Xi'an Jiaotong-Liverpool University
西交利物浦大学

Call for Papers

A World of Narratives:
Structuring, re-membering and re-claiming the world through communication

A Pre-Conference (hybrid) for IAMCR 2022
9-10 July 2022

Organisers:
This IAMCR pre-conference will be organized and hosted by the Department of Media and Communication in the School of Humanities and Social Sciences at the Xi'an Jiaotong – Liverpool University (XJTLU) in Suzhou, P.R. China. The conference will be hosted on-site as well as online in a hybrid (online/offline) format.

Formed in 2006 and located in the Higher Education Town of Suzhou Industrial Park (SIP), XJTLU is a unique collaborative institution and the first joint-venture university in China to offer both UK (University of Liverpool) and Chinese (Ministry of Education) accredited degrees for all programmes. More information on XJTLU can be found at https://www.xjtlu.edu.cn/en/.

Suzhou encompasses the spirit of both old and new in China, with the historic old town's canals, UNESCO World Heritage Site gardens, and the I.M. Pei-designed Suzhou Museum. SIP is also a major growth zone, including operations run by nearly one-fifth of the Fortune 500 top global companies. Suzhou has been ranked the 74th most liveable city in the 2018 Global Liveability Index. Greater Suzhou is now the fourth largest concentration of economic activity in China in terms of GDP, and the SIP has a higher GDP per capita than the UK.

Background:
Narratives reflect our world – more so than even metaphors (Lakoff & Johnson, 2008) or myths (Midgley, 2003), they help us to create and remember meanings and thus influence our understanding of ourselves and of the world in which we live (Bruner, 1991).

While oral or even paper-based narratives retain some fluidity and are subject to processes of 're-membering' (Hoskins, 2011), the advent and rise of the Internet provided narratives with a dissociation from an individual narrator and the permanence of an existence in the cloud (Ward, 2013) as well as a much wider audience, thus getting closer to the notion of 'writerly texts' (Barthes, 2002).

The growth of Social Media and the proliferation of digital communication devices, platforms and apps have led to a ubiquity of narratives and narrative devices (Califf, 2018). Far from leading to a globalized public sphere (Castells, 2008), though, this has contributed to a splintering of decontextualized narrative sources from which to construct individual narratives from a bricolage of fragments (Derrida, 1978) joined through rhizomatic connections (Deleuze & Guattari, 1987) that re-establish cognitive demarcations between individuals, groups, nations, etc. (Taneja & Wu, 2014)

The past decade has seen an increased emphasis on national Internets (Goggin, 2012), national TV production (Tinic, 2015), national comics, film, music, … industries – in short national narratives (Mauro, 2020) while at the same time celebrating the breadth of choices available to individuals (Novac et al., 2021) and the emergence of global audiences for local narratives (McElroy & Noonan, 2019).

This conference wants to re-engage with the myriad competing and conflicting narratives available, being chosen or rejected, being re-appropriated, shared, collected or turned into meta-narratives.

We invite papers that

- Celebrate narratives at all levels and in all forms of communication;
- Discuss clashing narratives;
- Investigate new forms of individual, local, group, regional, national, trans-national, global, post-global, post-colonial, universal, inclusive, … narratives;
- Develop or (re-)invent approaches to narratives in Communication Studies;
- Propose new theories for the understanding of narrative practices or artefacts;
- Engage in social, cultural, political, … critiques of narratives and their use;

Early career and PhD candidate scholarship
To encourage research in this area among young scholars, the organizing committee is pleased to announce up to 10 scholarships, which will cover the conference fee and two nights' accommodation.

Submission guidelines
All submissions should be written in English. Abstracts should be around 300 words and include the title of the paper and the authors' names, affiliations, and email addresses. Panel proposals are limited to 1,000 words, excluding the title page and references.

For those who hope their papers to be assessed for the scholarship, you should indicate your intention when you submit your extended abstract of around 800 words.

Submission deadline
15 March 2022

Submissions and further inquiries should be sent to:
IAMCR.PRECONF@xjtlu.edu.cn.

The organising committee will inform authors of its decision by 15 April 2022.

Possible outputs
- A special issue with an international peer-reviewed leading academic journal
- An edited volume with an international key humanities and social science publisher

Registration fee
1,000 RMB

Information on venue，travel and accommodations will be out in May.

PLEASE INDICATE WHETHER YOU INTEND TO PRESENT ONLINE OR OFFLINE WHEN YOU SUBMIT YOUR ABSTRACT