

**CALL For Papers - Submission Deadline
Extended! Friday, February 17, 2017**



A key goal of the conference is to explore how Integrated Marketing Communication (IMC), as grounded in the communication discipline, provides frameworks and opportunities for

engaging popular culture. Presenters may choose to examine how IMC is portrayed in popular culture; others may choose IMC constructs to provide analysis of artifacts and events in popular culture. Representative questions this conference aims to address include:

- How can IMC inform our understanding of popular culture?
- How might theories and concepts in popular culture inform the theory and practice of IMC?
- How can issues of integration, corporate narrative, brand coherence, and other IMC areas be examined from a of popular culture rhetoric framework?
- How can various IMC contexts, including social media, public relations, advertising, event planning, marketing communication, and promotions, be more deeply understood through communication and rhetorical theory and cultural studies approaches?
- How does the invocation of popular culture energize or complicate how we teach IMC from a praxis perspective to prepare our students for employment in IMC fields?
- How does IMC help us to navigate the areas of public memory, memorialization, and museums as they relate to popular culture?
- How can IMC help us understand the communicative dynamics of areas such as celebrity, sport, and politics?
- How can IMC analyze and evaluate the communication choices of global producers of popular culture; historical representations of popular culture, and of local and specific cultural manifestations of popular culture?
- How is the use of “big data” in IMC influencing popular culture and vice versa?

Papers may rely on varied methodologies and arise from multiple fields. We welcome papers addressing all facets of IMC and its role in fashioning, reflecting, and co-creating popular culture. Papers and panels should relate to the study and practice of communication and its theoretical diversity, which draws from but is not limited to:

- Communication Ethics
- Communication Theory
- Crisis and Risk Communication
- Cultural Studies
- Health Communication
- International and Intercultural Communication
- Instructional Communication
- Mass Communication
- Performance Studies
- Philosophy of Communication
- Political Communication
- Rhetorical Theory
- Sport Communication
- Strategic Communication
- Visual Communication

Submission formats. Scholars from related disciplines are invited to submit papers, extended abstracts, and panel proposals for inclusion in the conference.

Full Papers: Submissions should be double-spaced, with a maximum of 30 pages including references. Any citation style is permitted (e.g., MLA, APA) as long as the author utilizes it properly and consistently. The author(s) should remove name(s) and all identifying data from the manuscript. A separate title page with title, author name(s), and contact information should also be included. Please indicate on the title page if the author is a graduate student and also if this is a debut submission, having never previously presented at a professional conference. Send papers as attached files via email to IMC@uncw.edu.

Extended Abstracts: Submissions should be 500-750 word extended abstracts so as to give reviewers a sense of the direction of the paper. The author(s) should remove name(s) and all identifying data from the abstract. A separate title page with title, author name(s), and contact information should also be included. Please indicate on the title page if the

author is a graduate student and also if this is a debut submission, having never previously presented at a professional conference. Send extended abstracts as attached files via email to IMC@uncw.edu.

Panel Proposals: Panel proposals may include up to five participants (not including a respondent). Please include one title page with a 500-word (maximum) abstract and rationale for the panel. Each presenter should include a title and 200-word abstract for his/her work. Send the panel proposals as attached files to IMC@uncw.edu.

Deadline: All papers, extended abstracts, and panel proposals must be received by midnight **Friday, February 17, 2017** to be considered for inclusion in the conference. Participants will be notified by March 1, 2017.

Opportunities for Publication: Paper submissions may be considered for inclusion in an edited volume.

The biennial IMC Conference hosted by the Department of Communication Studies at UNCW offers a vibrant opportunity for IMC scholars to meet and discuss connections between theory and practice. The panels are designed to maximize participation with numerous formal and informal opportunities for conversation in addition to the conference programming.

Keynote Speakers for 2017: Dr. Deanna Sellnow and Dr. Tim Sellnow

Deanna D. Sellnow is professor of communication in the Nicholson School of Communication at the University of Central Florida. Dr. Sellnow's research focuses on strategic instructional communication in a variety of contexts including risk, crisis, health, and online settings. She has conducted funded research for the United States Geological Survey, Department of Homeland Security, and Centers for Disease Control and Protection. She has also collaborated with agencies such as the International Food Information Council about food security across the globe. She has published her work in numerous refereed articles in national and international journals, as well authored or co-authored several textbooks including *The Rhetorical Power of Popular Culture*, *Effective Speaking in a Digital Age*, and *Communicate!* Her research interests include popular culture rhetoric, instructional risk and crisis communication, and strategic communication.

Timothy L. Sellnow joined the University of Central Florida in 2015 as professor at the Nicholson School of Communication. Dr. Sellnow's research focuses on bioterrorism, pre-crisis planning, and strategic communication for risk management and mitigation in organizational and health settings. He has conducted funded research for the Department of Homeland Security, the United States Department of Agriculture, the Centers for Disease Control and Prevention, the Environmental Protection Agency, and the United States Geological Survey. He has also served in an advisory role for the National Academy of Sciences and the World Health Organization. He has published numerous refereed journal articles on risk and crisis communication and has co-authored five books on risk and crisis communication. Dr. Sellnow's most recent book is entitled *Theorizing Crisis Communication*.

The University of North Carolina Wilmington is located in the southeastern region of North Carolina, near historic downtown Wilmington, four miles from the Cape Fear River and five miles west of Wrightsville Beach and the Atlantic Ocean. Affordable lodging will be available. Conference events will include an opening reception, the keynote banquet, and a Saturday evening event. Registration information will be forthcoming on the conference website.

Statement on HB 2: The IMC Conference at UNCW will provide a safe, welcoming environment to all of its attendees. Both the UNCW Faculty Senate and the UNC Faculty Assembly passed resolutions opposing HB2.

For more information, contact: Jeanne Pursuit, Ph.D., IMC & Popular Culture Conference Planner
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