

## CALL FOR PAPERS: ICA PRECONFERENCE 2018

# 'THE PARTICIPATORY TURN' TEN YEARS LATER TRUST/DISTRUST AND ENGAGEMENT/DISENGAGEMENT

**International Communication Association Annual Conference, Prague, Czech Republic**

**Thursday May 24, 2018, 0930-1600**

Sponsored by the following ICA divisions: Journalism Studies; Philosophy, Theory and Critique; Political Communication, and Popular Communication.

**Deadline for Extended Abstracts: December 18, 2017**

### THEME

This ICA preconference marks the anniversary of *the participatory turn*: a decade ago, there was widespread optimism about the creative, economic and democratic potential of audience participation in the media. New technology and increased competition pressured established media to rethink their relationship with audiences, while internet and social media opened unprecedented participatory possibilities. In the passing decade, both positive and negative implications of the *participatory turn* have come to the forefront of media debate and scholarship. *The participatory turn* has led not only to increased engagement and involvement, but also to participatory fatigue, disengagement and resistance.

This preconference explores how participation as a concept, strategy and practice has developed over the last decade, and engages participants in a dialogue concerning contradictions and dilemmas.

**We welcome contributions emphasising one or more of the following dimensions:**

- *Concepts, theories, approaches*: How is participation in mass and social media understood and conceptualized within various approaches? In what ways are issues of trust and distrust, engagement and disengagement linked with popular participation in the media?
- *Organisation, production and the construction of participatory spaces*: What characterizes the different formats and roles for audiences in media production? How is audience participation and ordinariness constructed and negotiated in media content?
- *Disappointment, distrust and resistance*: How have missed opportunities and disappointment with the implications of *the participatory turn* resulted in lack of trust, disengagement and resistance?

### AIMS

The aim of the preconference is to bring together participants from different fields of media and communication studies to a cross-disciplinary dialogue on participatory culture, trust/distrust and engagement/disengagement.

In addition to a critical assessment of the implications of *the participatory turn*, the aim is to identify clusters of potential collaborators for 1-2 competitive panels for upcoming conferences (ICA, ECREA, other).

The preconference is based on presentations from participants, a keynote address and a panel discussion.

Keynote speaker is Mark Deuze, professor of Media Studies in the University of Amsterdam, author of *Media Work* (Polity, 2007) and *Media Life* (Polity, 2014). Deuze will discuss trust, distrust and participatory experiences under the title: *The Straitjacket of Participatory Culture*.

## SUBMISSION AND SELECTION PROCESS

The conference is based on **extended abstracts of 1000-1500 words**.

Submit extended abstracts to: [participationpreconica18@gmail.com](mailto:participationpreconica18@gmail.com) by **December 18, 2017**. The extended abstracts should include main idea/argument, research questions, short literature review and/or theoretical perspectives, information on methodology and empirical findings (if relevant).

We welcome different approaches, including discussions of literature, concepts and theories, historical perspectives and empirical analyses.

**All submitted abstracts must be anonymous with no reference to author(s). Include name, affiliation and contact details either in the email or in a separate attachment.**

**The extended abstracts will be subject to double blind peer review.**

**Decisions on acceptance will be made by January 22, 2018.**

Authors of accepted abstracts are expected to attend the pre-conference and present in person. Participation fee (including coffee break and lunch) is **US \$75** for presenters and non-presenters.

## ORGANIZERS

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