2nd Conference of the
Journalism & Communication Education Temporary Working Group
of the European Communication Research and Education Association (ECREA)

Call for Papers

Pamplona 2016

Higher Communication Education – Serving or Innovating the Profession?

May 19/20, 2016
Universidad de Navarra

Today, the constant and accelerated change in the professional media markets has led to many challenges for higher education programs: How can we educate students for a constantly changing market that may not require the skills we are practically teaching them today? How can we know what to teach them? Can we provide answers through our research? Could we even be a spearhead of innovation for a media industry that is increasingly desperate for new and creative approaches? **It comes down to a question of identity: Do we see ourselves as serving the profession, or the means to create change through research and innovation?** In other words: as both scientists and educators, what is our mission in today's changing media environment?

This is the question we would like to address with you at the second conference of our ECREA working group, this time taking place at one of Spain's premier higher education institutions, the University of Navarra in Pamplona. Contributions may address the topic from many different angles, for example:

- Do media educators see themselves (and/or are comfortable with) "serving" the profession, i.e. "producing" well-functioning graduates who get jobs and are good journalists, PR-professionals etc.? Or do they want to be innovators and a vanguard/driving force of media development?
- How did this develop historically and why?
- Are media educators and higher education institutions even equipped to provide innovation – theoretically, methodologically, and in terms of facilities, funds, and competencies?
- What can media education programs learn from other disciplines which have traditionally been involved with both education and research/innovation in their respective fields, for example pharmacy, engineering, informatics... These disciplines have developed as research and higher education providers along with their professions.
- Do we do our students a favor if we teach them to be media innovators - instead of, for example, journalists and PR-professionals?
- How do students perceive innovation in the profession, and/or related aspects of educations and research?
- What *do* media professions expect from our future graduates in terms of media innovation?
- How well connected is innovation in our curricula to the demands of the industry?
- Other perspectives on this topic are welcome!

The conference will feature three presentation formats:

• **Traditional conference presentations**:

For traditional conference presentations, please submit an abstract (max. 500 words, not including references), presenting research results and/or theoretical work relevant to the conference theme. Please outline the state

of the study or research project, the research question(s) or hypotheses, findings and conclusion(s). In case of a theoretical presentation, please outline your argument, describing the issue you are tackling, the current state of research in this field and how your approach provides something new. **We also encourage submitting work in progress, e.g. new theoretical or methodological ideas you want to discuss with peers at the conference.** However, research projects that you want to present and that are not in the field yet (or only yield preliminary results by the time of the conference) should be fully developed and contribute to the theoretical and/or methodological debate.

• **Panel proposal:**

Panels should consist of three to four presentations by different authors/presenters, addressing a common topic from different perspectives. Each panel should also name a chair who serves as a moderator and may or may not be a presenter. Panels should aim for length of 1 to 1 ½ hour, including discussions. Panel proposals should include a description of the topic and overall goal of the panel, addressing the relevance of the topic to the conference theme (400 words). The proposal should also include a short abstract of each of the presentations (max. 200 words each).

• **Conference workshop proposals**: In addition to traditional panels, we would like to invite proposals for workshop sessions. These sessions could start with up to three short introductory talks (about 7 min.) followed by a moderated discussion, but we also welcome alternative workshop models. Sessions should deal with current practical, methodological or theoretical challenges of media education and should aim towards finding ways to meet these challenges. Proposals for workshop sessions should include a clearly defined workshop topic and goal, up to three presenters contributing, and a number of questions or assignments for the discussion. Please submit a short workshop abstract (max. 500 words) including short outlines of the individual presenter's topics.

True to this conference's aim, traditional presentations as well as workshops should seek to either include multiple educational fields (PR, journalism, advertising…) or address applicability/relevance of their topic for programs from different areas of communication education.

Deadline for abstract submission: Monday, February 21, 2016

Accepted presenters will be informed by Tuesday, March 8, 2016

The conference will take place Thursday, May 19 and Friday, May 20, 2016

Please submit abstracts as anonymized Word- or pdf-documents to [michael.harnischmacher@uni-passau.de]. Please include your author information (name, institution, contact) in the accompanying e-mail.