



**32nd Annual MCA Conference | October 21-22, 2016**  
**"Communication, Politics and Public Perception"**  
**Community College of Baltimore County (CCBC)-Catonsville Campus**  
**Baltimore, MD**

**CALL FOR PAPERS**

The 32nd Annual Convention of the Maryland Communication Association invites you to join us on Friday October 21st and Saturday October 22<sup>nd</sup> at CCBC, as we explore this topic through panel discussions, paper presentations, and G.I.F.T.S.

Topics of discussion may include but are not limited to:

- Emerging Forms of Communication – What role does technology/social media play in advancing political viewpoints and ideologies?
- Communication and Pedagogy – How can we integrate political discourse into the pedagogy? How do we inspire students to become advocates for political and social change?
- Communication and the Political Process – How does political messaging influence voters' understanding of local, national and/or international issues?
- Media Coverage of American Presidential Elections – How has the media's coverage of presidential elections influenced voter turn-out throughout history?
- International Politics and World leaders – How can political decisions and discourse in one country affect the political landscape of another country?
- Political Protests – How have political protests affected public policy, social change and/or political leadership?
- Citizens as Advocates for Political and Social Change – How have citizens influenced the decisions made by local, national and international leaders?

- Freedom of Expression – What is our understanding of freedom of expression and does it still exist in today’s political climate?
- Politics and Entertainment - How do politicians use entertainment outlets (late-night talk shows, SNL) to connect with voters? How do entertainment outlets use political issues to influence voters, promote candidates, and challenge public policy?
- Branding of Political Candidates – How important is it for political candidates to use branding/marketing to connect with voters?

Proposals for scholarly presentations, panel presentations, or interactive workshops from any disciplinary perspective within communication/mass communication are welcome.

## PROPOSALS

**Proposal Guidelines:** To ensure a blind review, follow these guidelines when submitting documents. Submit as a Microsoft Word or .rtf file to Sherry Tucker at [mca@marylandcomm.org](mailto:mca@marylandcomm.org) by the **Deadline of midnight September 19, 2016**. You will receive a confirmation receipt of your proposal. Acceptance of proposals will be indicated by October 7, 2016. All speakers must register for the conference.

1. **For individual presentations and workshops:** *On a separate cover sheet*, include the title of the paper, your name, institutional affiliation, email address, and telephone number. Indicate any audio-visual needs and/or software.

If you are a student presenter mark “*Student*” on this page. *Beginning on a second page*, include your title and an abstract of no more than 400 words with a bibliography of selected references that provide your proposal’s theoretical grounding.

2. **For panel submissions:** *On a separate cover sheet*, include the thematic title of your panel, panel member names (including the chair), institutional affiliation(s), email addresses, and telephone numbers.

If your panel features student presenters, mark “*Student*” on this page. *Beginning on the second page*, indicate the thematic title and a 75-word abstract of the panel’s theme along with titles and abstracts for each paper or presentation (no more than 400 words each with a bibliography of selected references that provide your proposal’s theoretical grounding).

3. **For G.I.F.T.S.:** Your G.I.F.T.S. (Great Ideas for Teaching Students) must be a classroom-tested activity, assignment, project, game, or simulation addressing a specific communication theory, concept, skill, or learning objective in the communication discipline. Submissions should be geared toward college communication courses (public speaking, intercultural, small group, etc.). *On a separate cover sheet*, include the title of the G.I.F.T.S., your name, institutional affiliation, mailing address, email address and telephone number. Indicate any

audiovisual needs. Mark “G.I.F.T.S.” on this page. *Beginning on a second page*, include the G.I.F.T.S.’s 1) title, 2) goals and rationale, 3) directions, 4) explanation (how it addresses theoretical concepts or skills with cited sources as needed), and 5) typical results.

4. **For student posters:** *On a separate cover sheet*, include the title of poster, your name and institutional affiliation, mailing address, email address, and telephone number. Mark “Student Poster” on this page. *Beginning on a second page*, include your title and an abstract of no more than 400 words plus a bibliography of selected references that provides a description of your poster and its theoretical grounding.

**Deadline for early conference registration:** October 7, 2016

<http://www.eventbrite.com/e/mca-2016-kickoff-reception-and-conference-tickets-26846773422>

**(late registration and onsite registration available).**