Call for Papers

Annual Conference of the Swiss Association of Communication and Media Research (SACM)

at the Zurich University of Applied Sciences (ZHAW) and Zurich University of the Arts (ZHdK), Toni campus, 21 to 22 April 2022

The visual and audiovisual turn in the age of screen media

Is data-driven interaction with screen media leading to the dominance of visual and audiovisual contents? Has the age of images and moving pictures thus begun? And has the end of the "Gutenberg Galaxy" (McLuhan) been heralded? These questions will be addressed at the SACM Annual Conference 2022.

Screen-based offerings range from comics journalism and animated documentary films to data visualisations, animated infographics and augmented and virtual reality. Images and moving pictures are used in campaigns and demonstrate their potential to elicit emotion, for example as "social videos" on social networks.

This "visual turn" in the field of communication calls for elaborate image theory as well as the expert and critical handling of images and screen media among communicators and audiences.

The SACM Annual Conference 2022 wants to incite a broad discussion of existing research approaches from various disciplines. It will take place for the first time at the Toni campus in Zurich, which is home to the Zurich University of the Arts (ZHdK) and the Zurich University of Applied Sciences (ZHAW). Not least because of the venue, the conference will be open to interdisciplinary contributions that take in aspects at the interface between communication and media research and the realms of design, art and digital storytelling as well as IT and media technology.

Subject areas that can be discussed as part of the conference include:

- The "visual turn" and its significance for journalistic communication
- The data-driven "narrative turn" in the area of storytelling
- New skills for professional communicators in the areas of image communication and screen media
- Innovative training programmes at universities and universities of applied sciences for a changed occupational profile in the field of communication
- Images and videos as part of private or social communication
- Media training at schools: visual literacy
- Methodological innovations for research on image communication
- Screen-based contents in the area of design and art as a direct link to the audience
- Technological innovations at the interface between screen media and IT
- Artificial intelligence and automated searches for images and videos
- Augmented and virtual reality of a new immersive media reality

In addition to individual submissions, panels and specialist group sessions are welcome. "Science Meets Practice" and "Arts & Design Meet Media" workshops can also be submitted.

The submission of screen-based applied theses (bachelor's/master's) is desired. These will be shown as part of a separate exhibition.

Submissions

The conference is aimed at the national and international professional public. Submissions and presentations can be made in German, French, Italian or English. The visualisation of contributions at the conference (PowerPoint, etc.) must be in a different language to that in which they are given orally so that people who speak other languages can follow them. SACM membership is not a requirement for making a submission/contribution.

There are three formats for submitting contributions:

Individual submission	Panel, specialist group sessions	"Science Meets Practice" or "Arts & Design Meet Media" workshops
1. Extended abstract (2,000-4,000 characters incl. spaces). 2. Short abstract (500-1,000 characters). 3. Appropriate subject areas within the call. 4. Submit your contribution via submission link: https://easychair.org/cfp/sgkm2022	1. Panel description (1,000 characters) 2. 4-5 individual contributions (each 2,000-4,000 characters) on a common topic. 3. Separate cover sheet for each panel with information about authors. 4. Submissions via submission link: https://easychair.org/cfp/sgkm2022	1. Abstract about the workshop topic (1,000-2,000 characters). 2. Short abstract about the individual contributions (each 500 to 1,000 characters). 3. Details on the speakers from the worlds of science and media/design practice. 4. Details of a presenter for the discussion during the workshop. 5. Submissions via submission link: https://easychair.org/cfp/sgkm2022
15-minute presentation	90-minute panel (if accepted)	45-90-minute workshop (if accepted)
Submission deadline: 8 November 2021		
Information regarding review results: 17 January 2022		

Submissions of applied screen-based theses that can be shown as part of an exhibition at the venue on a desktop, tablet, smartphone or using VR glasses.

Please provide details of the title, technology, medium and year.

Further requirements:

- Limit per work to one exhibition table with a screen-based device
- Explanation/description of the work by the graduand submitting it (max. 150 words)
- A detailed description of the area and the devices that will be required for the exhibition of the work
- Maximum three photos of the proposed works
- If available, include an online link to the work or an abridged version (e.g. video trailer).
- The respective graduand should be in attendance for at least two hours during the exhibition to be available for questions.

Individual submission

For individual submissions, we kindly ask that you write an extended abstract (length: 2,000-4,000 characters incl. spaces) about a 15-minute presentation. Indicate the subject area to which the contribution intends to make particularly strong reference. Please also submit a short abstract of your contribution (length: 500-1,000 characters) for the conference programme.

Panel, specialist group session

The process for submitting a panel or specialist group session is identical: please write a panel proposal with four to five individual contributions for a 90-minute panel. The individual contributions should relate to a common panel topic. The description of the panel should not exceed 1,000 characters. Descriptions of 2,000-4,000 characters in length are also required for each individual contribution. Please complete a separate cover sheet for each panel containing all author details (a template is available on the conference website) in order to guarantee anonymity during the assessment process.

Assessment criteria for the review process

Submissions for individual contributions, panels and specialist group sessions will be evaluated anonymously by at least two experts (peer review). All contact details must therefore be provided separately on a cover sheet. The provision of information which could allow conclusions to be drawn about the authors should also be avoided in the short extract.

The following assessment criteria apply:

1) Relevance of the topic, 2) reference to the conference topic, 3) theoretical foundation,
4) appropriateness of method/approach, 5) clarity of argumentation and 6) originality.

For panels: 7) Reference of individual contributions to a common topic.

Workshops:

Science Meets Practice

The "Science Meets Practice" workshop format should create a space within which direct exchanges can take place between communication and media researchers and media practitioners (e.g. journalists, PR professionals, spokespersons, bloggers, media managers).

Arts & Design Meet Media

In this new workshop format, exchanges will take place between researchers from the fields of art and design with those from the realms of media technology, media practice and media research. Transdisciplinary cooperation projects, applied research, existing projects and ideas for future joint research initiatives can be presented, brought to life and discussed.

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 workshop topic should be outlined in an abstract (1,000-2,000 characters) that also includes those questions that are to be addressed by all participants as part of the workshop. For each individual contribution, a short abstract containing 500 to 1,000 characters and details of the participants from the worlds of science and media practice are required.

The submitted workshops will be selected according to a slightly adjusted procedure. The submitted proposals will be assessed with the help of a modified criteria list:

1) Relevance of the topic, 2) reference to the conference topic, 3) clear thematic link between the contributions from the field of media practice or design practice and communication and media research.

The workshop proposals will not be subjected to an anonymised peer review process and instead will be assessed by an organising committee. The workshop proposal should include the names of all contributors from the fields of science and media practice, including some keywords on their professional background. A presenter should also be specified for the discussion during the workshop.

The conference organising committee will, where necessary, also initiate its own workshops and contact the appropriate individuals for this purpose in a targeted manner.

All contributions should be submitted via the submission link https://easychair.org/cfp/sgkm2022

Best Paper Award funded by the Ulrich Saxer Foundation at the SACM Annual Conference

The best paper submitted by a junior scientist is recognised at the SACM Annual Conference with a "Best Paper Award". The award is funded by the Ulrich Saxer Foundation.

Formal criteria:

- Candidates must present a contribution of outstanding quality at the SACM Annual Conference.
- Candidates must be early-stage researchers. Individuals who only hold a temporary professorship can also participate.
- The prize can be awarded to either an individual or a group of young researchers. Professors are neither allowed to participate in the presentation nor as authors.
- All individual and group contributions at the SACM Annual Conference in which at least one participant is an early-stage researcher (no professors) and whose written submission was given a high score by the reviewers are automatically considered for the selection process.

Important information

Activity	Date
Submission deadline:	8 November 2021
Information regarding review results:	17 January 2022
Publication of the conference programme:	11 February 2022
Start of registration:	11 February 2022
Online registration deadline:	4 April 2022
Get-together:	Evening of 20 April with drinks reception / get-together
SACM Annual Conference	21/22 April 2022

Contact

Organising committee: Daniel Süss, Martin Zimper, Nicholas Schärer, Sandra Kaufmann

E-mail: sgkm2022@zhaw.ch

Website (online february 2022): www.sgkm2022.ch

Submission link: https://easychair.org/cfp/sgkm2022

Twitter

@SGKM2022: up-to-date information on the conference will be communicated under this Twitter name.

#SGKM2022: this is the official hashtag for the conference.