

## **CALL FOR PAPERS:**

**Media Logic(s) Revisited:  
Modeling the Interplay between Media Institutions, Media Technology and  
Societal Change  
21–23 September, University of Bonn, Germany  
Department for Media Studies**

Over thirty years ago, David Altheide and Robert Snow (1979) defined (mass) media logic as a set of principles or common sense rationality cultivated in and by media institutions which penetrate every public domain and dominate its organizing structures. The notion of media logic focused on an institutional perspective in which the distributed contents of mass media and their 'bureaucratized media logic' transform and shape 'the meanings of knowledge of social institutions, including politics' (Altheide, David L./Snow, Robert P. (1979), *Media Logic*. Beverly Hills: Sage; p. 247).

In the subsequent discussions of the concept, two main traditions evolved. On the one hand there are 'institutional' approaches, which look at media as independent systems or fields and focus on the influences of these institutions and the respective media logic(s) on other systems or fields. On the other hand, a socio-constructivist approach conceptualizes media logics from the perspective of (individual) interaction, media appropriation and media usage. This approach looks at media from the framework of constructivism and regards media communication as individual action, which helps shaping the social construction of reality.

With the rapid changes in media technologies, media institutions, and media powers as well as the increasing impact of digital media on the whole society, it becomes more and more evident that neither one of those traditions offers a satisfactory model for the development at hand. Rather, a call for critical reflections on these 'new media logics' in the sense of multiple and interconnected logic(s) seems necessary. In an increasingly digitized and globalized world, in which new powerful media players and technologies influence our daily lives in many respects and in which media have become more and more contextualized in use, it also seems necessary to look more closely at cultural embeddings of media in various social contexts.

Overall, a variety of (overlapping) logics contribute to the picture. For one, the internet is constructed and ruled by algorithms and filters, which are mainly programmed and controlled by commercial and/or institutional organizations. But users have the power to selectively use media to retrieve information, to connect with peers, and to engage as consumer or politically active citizen, thereby changing the media environment by means of their individual actions. The ubiquitous availability of digital media does not only influence people's communicative practices in their private and professional lives, but media technology itself is changed,

transformed and further developed by its adoption in various social and cultural contexts. From this perspective the logic of 'old media' might pose a contradiction to those of new digital media.

Re-modeling and adapting the media logics concept for the digital age might therefore be a fruitful and inspiring path to better understand the interplay between institutions, technology and the societal changes happening in the digital age. Consequently, the aim of the conference is to contribute to the on-going debate about media logic(s) in the light of current developments at the intersection of traditional media, digital media and its different forms of appropriation. The conference will focus on theoretical as well as empirical perspectives, aiming to combine them on the ground research with conceptual approaches.

We welcome abstracts that contribute to the various perspectives and traditions of media logic(s) as well as to empirical research that advances our understanding of media logic.

**Contributions may refer but are not limited to the following fields of research:**

1) Theorizing media logics

- media logic in communication and media research
- media logic, media convergence, polymedia as related or conflicting concepts
- changing institutions—changing media power?

2) Media Logics in the fields of politics, journalism and institutions

- shaping, disseminating and personalizing media coverage of election campaigns
- political activism and media logic
- institutional logics and the media, e.g. religion, corporations, cities
- journalism and media logic: traditional and new forms of shaping and distributing news

3) Intersection of technology and culture

- the role of algorithms for media logics—new powers?
- big data—a new system?
- digital identities and social interaction
- digital media logic in contexts of security and surveillance
- digital media logic and contextualized media appropriation
- traditional media logic approaches and paradigms of networked media

4) Methodological approaches:

- How can the evolving (or fading) power of (a digital) media logic within a certain societal field be assessed?
- How can influences of media logics on our daily lives be measured?

## **Submission and deadline**

Proposals for panels or individual papers can be submitted until **April 15, 2015**.

The preferred length of the individual abstracts is between 400 and 500 words (the maximum is 500 words).

Abstracts will be peer-reviewed.

Notification of acceptance will be provided until June, 15th.

For further information please see our continuously updated website:

<http://medialogicsconference2015.netdiscourse-en.de>

## **The conference is hosted by**

Department of Media Studies  
Poppelsdorfer Allee 47  
53113 Bonn, Germany

## **Organization**

Prof. Dr. Caja Thimm

Jessica Einspänner-Pflock, Mario Anastasiadis, Judith Nikula, Julia-Marie Schüßler,  
Dagmar Ogon

## **Conference venue**

Bonn University Club

<http://www.uniclub-bonn.de>

## **Please contact us at any time**

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