

A CALL FOR PAPERS, PANELS, ABSTRACTS, AND POSTER SESSIONS

CONGRESS OF THE AMERICAS II

**Uniting the Americas:
Exploring Media Convergence, Public Communication,
and Intercultural Communication**



SHERATON MARIA ISABEL HOTEL & TOWERS MEXICO CITY, MEXICO

Paseo de la Reforma 325 Col. Cuauhtémoc

OCTOBER 8-11, 2008

Congress II General Secretariats:

Jesus Meza Lueza, Ph.D.
Tecnológico de Monterrey, Mexico City Campus
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James A. Anderson, Ph.D.
University of Utah
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Web site will be updated as more information becomes available:

www.mexicocity2008.com

Plan to submit your research — (1) completed papers, (2) full panels, (3) singular paper abstracts, and (4) poster renditions — for possible inclusion at the **Congress of the Americas II**, which will be held in historic and picturesque **Mexico City, Mexico** from

October 8-11, 2008. COA II will build on the outstanding success of the historic Congress of the Americas most recently held in beautiful Lima, Peru.

This series of pioneering academic and professional conferences is co-sponsored by the International Communication Association (ICA), American Communication Association (ACA), Universidad de San Martín de Porres (Peru), Tecnológico de Monterrey, Mexico City Campus, and the InterAmericas Council (IAC), an international non-profit agency dedicated to the advancement of communication studies in the Western Hemisphere.

Congress of the Americas II, organized by Tecnológico de Monterrey, Mexico City Campus, seeks to bring North, Central and South America into a fusion of Western Hemispheric understanding. The theme of this conference is: “Exploring Media Convergence, Public Communication, and Intercultural Communication.” All submissions related about the following areas are welcomed: mass media (Internet, television, radio, and so on), journalism, public relations, advertising, public communication, corporate communication, political communication, public opinion, media law, cultural studies, semiotics, photography, visual design, and communication technology.

Come and enjoy the blending of cultures, the joyful mixing of languages, and the shared focus on communication scholarship among professional colleagues and hemispheric friends. Whether you are a frequent flyer throughout the Americas or not, this is truly an event NOT TO BE MISSED.

To receive continuously updated information about the CONGRESS OF THE AMERICAS II, please email University of Louisiana at Lafayette Communication Professor Tyrone L. Adams at tyadams@louisiana.edu— he will add you to a constantly updated mailing list.

SUBMISSIONS

All submissions are due by May 15th, 2008, and should be sent electronically via email to the appropriate division listed below. The official languages of COA II are English, Spanish, and Portuguese. Papers may be written in any of these languages.

Submissions are divided into four geographic spheres: (1) Latin America and the Caribbean; (2) Europe, Africa, and the Middle East; (3) Asia and Oceania; and (4) U.S. and Canada.

1. LATIN AMERICAN AND THE CARRIBEAN SUBMISSIONS

Submissions originating from within Latin America and the Caribbean should be sent (in English, Spanish or Portuguese) to one of three tracks:

- 1. Journalism, Public Relations and Public Communication:** Jacob Bañuelos, Profesor, Tecnológico de Monterrey, Campus Ciudad de México. jcapis@itesm.mx
- 2. Political Communication & Intercultural Communication:** María de la Luz Casas, Profesora, Tecnológico de Monterrey, Campus Cuernavaca. marilu.casas@itesm.mx
- 3. Technology and Media (Media Convergence):** Alfredo Cid, Profesor, Tecnológico de Monterrey, Campus Ciudad de México. aljurado@itesm.mx

2. EUROPE, AFRICA, AND THE MIDDLE EAST SUBMISSIONS

Submissions originating from within Europe, Africa, and the Middle East should be sent (in English, Spanish or Portuguese) to: José Manuel Cardoso Belo, Professor, Departamento de Letras, Universidade de Trás-os-Montes e Alto Douro, Portugal. jbelo@utad.pt

3. ASIA AND OCEANIA SUBMISSIONS

Submission originating from within Asia and Oceania should be sent (in English) to: Dr Ming Cheung, Department of English and Communication, City University of Hong Kong. enming@cityu.edu.hk

4. U.S. AND CANADA SUBMISSIONS

Submissions originating from within the U.S. and Canada should be sent (in English) to one of three tracks:

- 1. Journalism, Public Relations and Public Communication:** Rita Kirk, Chair, Division of Corporate Communications & Public Affairs, Southern Methodist University. rkirk@mail.smu.edu
 - 2. Political Communication & Intercultural Communication:** Keith Nainby, Professor, Department of Communication Studies, California State University, Stanislaus. KNainby@csustan.edu
 - 3. Technology and Media (Media Convergence):** Jim Parker, Vanderbilt University. jim.parker@vanderbilt.edu
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THE SUBMISSION PROCESS

OPEN SESSIONS COMPLETED PAPERS

Completed papers should follow a standard recognized style of documentation (APA, MLA, Chicago, etc.), be in Times New Roman, 12 point font, and not exceed 30 double-spaced pages, to allow for competitive reader review. All papers should have an abstract, a reference list, and a brief biography of the author(s).

Please provide the following information on the cover page:

Title of Submission: Please place the Title of Your Presentation in this section.

Abstract: A 150 word abstract, followed by a set of relevant keywords. Following the abstract should be the listing of all authors responsible for the work, one of whom must present at the Congress.

Author One

Affiliation (University, Agency, or Corporation)

Department

1234 Anywhere Avenue

Anytown, State 00000 Country

+1-212-555-1212

email address: you@institution.edu

(additional authors as necessary)

ABSTRACTS ONLY

If submitting a single abstract for general inclusion in the 2008 Congress of the Americas, please provide the following:

Title of Submission: “Please place the Title of Your Presentation In this section.”

Abstract: Each abstract submission should include the full abstract, followed by a set of relevant keywords. Following the abstract should be the listing of all authors responsible for the work, one of whom must present at the Congress.

Author One

Affiliation (University, Agency, or Corporation)

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1234 Anywhere Avenue

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email address: you@institution.edu

(additional authors as necessary)

PANEL SUBMISSIONS

Please provide the following for each panel submission:

- Title of Panel:** Your panel title here
- Chair and Moderator:** Please list your panel moderator here
Full contact information
- Description of Panel:** In this section, please include a detailed description of the panel theme, so that Congress participants can have some understanding of what binds your focus.
- Presentation One:** Title of Work
Author of Work
full contact information
- Presentation Two:** Title of Work
Author of Work
full contact information
- Presentation Three:** Title of Work
Author of Work
full contact information
- Respondent:** Please list your panel respondent here
Full contact information

OTHER INFORMATION

Hotel information: The Standard room rate at the SHERATON MARIA ISABEL is \$110.00 US; an Executive Suite is \$160.00 US, plus tax and hotel service fees. Rates are based on single or double occupancy. These rates are available until July 31, 2008. You can visit the Sheraton Maria Isabel Hotel & Towers' web site <http://www.sheratonmariaisabel.com/>.

Conference registration will be \$295.00 USD for all participants. Registration includes lunch and coffee breaks on each day of the conference and the opening reception. Please, visit the official Web site for updated information: <http://www.mexicocity2008.com>

General schedule:

- Thursday, October 9, 2008
 - o — Welcome
 - o — Keynote Speaker: Technology and Media (Media Convergence)

- — Respondent Panel
 - — Lunch
 - — First Papers Session
 - — Second Papers Session
 - — Campus Tour (Monterrey Tech)
 - — Opening Reception: Tecnológico de Monterrey, Mexico City Campus
- Friday, October 10, 2008
- — Keynote Speaker: Journalism, Public Relations and Public Communication
 - — Respondent Panel
 - — Lunch
 - — First Papers Session
 - — Second Papers Session
 - — Third Papers Session
 - — Mexico City Cultural Tour
- Saturday, October 11, 2008
- — Keynote Speaker: Political Communication & Intercultural Communication
 - — Respondent Panel
 - — Lunch
 - — First Papers Session
 - — Second Papers Session
 - — Third Papers Session
 - — Mexico City Tour
- Sunday, October 12, 2008. (Sign up for one of the optional tours.)
- — [Teotihuacan Pyramids](#) Tour
 - Or
 - — [Anthropology Museum](#) Tour
 - Or
 - — [“Misión del Sol”](#) Visit (*temascal* steam baths, aromatherapy and exfoliation and rejuvenation treatments)