Call for Abstracts
ECREA Political Communication Section Interim Conference
04 - 05 September 2025 in Innsbruck, Austria
Hosted by the University of Innsbruck

Conference Organizers
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Bridging the gap – Connecting approaches, methods and scholars

Connecting in political communication is about bridging the gap between political entities and the public, ensuring that messages are effectively conveyed, received, interpreted and acted upon. Whether through traditional media, digital platforms, or face-to-face interactions, the success of political communication lies in its ability to engage, persuade, and mobilize people towards a common goal. In an increasingly interconnected world, the ways in which political information, messages, and ideas are transmitted, shared, and understood among individuals, groups, and institutions are constantly evolving. This plays a crucial role in shaping public opinion, influencing political behavior, and fostering connections between political entities and the public.

In modern political communication, the division between "sender" and "receiver" has been blurred. Instead, we focus on an ongoing exchange of ideas and information among a multitude of communicators, including political actors, media, the general public, but also actors that spread polarizing content and disinformation. Focusing on these dynamic and ever-evolving connections further pushes the boundaries of political communication research. Without connection we cannot understand the complexity of political communication which is essential for navigating the modern political landscape. This complexity calls for multi-disciplinary, multi-methodological, engaged and innovative research approaches.

The Political Communication Section of the European Communication Research and Education Association (ECREA) is pleased to invite abstract submissions for its upcoming interim conference under the theme "Connecting." Being hosted by the Department of Media, Society and Communication and the Department of Political Science at the University of Innsbruck, this conference aims to connect approaches, ideas, perspectives, disciplines and scholars of the field of political communication. It is about exploring the multifaceted dimensions of political communication.

We seek submissions that investigate the various connections in political communication, including but not limited to:

- Cross-national comparisons of political communication
- The interplay between traditional media and new media in political communication
- The role of social media in connecting citizens and shaping political discourse
- The impact of communication technologies on political participation and democracy
- The potential of AI to connect with voters, predict election outcomes, and personalize political messaging;
- The way political messages are embedded in music, films, and other forms of popular culture
- The detection and handling of misinformation and fake news
- Case studies of successful or failed political communication

We welcome submissions from a variety of disciplines, including communication, political science, sociology, psychology, or other related fields. We encourage both empirical and theoretical work, as well as interdisciplinary and applied research.

Abstracts should be **no longer than 3000 characters** (incl. references) and should clearly outline the research question, methods, and anticipated contributions of the proposed presentation. Submissions should be made via the submission site by the deadline of **30 March 2025**. Please provide (1) the title of your paper, (2) an abstract of no more than 3000 characters, (3) names and affiliations of the authors.

Please submit your abstract through the conference website:
https://www.uibk.ac.at/de/congress/ecreapolcomm25/

To submit a panel proposal, a 400-word rationale should be sent alongside a 150-word explanation per presentation, as well as the names and affiliations of presenters and respondents to ecreapolcom2025@uibk.ac.at (and not via the official submission site). Please be aware that we will only have the capacity to accept a limited number (2) of panel proposals.

All submissions will undergo scholarly peer-review and only one proposal per first author can be accepted. Each author agrees to review at least two contributions that have also been submitted to this conference. Acceptance decisions will be sent out in early-May 2025.

We look forward to your contributions and to a 'connecting' conference in Innsbruck surrounded by the craggy peaks of the Austrian Alps.

For any queries or further information, you can contact us at ecreapolcom2025@uibk.ac.at or have a look at the conference website: https://www.uibk.ac.at/de/congress/ecreapolcomm25/