



Temporary Working
GROUP
MEDIATIZATION

ECREA
European Communication Research and Education Association

DYNAMICS OF MEDIATIZATION: UNDERSTANDING CULTURAL AND SOCIAL CHANGE

CALL FOR BOOK CHAPTERS DEADLINE FOR ABSTRACTS: OCTOBER 30, 2015

Mediatization studies examine a wide range of dynamics of media-related transformations. These dynamics vary in form and they have been studied using different conceptual vocabularies. Examples of dynamics are media-related changes in the organization and operations of institutions, shifting power relations, changes in social relationships and interactions, and new ways to explore (self-)representations and to express identities.

One important strand of research into these dynamics has concentrated on the ways different institutions in society have been influenced and even reshaped by media logics (be they mass media, new media or social media logics). Others have looked at a more interactional level and changes in media-related practices of agents, for example, while still others have found inspiration in social theory to suggest that Elias' figurational sociology offers a way forward to study dynamics of mediatization empirically.

What all of these approaches have in common is a strong ambition to study social change in relation to the media as a complex and long-term process that accounts for a variety of dynamics of which the media are an important but only one element. Building on these insights, we invite proposals for book chapters that further advance our understanding of mediatization's dynamics, in particular in the following areas:

1) Grasping dynamics of mediatization:

For this theme we welcome chapters that critically discuss theoretical and methodological challenges for the empirical study of mediatization's dynamics. For example, how can we bring the different approaches mentioned above into a closer dialogue so that we can fully grasp mediatization as a general and long-term process of modernity? What can mediatization studies learn from scholarship in media history for longitudinal analyses of social change? What difference does mediatization make for historical accounts of media-related social change?

2) Studying dynamics of mediatization in relation to other long-term processes:

Mediatization is a long-term process that obviously does not occur in isolation. Yet relatively little attention has been paid to the interaction or interrelations of its dynamics with other long-term structural processes, such as globalization, personalization, celebritization,

secularization, commercialization or politicization. How exactly do dynamics of mediatization relate to these other processes, and have certain changes been too easily ascribed to only mediatization? Conversely, how can we revise those sociological studies that have ignored media and communication in their analyses of social change? What insights can we gain from comparative research (in time, space or particular fields) to examine these questions?

3) Analysing dynamics of mediatization in specific fields and contexts:

In relation to the last point, much more empirical research is needed in a variety of fields and areas of life. Each of these social domains has their own dynamics which might be driving forces for media-related dynamics, but they might also be in conflict with them. Herein also lies a huge opportunity for interdisciplinary research by collaborating with specialists in those fields (e.g., law, sexology, governance, economics, medicine, criminology and anthropology). What do we learn about the specific modes, speed and characteristics of mediatization by looking at different fields and different contexts (e.g. in the Global South)? What characteristics of agents and fields have what particular effects on the extent to or ways in which mediatization does (not) take place?

The volume will be edited by the management team of ECREA's Temporary Working Group Mediatization (www.mediatization.eu): Stig Hjarvard (chair), Göran Bolin (co-chair), Andreas Hepp (co-chair) and Olivier Driessens (YECREA-representative).

1000-word proposals for theoretical and/or empirical chapters with a clear focus on socio-cultural changes in relation to media and communication can be sent to Olivier Driessens. Please use o.driessens@lse.ac.uk if submitting before 1 September; and od252@cam.ac.uk if submitting after 1 September.

Deadline: 5pm 30 October 2015

Notifications of acceptance will be sent by the end of December. Authors will then have 6 months to submit their full chapters.

Informal queries can be emailed to members of the management team:
<http://www.mediatization.eu/management-team.html>