



CALL FOR ABSTRACTS IAMCR PRE-CONFERENCE

COMMUNICATION AS CO-CREATION – COLLABORATIVE EXPRESSION THROUGH ENGAGED MEDIA PRACTICE

IAMCR Conference's theme of 'weaving people together' places emphasis on the power arising from people working in unison towards a shared goal. When mediated communication is built on common traits, the differences that may exist in multicultural contexts can be superseded. It follows that communication can also be regarded as a project in the hands, and influenced by the will, of the communicators.

The work and role of communicators as engaged media practitioners or community mobilisers is morphing continually. It has close resemblance at times to the curator, the designer, the information visualiser, the social and behaviour change promoter or the data scientist. The co-creative impulse is now to ask, how can we effectively communicate our narrative? Who/what are the sources that legitimise this narrative? What media formats will best serve its meanings? What networks will sustain the audience/participants across the communicative project? And how do we ensure the project's viability for both communicators and audiences?

The driving ideas of this Pre-Conference are rooted in these notions. When communication is no longer perceived as a mere exchange and becomes in truth an act of co-creation, possibilities for a media practice that arise from listening and collaboration emerge. Within this landscape, different forms of engagement with and between communicators give rise to processes of collaborative expression that aim not only at creating a shared understanding, but also at producing a weave of narratives or at advocating for meaningful changes. This novel communicative texture invites collaboration from and between multiple actors, including community media outlets, participatory media initiatives, non-governmental organisations, indigenous groups, climate activists, journalists, humanitarian workers, rights advocates, academics and gender campaigners.

From these ideas, we invite submissions that address topics, theories, case studies and initiatives related, but not exclusive, to participatory communication, communication for development and social change, alternative media, media development, media literacies, environmental communication and the politics of the Anthropocene. If you are interested in participating in this event, please submit a 200–300 word abstract to Valentina Baú at v.bau@westernsydney.edu.au Abstracts must include a title, author/s name, affiliation, and contact details. Extended deadline for submissions is now **1st April 2024**.

Pre-conference details:

Western Sydney University, [Parramatta City Campus, Peter Shergold Building](#),
161-169 Macquarie St, Parramatta NSW 2150
Thursday 27th June 2024
8:30 AM – 5 PM