



ADVERTISING
INCOMMUNICATION
MEDIA RESEARCH
SYMPOSIUM

BARCELONA
4TH-5TH OF JULY 2013

CFP

EXTENDED DEADLINE

1ST OF MARCH 2013

BRANDING IN A DIGITAL WORLD

Advertising Research TWG

ECREA Symposium 4th-5th of July 2013 | Pompeu Fabra University Barcelona

CALL

In western media systems that have become increasingly complex brands play a pivotal role in advertising communication - be it in advertising for commodities, political parties or for the media themselves. Brands reduce complexity, they are a common point of reference for suppliers and consumers, they integrate multi-channel campaigns, put lifestyles in a nutshell, attract attention, and effect sales. The symposium addresses research areas, ranging from advertising communicators, media, messages, to audiences, and effects. What are the challenges of branding communication in the 21st century? What might be the USP of communication and media scholars' advertising research? How do brands affect the self-perception of consumers (e.g. their body image and attractiveness)? What are appropriate theoretical and methodological approaches to analyse semiotically thick and emotionally charged brands? What are effect-interrelations in multichannel branding campaigns? In order to give an overview over the wide variety of advertising research in Europe the TWG welcomes contributions from many different perspectives. Empirical and theoretical work is welcome as well as methodological, historical or critical approaches to advertising research.

GUIDELINES FOR CONTRIBUTIONS

This symposium will consider papers in form of abstracts for double blind peer reviews. The conference also welcomes panel proposals consisting of 4 presentations.

Authors should provide a 500-words abstract for a single paper proposal. Please note the author names and affiliations on an extra cover sheet followed by an anonymised abstract page.

In all cases the panel proposals should consist of a panel abstract (500 words), in combination with abstracts for each of the individual presentations (500 words). Complete panel proposals only – consisting of 4 papers and a panel abstract – are considered for presentation. No more or less than 4 presentations should form a panel proposal. The proposals should indicate a panel chair or respondent.

All contributions should be submitted electronically in Microsoft Word, Rich Text Format, or PDF format to:

conference@advertising-research.org

Submitted abstracts preferably conform to APA 6th reference style. The conference language is English.

IMPORTANT DATES

Extended submission deadline for abstracts (paper and panel proposals): 1st of March 2013, 24.00 CET

Notification of acceptance (paper and panel proposals): 22nd of March 2013

CONFERENCE

Registration and Reception 3rd of July 2013 Conference Days: 4th -5th of July 2013