

POLITICAL COMMUNICATION IN THE ERA OF NEW TECHNOLOGIES

CALL FOR PAPERS

The Polish Communication Association and the Institute of Political Science at the University of Warsaw invites proposals for the conference entitled “Political Communication in the Era of New Technologies” that is going to be held in Warsaw (Poland), 22 - 23 September 2011.

New technologies makes the new ways of communication and lead election campaigns to be more sophisticated and detailed targeted. Internet, new media, large databases, very fast development of polling and many other methods is used to create good image of politicians and gives them a stronger support. This phenomenon is relevant for both “old”, well developed democracies and young democracies in Central and Eastern Europe. However, there is a long tradition of investigation of political communication in Western countries, while scholars from Central and Eastern Europe have begun that kind of research only two decades ago. All of that cause a strong need for new empirical and comparative studies that may help to understand similarities and differences in political communication and the usage of new technologies in different parts of the world.

The conference will be focused on election and campaigns, mediatization of politics, development of political advertising, new technologies in political communication, political communication and political marketing, as well as news media coverage around the world.

Submission:

We ask scholars to submit an abstract of max. 250 words by **December 15, 2010** and full papers by **June 15, 2011**. Manuscripts must be delivered to conference@ptks.pl and should be no longer than 40 000 characters.

More information: www.ptks.pl

Conference fee is EUR 150 (EUR 200 after June 30, 2011)

Conference language: English

**Political Communication Division of the International Communication Association
is a patron of this event.**



Polish Communication
Association

