

CALL FOR PAPERS

II Political Communication Symposium

Non-conventional Political Formats: Infotainment or new channels of political interaction?

We currently welcome abstracts for papers to be delivered within the II Symposium on Political Communication to take place next March 3, 2015 in the School of Humanities and Communication Sciences of the Universidad CEU San Pablo, in collaboration with ACOP.

In this occasion the Symposium focusses on *infotainment*, a concept developed during the 1990s to address the substitution of classical, "serious" news for frivolous, superficial information in traditional news programs as well as the appearance of a new formats which mix politics with sensationalist content. From the inception of the term until now there has been an expansion of this hybrid form of information programming, new formats have emerged which have even affected the behavior of front line politicians employing 'americanised' strategies of political communication. As a result, there has also been a transformation of social perceptions of public life. All these developments warrant a deeper examination of the concept of political *infotainment*.

This symposium addresses the workings and effects that the growing presence of *infotainment* is having upon Spanish political culture and public opinion formation. Current research has not yet offered conclusive results: some authors emphasise the negative effects of the phenomenon over appropriate democratic practices; others, however, defend greater popular engagement and political participation as positive effects of this same phenomenon. We will address this debate during the course of the symposium, which will include examples from both sides of the argument. As well as academics, we also include the views of the actual agents of political communication and invite the participation of communication advisors, elected officials as well as technical experts in the field of new media and non-conventional political communication.

Paper proposals may be submitted in English or Spanish **no later than February 1st** and include the following information:

- **Personal details:** author's name, institution affiliation, email address.
- **Paper proposal details:** title, 500 word abstract, up to 6 keywords.

Once paper proposals have been reviewed and accepted by the scientific committee, complete texts, formatted according to the style guidelines below, may be electronically submitted at compol@ceu.es. **no later than February 24th**. We intended to publish selected essays in monograph format.

Full text style guidelines:

- ✓ **Language:** Spanish and English.
- ✓ **Length:** 7.000 - 9.000 words
- ✓ **Font:** Times New Roman 12; 1.5 spaced.
- ✓ **Structure:** Title, Resumen (in Spanish), Abstract, Palabras clave (in Spanish), Keywords, Introduction, Methodology, main body, Conclusions, Bibliography.
- ✓ **Citation style:** Harvard.
- ✓ **Footnotes:** since bibliographical references must follow the Harvard system we request that footnotes be kept to a minimum. Font size 10.

For further information see: <http://www.uspceu.com/es/facultades-escuelas/humanidades-y-ciencias-de-la-comunicacion/seminarios-cursos/seminarios-cursos.php>