



# EUPRERA Network for Public Affairs and Lobbying

**Call for Proposals  
International Communication Association  
2018 Postconference**

## **Lobbying and Democracy: The Voice of Communication**

Tuesday, May 29, 2018; 9 a.m. – 1. p.m.  
Department of Marketing Communication and PR (room 215)  
Charles University, Prague, Czech Republic

### **Theme and Rationale**

This postconference invites papers that focus on the role communication plays for lobbying and democracy. All theoretical and methodological approaches that help shed light on this are welcome. Topics include, but are not, limited to, a focus on evaluation of communication strategies in light of democratic ideals, the use of particular argument types, as well as communicative attempts to fuse private and public interests.

Broadly defined, lobbying deals with attempts to influence the public policy process. Organizations that conducted lobbying include business associations, companies, non-governmental organizations (NGOs), public affairs consultancies, labour unions and foundations. Since they are trying to shape public policy without running for office, this has important normative implications for how democratic systems function. How does this influence the one-person-one-vote democratic principle?

Critics often question the contribution to democracy, and whether or not lobbying is yet another tool for society's most resourceful. Research on lobbying has produced a number of tomes that shed light on the importance of, for instance, lobbyists' resources and their use of different tactics. A conclusion from the research is that financial resources and human capital are important components for organizations and their ability to succeed with lobbying efforts.

With a few noteworthy exceptions, however, there has been little attention devoted to how lobbyists actually *communicate*. Thus, this postconference invites contributions addressing the topic of lobbying and democracy, and the role communication plays in this regard. What communication strategies are employed and how these can be evaluated against democratic goals of participation as well as the problem of unequal influence and regulatory capture. How do we test to see if lobbyists are serving democracy and good governance, or acting as a hindrance? Are some organized interests marginalized or unmobilized? What role can communication theory play in grasping this? Communication scholarship can shed light on how the characteristics of organized interests influence the potential ground for arguments and their subsequent success in this regard, for instance, in their communicative attempts to fuse private and public interests.

This postconference is approved by the ICA 2018 organizing committee and is part of the official ICA 2018 conference program. It follows successful workshops and panels in

London, U.K. in 2016; the ICA 2016 conference in Fukuoka, Japan; the ICA 2017 conference in San Diego, U.S.A.; the EUPRERA Congress 2016 in Groningen, the Netherlands, and the EUPRERA Congress 2017 in London, U.K. We invite scholars across the globe to join us to explore lobbying and democracy, and the role played by communication.

Due to the generosity of the Department of Marketing Communication and PR, Charles University in Prague, no fee will be charged for attendance.

### **Submission and selection process**

Extended abstracts of minimum 600 words should be submitted to Øyvind Ihlen at [oyvind.ihlen@media.uio.no](mailto:oyvind.ihlen@media.uio.no) before December 15, 2017.

Contributors will be selected by peer review. Authors of accepted proposals are required to submit a full paper and a presentation prior to the postconference. Authors are expected to attend the postconference and present in person.

Following the postconference, selected authors and participants will be invited to contribute to a peer-reviewed special issue of *Journal of Public Affairs*.

### **Timeline**

Deadline for abstract submission	December 15, 2017
Acceptance provided	January 15, 2018
Deadline for full paper and presentations	April 15, 2018
Postconference	May 29, 2018
Invitation for special issue	August 30, 2018
Deadline for revised full papers	October 31, 2018
Reviews of full papers	January 15, 2019
Final revisions due	March 20, 2019

### **Organizers**

Øyvind Ihlen, University of Oslo  
Anna Shavit, Charles University in Prague  
Chiara Valentini, University of Aarhus  
Scott Davidson, University of Leicester

### **Sponsors**

The Department of Marketing Communication and PR, Charles University in Prague  
The Public Diplomacy Interest Group of ICA (main ICA sponsor)  
The Public Relations Division of ICA  
The Political Communication Division of ICA  
The Network for Public affairs and Lobbying of the European Public Relations Research and Education Association (EUPRERA)