

CALL FOR CONFERENCE PAPERS

In an increasingly unstable world, independent media are facing unprecedented challenges. Journalism's crucial role to represent the public interest is being actively undermined by declining audiences, upended business models, and the emergence of alternative sources of content. The net result is disturbingly low levels of trust among consumers who complain about political and business agendas, fake news, and low-quality media overall.

All these challenges are, in some form, connected to recent and rapid technological developments that have altered the way information is spread. Social media, in particular, has helped blur the lines between fact-based journalism, disinformation, and outright propaganda, as individuals sink deeper and deeper into their own echo-chambers.

Despite these challenges, digital technology still holds untapped potential and opportunities for the media. Across the world, media entrepreneurs are working on creative start-ups, innovative business models, and new ways of both reporting and delivering that content to their audiences.

What are the leading examples of sustainable media strategies successfully incorporating digital technology? Is a more innovative use of digital technology combined with editorial diversity the answer to bridging the polarization of society? How can digital tools be used to help build trust and champion the public interest in this contested political space? Has technology been a boon or bane to journalism overall, and where does the future lie?

In this latest addition of the **Prague Media Point**, we will look at those questions in one of the few international conferences that bring together scholars, media professionals, and press freedom activists to discuss and debate the pressing issues of the day.

Possible topics include but are by no means limited to:

- 1. Digitally aided journalism practices** and all the trends that affect content production. Proposed papers in this area may cover new forms of data journalism, experiments in virtual reality/immersive story-telling, mobile reporting investigation, reporting, and visualization, such as automation, augmentation, and AI in the newsroom. This area also includes the use of digital tools in overcoming the lack of gender diversity, political polarization, and other problems.
- 2. Digitally aided entrepreneurial practices in media and audience engagement.** This area will focus on innovative and disruptive business models and issues affecting revenue streams. This includes the role of big tech companies, membership/subscription strategies, and aggregation platforms. Additionally, this topic will explore, for example, the issues of personalized user experience, new ways of audience engagement and reaching neglected target groups, and tactics for overcoming the digital divide.
- 3. Policy and governance issues in media and technology.** This area will center on regulations affecting the work of digital media outlets such as legal norms, censorship, net neutrality, and policy responses to the avalanche of fake news and disinformation. This area could also address the role of public service media.

We welcome proposals from scholars from any discipline, inter-discipline, or scholarly field.

Please submit your 500-word abstracts and a short bio by **May 15th, 2018** to:

caspe@keynote.cz. Download our abstract template.

Deadlines

Abstract submission deadline	May 15, 2018
Notification of acceptance	Jun 30, 2018
Early bird payment deadline	Jul 31, 2018
Regular payment deadline for presenting participants	Sep 27, 2018
Full paper submission	Oct 11, 2018
Regular payment deadline for non-presenting participants	Oct 11, 2018

Conference fee

	Early bird (payment reception by Jul 31, 2018)	Regular (payment reception by Sep 27 or Oct 11, 2018; see above)
Basic	€ 220	€ 250
ECREA and CISS members, and Charles University faculty	€ 195	€ 220
Non-presenting participants	N/A	€ 145
PhD students	€ 90	€ 110

Registration fee includes: all conference sessions, coffee breaks and lunch, conference documents, certificate of attendance, and optional site visits to Czech-based media organizations. Please pay through our gateway, which can be accessed on the conference website www.keynote.cz through the "Registration payment" button.

A limited number of free spaces will be available for non-presenting students, please write to caspe@keynote.cz to receive more details.

Refund Policy

If you cancel your registration on October 25, 2018 at the latest, you will receive a refund of the registration fee. However, the 40 EUR administrative fee is non-refundable. Written requests for cancellation must be emailed to caspe@keynote.cz. **No refunds will be given after October 25, 2018**

Venue

The opening session will be held at the German Embassy in Prague. The conference venue will be announced.

Accommodation

Conference attendees may register at the Leonardo Hotel (<http://www.hotelleonardo.cz>) for the price of 99 EUR/night/single room or 109 EUR/night/double room, the capacity is limited.

Come participate in this much anticipated conference in Prague, one of the most beautiful cities in the world whose center is on the UNESCO list. In addition, you will have the opportunity to join in the city's famous, lively street festivities occurring on November 17, 2018 – the day Czechs celebrate the Velvet Revolution of 1989.



Conference partners:

New York University in Prague, Heinrich-Böll-Stiftung Prague, the European Communication Research and Education Association (ECREA), the Embassy of the Federal Republic of Germany in Prague, the Institute of Communication Studies and Journalism at Charles University, the Comparative Interdisciplinary Studies Section (CISS) of the International Studies Association (ISA), Endowment Fund for Independent Journalism, Syndicate of Journalists of the Czech Republic.

Dagmar Caspe,
Project Coordinator
caspe@keynote.cz,
+420 776 202 908
KEYNOTE s.r.o.
www.keynote.cz

#PragueMediaPoint