



CALL FOR PAPERS

International conference

Critical Media Transformations: Practices, Challenges, Perspectives

Vytautas Magnus University Kaunas, Lithuania
7-8 October 2010

A consequence of globalization of media economy and technology for journalism lies in the unification of the production processes of media content. Differences between journalistic production routines and applied principles are diminishing towards more popularized and more commercialized media content. Furthermore, journalists in many countries around the world work in basically similar professional environments; they use similar equipment and technology and share a common occupational ideology. On the other hand, despite major changes in the production and consumption of news and information, in many European countries, a large majority of the public still counts on traditional and professional media for information on political, cultural, economic and societal issues. Research on the structural changes in institutional and organizational conditions of media and journalism is lacking rigorous scientific evidence on universal culture of journalism or media. Instead, diversity of public communication traditions is related to different political, economic, social and cultural conditions where these communication values and norms have developed and are sustained.

The conference addresses the two conflicting paradigms of globalization and localization with respect to different changes and challenges as emerging in the European media and journalism, including diffusion of new media technologies, digitization of messages and convergence of media industries, commercialization and homogenization of journalism, changing media functions and media governance, European public spheres.

Contributions which address the above mentioned topics from the conceptual, empirical and methodological point of view are strongly encouraged.

Please send an abstract of **max. 250 words** via email to Kristina Juraite at k.juraite@pmdf.vdu.lt. All submissions should include a paper title, as well as authors' names, institutional affiliations and contact information.

Deadline for sending an abstract is **15 September 2010**.

Selected papers will be published in the conference proceedings as a special issue of the peer-reviewed journal *Media Transformations*.

The conference is organized by the Department of Public Communications at Vytautas Magnus University Kaunas, Lithuania and Interlinks10.Net: Nordplus Network of Journalism Schools.

Please feel free to forward this call for papers to other institutions or persons interested in the topic.