Mass Communication Division
VP & Program Planner: Christopher M. Toula, ctoula@shsu.edu

The Mass Communication Division invites paper and panel proposals for competitive selection for the SSCA 2026 Conference to be held in Birmingham, Alabama. We especially welcome works that address the convention theme, "Comm-AI-nity: Conversations in the Age of Intelligence."

The division welcomes a broad range of papers and panels on all aspects of mass media, mass communication, computer-mediated communication, and new media technologies. Previous papers in our division have included research on emerging technologies, the Internet, print journalism, online journalism, television, radio, film, international broadcasting, advertising, sports media and communication, video games, and more.

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.

Students submitting papers are asked to indicate "Student" status on the paper's header. **All authors for a paper must be students at the time of submission in order for the paper to qualify for Student status and be eligible for student awards or recognition.**

All paper submissions should be no more than 25 pages, including references, tables, and figures. All papers must include a 75-100 word abstract. Papers should be double spaced in 12pt Times New Roman. Papers should be written in such a way that author identity remains hidden for the purposes of anonymous review (this includes removing any information that identifies the author and/or the institution within the paper and within any document metadata).

The division limits authors to one first-author submission with unlimited second-author submissions. All work submitted for review must be the original work of the author(s) and must not have been previously published or presented at any other conference/convention. Also, papers submitted to the Mass Communication Division may not be simultaneously submitted to any other division of SSCA. Any paper found in violation of these guidelines will be removed from consideration.

The division also accepts Thematic Panel proposals, and they will also be peer reviewed. Panels may be co-sponsored with other divisions. Please include the names and affiliations of all those who would be participating in the panel. Preference will be given to proposals with panelists from multiple institutions. Panel submissions should be in the format consistent with recent SSCA programs for the annual convention.

Competitive Paper Submission Process: All submissions must be electronically submitted to the SSCA convention site at https://www.xcdsystem.com/ssca/member. In order for the paper to be assigned for review, please follow all of the instructions on the convention site. For the purposes of anonymous review, please omit all author-identifying information from the

manuscript. 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. The Division's Top Student Paper will be submitted for consideration for the SSCA Bostrom Young Scholar Award.

Panel Submissions: All submissions must be electronically submitted to the SSCA convention site at 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). All of this should be compiled in 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 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 with their institutional affiliations and contact information. All of this should be compiled in 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.

Poster Session Submissions: All submissions must be electronically submitted to the SSCA convention site at at https://www.xcdsystem.com/ssca/member.

Some research works well with this type of interactive presentation, especially research with heavy use of visual aids. Poster session submissions are limited to graduate students, and all authors must be students at the time of submission in order to qualify for student status. Submissions must be clearly marked "Poster Submission" in the abstract and on the title page. If chosen for a poster presentation, the poster must be readable from five feet away, and it should clearly display paper title, author(s), and affiliations. If your paper is chosen for a poster session, at least one of the authors must attend the conference and be present to discuss the poster.

Pertinent to All Submissions

Deadlines: The deadline for submissions to **ALL** divisions and interest groups is **Saturday, September 15, 2025, at midnight Pacific Time.** Go to the paper 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 Melissa Smith at mmsmith@muw.edu.

Audio-Visual Support: Audio-visual equipment should be request <u>ONLY</u> if it is essential to a presentation. Most submissions do not require A/V equipment, and there will be limited availability during the conference. Due to prohibitive cost, A/V requests will be considered but may not be met. The final program will indicate which sessions have A/V capability. An alternative may be a shareable QR code that audience members can access rom their own personal devices.

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