



Call for Papers

Medien Journal, Zeitschrift für Kommunikationskultur. Vierteljahreszeitschrift der Österreichischen Gesellschaft für Kommunikationswissenschaft (ÖGK)

Jahrgang 2012

BRICS: New challenges in the field of communication

Deadline for submission: 31.1.2012

The global division of power is undergoing rapid transition. Balances are changing, with new dynamics leading to shifts in power. Whereas much of the Western focus has remained on the meetings of the G8 and G20, there has been less recognition that the BRICS countries (Brazil, Russia, India, China and South Africa) are already organizing their fourth summit. They represent a driving force behind the emerging markets, becoming an increasingly important geopolitical counterweight to the West. The BRICS states are home to some 40% of the world's population, and, with their approx. 25% share of world production, have been demonstrating impressive economic growth, despite the global financial crisis. This shift in economic and political power also influences the global media culture. Therefore the time is ripe to extend the focus of communications studies to encompass these important and controversial developments.

Articles submitted to this special issue of *Medien Journal* should begin with a brief survey of the communications landscape in one or more of the BRICS countries, before dealing in greater detail with selected aspect(s) of relevance to the study of media and communications.

Topics may include:

- Intercultural and transcultural aspects of transboundary communication, cooperation and collaboration, as well as structural gaps and frictions

- Issues relevant within the broader academic fields of international/global communication
- Media development in the BRICS countries, and international relations (including the 'big brother' problematique)
- Current media-economic and media-political issues
- Cultural comparison and analysis of themes like the role of the media in society today, cultural change and identity construction
- Transformation and cultural dynamics in the BRICS countries

Criteria for submission:

- Original texts not previously published elsewhere
- Manuscripts submitted to *Medien Journal* should not be published elsewhere until the peer-review process has been finished
- Papers between 3,000 and 4,500 words (approx. 10–12 pages)
- Submissions must contain an abstract (10 lines) and a brief biographical note on each author (max. 3 lines)
- Text has to be submitted in English – submissions must follow APA style guides (see www.apastyle.org).
- Deadline for submission: 31.1.2012

This issue of *Medien Journal*, the double-blind, peer-reviewed quarterly journal of the Austrian Communication Association (ÖGK), will be published on the occasion of the 20th anniversary of the founding of the transcultural communication division at the Department of Communication, University of Salzburg.

Please send submissions to the editor:

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