Call for Papers

“When media realities and media teaching meet”

November 17, 2016

Tallinn University

Estonia

2016 marks the 90th anniversary of broadcasting in Estonia. In those 90 years, the media have undergone tremendous transformations, caused both by external changes in the political, economic, social and cultural environment, as well as by internal changes within the media ecosystem, such as the increasing opportunities for production, distribution and consumption and the resulting changing role allocation in media markets. Not only in Estonia, but elsewhere in the world, previously common patterns and rules for media production, distribution and consumption have been shaken up, particularly in the last 20 years. Digitization, convergence, marketization and internationalization are just a few keywords describing today’s media reality.

The dynamic media markets also pose challenges to university courses and curricula that aim at preparing students for working in the media industry. Changing media realities call for changing knowledge, qualifications and skills. Multi-platform content production, transmedia storytelling and social media literacy are examples of topics with increasing importance along with media entrepreneurship and an understanding of the economic principles of content production and distribution.

It is in this context, that the conference “When media realities and media teaching meet” addresses two main questions:

1) What are the main recent changes in today's media markets and industries?
2) What are the challenges that universities face in preparing their students of media and communication studies as well as related studies for becoming successful actors in content production and distribution as well
as literate media consumers (this includes case studies of best practice and lessons learned)?

With regard to the first question, we invite extended abstracts (500–750 words) on issues that include:
- Media convergence
- Changes in audience behavior
- Internationalization of media production, distribution and consumption
- Cross-media production, distribution and promotion
- Audiovisual storytelling
- Social media
- Changing media policy issues

With regard to the second question, we invite short descriptions (500–750 words) of an experience that you would like to share with conference participants in terms of best practice or lessons learned in course and curricula development, management and conduct. We are interested both in the teaching of university students as well as universities’ training offers for media practitioners.

**Important Dates**
Both abstracts and descriptions are due by September 1, 2016.
Please send them to ulrike.rohn@tlu.ee
Notification of acceptance: September 15, 2016

**Further Information**
Conference registration fee: 35 euro

The conference will be followed by a one-day event on November 18, co-organized by Tallinn University and Estonian Public Broadcasting to celebrate the 90th anniversary of broadcasting in Estonia. The event will focus on the challenges faced by the media. Attendance at this event is included in the conference registration fee.

The conference is organized by the Baltic Film, Media, Arts and Communication School (BFM) at Tallinn University and its Centre of Excellence in Media Innovation and Digital Culture (MEDIT). Please contact Ulrike Rohn (ulrike.rohn@tlu.ee) for any further questions you may have.