



## Call for Papers

69th annual conference of the German Communication Association (DGPuK), 13 – 15 March, 2024, Erfurt

[www.dgpuk2024.de](http://www.dgpuk2024.de)

## Visions for the “good life”

Media and Communications in Tomorrow’s Society

Communication studies is a child of the 20<sup>th</sup> century. The discipline was shaped by the propaganda catastrophes of that time and evolved with the media revolutions, from the establishment of mass audiences to the introduction of broadcasting and the cross-border transmission of satellites to the advent of the Internet. Communication studies observed and accompanied the dynamic developments of media content, audiences and publics, successful protest communication and diplomatic endeavours, as well as the digital structural change of the public sphere. The latter has fundamentally changed political, but also everyday communication. Eventually, the end of the 20<sup>th</sup> century was accompanied by promising technological utopias of a digitally empowered human being in a networked society.

Today, these imaginations seem almost naive: (anti-)social media and propaganda, populism and disinformation, democracies under pressure, polarization tendencies in society and individual media addiction are permanent topics in of scientific and public debate, adding to debates around climate change, wars, and pandemics.

In light of these multiple crises, communication studies is struggling for its role in social analysis. The discipline usually offers good measurements, observations and explanations of these and other problems. But what are possible solutions and promising visions the field proposes? More than ever, we require positive guiding principles, ideas, and concepts for the development of media, communications, and society. They can offer orientation, set goals and lead our research without merely aligning it with short-term trends.

The “good life” provides a guiding principle for future visions and various academic debates especially considering the breadth of our field. A good life can be either understood as subjective well-being, or measured by objective dimensions such as health, security, income and work, social contacts, education, democracy, civil and human rights, residential living, culture or infrastructure.

For the annual conference, we are asking what role media and communication can play for the individual, institutional and, above all, societal realization of the many ideas and dimensions of the “good life”.

What are our visions of a better life with and without media? Where can communication and media initiate and amplify favourable developments? What are the conditions and prerequisites for positive, constructive and sustainable communication that informs and democratically mobilizes people, that strengthens cohesion and mutual understanding within and between societies that balances inequalities, imparts knowledge, promotes identity formation and the development of children and young adults, and promotes individual and planetary health?

Empirical evidence as well as theoretical developments are in demand. The conference will encourage scholars to take interdisciplinary and international references seriously - because

social philosophies and ideas that centre on communication exist in other disciplines and world regions as well.

Therefore, the conference wants to go beyond the mere description of media and communication by looking for those offers in communication studies that combine contemporary analysis with visions for the future. We invite scholars to think beyond the individual level and develop visions of positive guiding principles on the meso- and macro level and to discuss their own research against this background. In this sense, it is the aim of the conference not only to look for utopias and visions, but also to make their implementation and the focus on concrete contributions for a better life a subject of discussion.

Submissions related to the conference theme are, of course, welcome from all areas of the discipline and its interdisciplinary interfaces. Topics can be, amongst others:

- theoretical designs and normative concepts of positive visions for communication and media and their respective contribution for a “good life”,
- analysis of media use and effects, especially in regards to a creative use of media,
- reflections of the contributions of constructive, participatory, or reciprocal journalism for a good life,
- visions and findings on the quality of life and constructive structural changes in digital communication,
- political communication processes to promote democracy, human rights and political self-efficacy,
- governance and regulation of media and communication to secure a better life,
- perspectives of successful science communication,
- relations between the media-, cultural-, and social order, for example in the area of social inequality research (e.g. (post-)migrant, feministic, queer representation and participation),
- findings on the need of new media and communication ethics for the good life,
- public relations and business communication and their contribution to corporate responsibility and social integration,
- comparative perspectives on communication and media history and their respective visions of a better life,
- concepts, goals, and means in the fields of (planetary) health and sustainability, nutrition and movement and sports,
- visions for the good life in international comparisons and international exchange,
- approaches of the future of media socialization of children and identity development,
- methodological and ethical challenges (e.g. how to measure the quality of the good life or the well-being of study participants).

## Submission

### Submission and Deadline

- Submission for individual papers and panels starts **15 July, 2023** via the Conference Tool <https://www.conftool.pro/dgpuk2024/>.
- Deadline for submission is **1 September, 2023**.
- Submitters will be informed about acceptance or rejection by **15 December, 2023**.
- All submissions will be reviewed according to the criteria of theoretical foundation, relevance of the research question, appropriateness of methods and procedure, clarity/conciseness of presentation, and originality.

### Submission Formats

- **Extended Abstracts on the conference topic**  
Extended Abstracts for contributions on the conference topic should comprise 4.000 – 6.000 characters (incl. blank spaces, literature, tables and figures).
- **Panel proposal on the conference topic**  
There is an option to submit complete panels, which offer the possibility to introduce comprehensive projects and research contexts which are linked to the conference topic. Individual contributions of the panel should be linked to each other. Panel proposals need to include: panel title, name of chair/moderation, description of the panel comprising 3.000 – 4.000 characters (incl. blank spaces, literature, tables and figures) as well as title and abstract of each individual paper (1.000 – 1.500 characters each, incl. blank spaces, literature, tables and figures). A panel can include up to four individual contributions. A parallel submission of individual papers in the regular submission is not allowed.
- **Submissions for open formats on the conference topic**  
We would like to offer the option for alternative formats next to the classic paper presentation format at the annual conference in Erfurt. These can include workshops, roundtable discussions (e.g. fishbowl), panels with media practitioners but also other ideas. Submissions for open formats should include a description of the planned format and a short outline of its schedule (approx. 3.000 – 4.000 characters incl. blank spaces, literature, tables and figures). Submissions should not be anonymized. There will be an individual review process for the open formats. The organization team will finally decide upon acceptance and rejections based on whether open submissions match the overall program schedule. Please submit your ideas on open formats via [info@dgpuk2024.de](mailto:info@dgpuk2024.de).

- **Extended Abstracts without reference to the conference topic (open panels)**  
Open panels offer the opportunity to present recent research projects, which are not directly linked to the conference topic. Abstracts for open panels should also include 4.000 – 6.000 characters (incl. blank spaces, literature, tables and figures).

## Requirements and General Information

- Submissions to the conference can be made in German and English.
- Please make sure that your submissions do not entail any hints of authorship (excluding open formats).
- Suitable for submission are only papers that a) have not yet been published and b) have not yet been submitted, accepted, or presented at an academic conference whose audience equals that of the annual conference (especially section conferences of the DGPuK). Please declare that your submission meets these conditions at the cover sheet.
- For empirical contributions, please note that the abstract should include findings and a respective discussion. Empirical submissions, which include only a preview of expected findings will not be considered for the review process.
- The organisers of the conference reserve the right to invite submitted contributions to other presentation formats than the classic paper presentation.

We are looking forward to your contributions and we hope to welcome many colleagues in Erfurt!

## Team and Contact

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