

Second call for papers  
Deadline for submissions: April 30<sup>th</sup>, 2015

Full title: Academic Communication in Multimedia Environment

Short Title: ACiME

Location: Sofia, Bulgaria

Start Date: 12-Sep-2015 - 14-Sept-2015

Contact: Irena Vassileva

Meeting  
Email: [acime@uni-bonn.de](mailto:acime@uni-bonn.de)

Meeting  
URL: [www.acime-project.de](http://www.acime-project.de)

Meeting Description:

The conference constitutes the final stage in the completion of a three-year research project (ACiME) financed by the Alexander von Humboldt Foundation, Germany, and realised by a team of scholars from Bulgaria and Germany. The hypothesis tested is that the Internet is a rich and unique non-linear multimedia environment offering access to massive amounts of information; It provides new, more effective ways of communicating ideas and an audience of unparalleled size and diversity. How does it, however, affect the production, transmission and consumption of knowledge and what is the effect of globalisation on academic communication?

Confirmed Keynote Speakers:

Prof. Dr. Angelika Storrer, Germany – “From linked data to digital genres: text-linguistic approaches to multimodal hypertext analysis”

Prof. Dr. Diane Pecorari, Sweden – “Irreconcilable differences? On plagiarism and other intertextualities in academic communication“

Prof. Dr. Klaus Schneider, Germany – “Quoting Practices in Academia”

Prof. Dr. Irena Vassileva, Bulgaria – “Multimedia Environment and the Academia – Friends or Foes?”

The conference aims to bring together researchers and practitioners in the field of academic communication in the new media with a view to promoting interdisciplinary and intercultural dialogue and the elaboration of a suitable methodology for the elicitation of the distinguishing features of academic communication in multimedia settings and the new opportunities they offer for the realisation of intertextuality and interdiscursivity. It is assumed that since multimediality would certainly allow for the establishment of a much wider range of intertextual and interdiscursive links, there should also be a threshold of comprehension beyond which it would be very difficult, if not impossible for the audience in academia to perceive the links sought by the author (quantitative aspects). Another facet of interest is to establish the degree of relevance of the hypertextual links to the academic needs and background knowledge of the target audience (qualitative aspects).

At the same time, this conference provides an opportunity to touch upon emerging issues of knowledge representation, distribution and consumption, intercultural communication, unification versus diversification, dominance of culture-specific discourses and ideologies, authorship, including the burning issue of plagiarism, and interpersonal communication in academia – thanks to, or in spite of the Internet!?

Relevant topics thus include, but are not limited to, the following:

1. Academic communication and the new media
2. Realization of intertextuality and interdiscursivity in multimedia settings
3. Approaches to Hypertext analysis
4. Culture-specific multimedia discourses
5. Plagiarism and the new media
6. Authorship and the new media
7. Intercultural academic communication and the new media
8. Interpersonal communication and the new media
9. Students' perception of the use of the new media for academic achievements
10. Didactic issues

Individual presentations will last 20 minutes, followed by a 5 minute question session.

Contributors will need to tie their presentation with one or two of the conference themes, as described above. The deadline for submission is **April 30<sup>th</sup>, 2015**.

Abstracts should not be more than 200 words; they must (i) clearly state the research question, (ii) include a brief description of the theoretical framework and of the methodology adopted by the author and (iii) highlight the originality of the proposal.

**Important dates:**

<b>30 April 2015</b>	<b>2<sup>nd</sup> call deadline for abstract submissions</b>
<b>31 May 2015</b>	Notification of acceptance
<b>30 June 2015</b>	Registration deadline
<b>12-14 September 2015</b>	Conference
<b>15 November</b>	Submission of full articles for publication

**Publication:**

A volume with selected papers, including the plenary presentations will be published shortly after the event.

**Conference fees:**

Participant:	Standard	€ 150
Participant:	Student	€ 100
Attendance:		€ 80

The fee includes conference materials, coffee breaks, an evening reception on September 12, 2015, and publication costs.

A conference dinner will take place on the evening of 13 September 2015. Conference participants will need to register and pay an additional fee to participate.

**Organising committee:**

ACiME (Academic Communication in Multimedia Environment) team:

Prof. Dr. Irena Vassileva

Prof. Dr. Klaus Schneider

Dr. Esther Breuer

Dr. Mariya Chankova

**Sponsors:**

Alexander von Humboldt Foundation, Germany