**Popular Communication Division**

**VP & Program Planner:** **John H. Saunders, johnsaunders1125@gmail.com**

The Popular Communication Division invites competitive papers, presentations, and panel proposals for competitive selection for the SSCA 2025 Conference to be held in Norfolk, Virginia. 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. We especially welcome submissions that address the convention theme, “Anchors and Anchoring Communication.”

The division recognizes excellent scholarship with two awards: Top Student Paper and Top Faculty Paper. The top student paper will also be entered into the SSCA Robert Bostrom Young Scholar Award Competition.

Completed papers must be submitted as a Word or PDF document and should be limited to 25 pages (excluding references). If this is the author’s first paper with SSCA, please write “Debut” in the paper header.

Individuals may not submit more than one paper to the division (this includes co-authored papers). Any submission that does not meet the specified requirements will not be accepted for review.

Submissions to SSCA must be original research that has not been published or presented at another regional, national, or international conference. Also, the same paper or panel should not be submitted to more than one division. Divisions and interest groups reserve the right to reject any submissions not following these standards.

All submitting panelists and presenters as well as chairs and respondents will be expected to attend the conference if selected for inclusion in the program.

**Competitive Paper Submissions**: All submissions must be electronically submitted to the SSCA convention site at <https://www.xcdsystem.com/ssca/member>.

Competitive papers are completed research projects dealing with a substantive critical,

methodological, or theoretical contribution. Submissions will consist of 1) the paper with any identifying information removed, 2) a separate cover page with the paper title, author(s)’ names, institutional affiliation(s), contact information, and an abstract of no more than 200 words.

Anonymous Review: All competitive papers submitted should follow standard procedures for removing any information that identifies the author and/or the institution within the paper and within any document metadata. Divisions and interest groups reserve the right to reject papers not following these standards.

Student Papers: All papers submitted will be considered for the Division’s Top Paper Award. For student papers, indicate “STUDENT” on the first page of the manuscript, and indicate “Student Paper” during the submission process. For a submission to be considered a student paper and to be eligible for student awards or recognition, all authors must be students at the time the paper is submitted. A paper co-authored by a student and a faculty member, for instance, will not be classified as a student paper.

Debut Papers: A “debut paper” is one submitted by an author or authors who are presenting at SSCA for the first time.

**Panel Submissions:** All submissions must be electronically submitted to the SSCA convention site at <https://www.xcdsystem.com/ssca/member>.

Panel proposals are for a slate of papers focused on a central topic or theme. This type of session typically has between 3-5 presentations. Submissions must include 1) a panel title, 2) an overall panel rationale (no more than 200 words) and 3) the following information about EACH presentation on the panel: a) the presentation title, b) the presentation author(s), with their institutional affiliation(s) and contact information, and c) the presentation abstract (no more than 200 words per abstract). The entire proposal should be compiled into a single document and submitted in the “paper upload option” on the XCD platform. A best practice for all divisions is to submit panel proposals with diverse participants comprised of individuals representing different institutions, and where possible and relevant, potential new members.

**Round Table Submissions:** All submissions must be electronically submitted to the SSCA convention site at <https://www.xcdsystem.com/ssca/member>.

Round table proposals bring together a group of scholars to discuss a topic or theme. This type of session typically has between 4-7 presentations. Submissions must include 1) a session title, 2) an overall session rationale (no more than 200 words), 3) a list of participants’ names and institutional affiliations. The entire proposal should be compiled into a single document and submitted in the “paper upload option” on the XCD platform. A best practice for all divisions is to submit proposals with diverse participants comprised of individuals representing different institutions, and where possible and relevant, potential new members.

Submissions must be submitted online no later than 11:59 p.m. PST on **Sunday, September 15, 2024**. Go to the submission site by going to the conference website (<https://www.xcdsystem.com/ssca/member>) and clicking the submission link. First time visitors to the site will need to create an account. Return visitors will need to make sure to use the same email address that they used to establish the account. To avoid technical problems, early submission is strongly advised. Any submission not meeting the above requirements will not be accepted for review. If you have additional questions, please contact the Division Vice-Chair and Planner **John H. Saunders,** [**johnsaunders1125@gmail.com**](mailto:johnsaunders1125@gmail.com)

***Audio-Visual Support***: To maintain affordable conference rates, audio-visual support is extremely limited. It must be requested only if needed with supporting rationale and should be part of the submission to the division planner. Requests will be considered and are not guaranteed. An alternative may be a shareable QR code that audience members can access from their own personal devices.

***Submission Protocol***: Submissions to SSCA must be original research that has not been published or presented at another regional, national, or international conference. Also, the same paper or panel should not be submitted to more than one division. Divisions reserve the right to reject any submissions not following these standards.