, Big Data, Internet of Things, new forms of PR and advertising, user-generated content.

The salient questions to be addressed are:

What is the current state of media power in contemporary societies?

How powerful are journalistic standards and values?

Do we experience new power struggles between the media, state/politics and the publics?

What is the power of new media technologies (Big Data, algorithms)?

What are the potential ways to extend the notion of media power in communications/media studies?

What is missing in studies on media power in the fast-changing information society?

Paper submission

Submissions for the conference are invited as paper proposals in the form of abstracts (max. 500 words) in Polish or English. Abstracts shall be uploaded to the conference website

(www.kongresptks2019.pl) by March 15, 2019. Proposals shall address the following evaluation criteria:

- Relevance to the academic field and the main conference theme,
- Theoretical background and methodology,
- Originality and contribution to the field's knowledge,
- Practical implications (for business, media and/or policy).

All submissions will go through the process of double peer review by experts nominated to the conference's Scientific Committee.

Important dates

March 15, 2019	Deadline for abstract submissions
April 20, 2019	Notification of acceptance (papers and posters)
April 20, 2019– September 1 2019	Conference fee registration
September 19–21, 2019	The 5th Congress of the Polish Communication Association: “Media Power: People — Organisations — Technologies”

Conference fees

Regular conference fee: 500 PLN (Polish Zloty)

Conference fee for PhD students: 300 PLN (Polish Zloty)

Discounts for members of the Polish Communication Association: 50 PLN (Polish Zloty)

Conference fees include conference materials, meals and two conference dinners

Conference fees shall be addressed to the Polish Communication Association via Bank Transfer:

Bank account details:

POLSKIE TOWARZYSTWO KOMUNIKACJI SPOŁECZNEJ

(POLISH COMMUNICATION ASSOCIATION):

ul. Koszarowa 3, 51-149 Wrocław, Poland

Bank: PKO Bank Polski

Account no: 74 1440 1156 0000 0000 0673 0094

Titled: Kongres + Name and Surname of Conference Participants

SWIFT: BPKOPLPW

IBAN: PL+ account no

Polish Communication Association

The Polish Communication Association is one of the largest academic networks of media and communications in Poland.

The congresses of the Polish Communication Association gather more than 300 researchers and practitioners specialising in media, journalism, policy and management.

Website: www.ptks.pl

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