Popular Communication Division
VP & Program Planner: Danielle Williams (dwilliams18@ggc.edu)

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

The division welcomes original 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.

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

Paper submissions- For the paper to be assigned for review, please follow the instructions on the convention site. All papers submitted will be considered for the Division's Top Paper Award.

Completed papers must be submitted as a Word of PDF document, remain within 15-25 pages and contain the following:
- Omit all author-identifying information from the manuscript.
- An abstract of no more than 100 words on the first page.
- Follow MLA or APA guidelines.
- 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.
- If this is the author's first paper with SSCA, please write "Debut" in the paper header.

Any paper submission not meeting the above requirements will not be accepted for review.

Individuals may not submit more than one paper to the division (this includes co-authored papers).

Panel/Roundtable submissions- Panels and roundtables are submitted through the same process as competitive papers; just be sure to select the appropriate submission type when prompted. The submitter will be able to add other panelists as "authors" after the initial submission. Upload required materials at the "Upload Paper" prompt.

Panel/Roundtable submissions should be submitted as a Word or PDF document and contain the following:
- Panel's title.
- A description of the panel (200 words)
- A rationale for the panel (250 words)
- Abstract/summary (150-200 words) for each presentation/discussant.

- Names, affiliations, and email addresses of all participants.
- Individuals may not submit more than one panel submission to the division.
- Panel proposals with participants from multiple institutional affiliations are preferred.

Any panel/roundtable submission not meeting the above requirements will not be accepted for review.

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

Please refrain from equipment requests unless AV equipment is essential to the presentation itself. Justifications for equipment must be made at the time of submission.

Submissions must be submitted online no later than 11:59 p.m. PST on **Sunday, September 15, 2025**. 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 Danielle Williams (dwilliams18@ggc.edu).