

Popular Communication Division

VP & Program Planner: Wesley Buerkle, buerkle@etsu.edu

The Popular Communication Division invites competitive papers, media presentations, and panel proposals for the 2021 Southern States Communication Association annual convention. The division welcomes scholarship from a variety of theoretical or methodological approaches that are related to media, culture, and/or other aspects of communication within a popular communication framework. Special consideration will be given to submissions that emphasize the convention theme, "Harboring Hope: Rebuilding through Communication" or that considers the effect of our current global pandemic on popular communication (e.g., politics of masks on social media, companies using "we're in this together" as part of a media strategy, or changes in the type of media produced during this time).

Please submit all proposals via the online submission system:

<https://www.xcdsystem.com/ssca/abstract/index.cfm?ID=7Zb2tAo>.

Paper submissions: Completed papers should be submitted as a Word document and remain within 25 pages and should not include the author's/authors' names anywhere in the document. Student papers should be clearly marked "Student" in the paper header. Any submission not meeting the above requirements will not be accepted for review.

Panel submissions: Panel submissions should be submitted as two Word documents. The first document should include the names, affiliations, and email addresses of all participants. The second document should include the panel's title, a description of the panel (200 words), a rationale for the panel (250 words) and an abstract/summary (150-200 words) for each presentation/discussant. Any submission not meeting the above requirements will not be accepted for review.

Individuals may not submit more than one paper and are limited to participating in only one panel presentation. All submitting panelists, presenters, etc. will be expected to attend the conference if selected for inclusion in the program.

Include equipment requests only when AV equipment is essential to the presentation itself. Justifications for equipment must be made at the time of submission.

Consult <http://www.ssca.net> for general submission guidelines. Submissions must be received by Friday, October 1, 2020. All papers and panel proposals must be submitted as Microsoft Word or PDF files. Direct your questions to Wesley Buerkle, buerkle@etsu.edu.