

SSCA 87<sup>th</sup> Annual Convention  
Call for Participation  
**“Communication and Innovation”**  
April 5-9, 2017  
Hyatt Regency  
Greenville, South Carolina

The 87<sup>th</sup> Annual Convention of the Southern States Communication Association will examine Communication and its role in enabling, critiquing, assessing, and crafting Innovation(s). Meeting in Greenville, SC for only the second time in the association’s history (the first time SSCA met in Greenville was 64 years ago in 1953), the theme of Communication and Innovation calls scholars and students to consider the historical evolution of “innovation,” from its conceptual roots in relation to imitation, invention, creativity, and theology (during the 16<sup>th</sup> and 17<sup>th</sup> centuries), to its long association (beginning in the 19<sup>th</sup> century and continuing on to the present) with industry, progress, organizations, and, eventually, consumer culture.

Some possible avenues for inquiry include: rhetorical histories of innovation, the organizational and cultural uses of (and obsessions with) innovation, a 21<sup>st</sup> century look at diffusion of innovation research, theological and epistemological wariness in relation to innovation, and the affective and performative possibilities or affordances of innovation.

Greenville provides a particularly felicitous location for considering and interrogating “Communication and Innovation” because of its own history and institutions. Once called the Textile Capital of the World due to an economy based largely on the textile industry, Greenville is now the American headquarters for a variety of automotive and technology-based enterprises including the International Center for Automotive Research and the Center for Emerging Technologies in mobility and energy. It is also an interesting location to examine questions regarding the role of nature and natural resources in urban development and the role of art, religion, and racial history in civic life, higher education, and politics. At a time when Communication scholars and researchers are making innovative claims related to materiality, ideology, technology, and civic life, Greenville is a promising location to ruminate together on the role of Communication in innovation and the role of innovation in present and future communication research, scholarship, and pedagogy.

Each division and interest group is encouraged to program at least one panel consistent with the conference theme. Co-sponsored panels where thematic presentations cut across divisions or interest groups are also welcome. In addition to traditional panels of papers, the Vice President is interested in workshops and interactive programs that maximize opportunities for intellectual engagement and professional development. Where entire panels are proposed, submitters are encouraged to diversify the institutional affiliation of the panel participants. Program proposals that do not fit within SSCA's divisional and interest group structure may be submitted directly to the Vice President for consideration as part of the Vice President's Spotlight Series.

The deadline for all submissions is **September 9, 2016**. The complete call for papers will be posted in June 2016. For more information, contact Dr. Victoria Gallagher by email at [vgallagh@ncsu.edu](mailto:vgallagh@ncsu.edu) or by telephone at (919) 515-1806.

We look forward to seeing you in Greenville in 2017!

### **Call for Submissions**

#### **Divisions:**

[Applied Communication](#)  
[Communication Theory](#)  
[Community College](#)  
[Freedom of Speech](#)  
[Gender Studies](#)  
[Instructional Development](#)  
[Intercultural Communication](#)  
[Interpersonal Communication](#)  
[Language and Social Interaction](#)  
[Mass Communication](#)  
[Performance Studies](#)  
[Political Communication](#)  
[Popular Communication](#)  
[Public Relations](#)  
[Rhetoric and Public Address](#)  
[Southern Argumentation and Forensics](#)

#### **Interest Groups:**

[Association for Communication Administrators](#)  
[American Society for the History of Rhetoric](#)  
[Ethnography](#)  
[Kenneth Burke Society](#)  
[Philosophy and Ethics of Communication](#)  
[State Association](#)