ICA Preconference Call for Papers:
Impacts of Strategic Communication in an Interconnected World

June 16 -17, 2024
University of Technology Sydney, Australia

Organizers:
University of Technology Sydney
International Forum on Public Relations & Advertising (PRAD)
Public Relations Scholars’ Community (PRSC)
Asia Pacific Public Relations Research and Education Network (APPRREN)
This ICA preconference, Impacts of Strategic Communication in an Interconnected World, is joint with the 15th International Forum on Public Relations & Advertising (PRAD) Conference, the 8th Public Relations Scholars’ Community (PRSC) Conference, and the 8th Asia Pacific Public Relations Research and Education Network’s (APPRREN) Conference.

We welcome scholars and postgraduate students from around the world to join us to present and share their original research into how strategic communication creates positive (and sometimes negative) social change and impact across organizational, social, cultural, political, and economic settings.

Our social, political, and physical world faces existential threats and challenges in which strategic communication is arguably more important than ever. We face the continuing effects of the COVID-19 pandemic, natural disasters, poverty, gender and racial inequality, climate change, unfair treatment of employees, public diplomacy challenges such as war and conflict, distrust and polarization in the public sphere, and the list continues. Strategic communication plays and can continue to play an important role in addressing these challenges in their approaches to health communication, environmental communication, crisis and risk communication, and other positive uses of corporate, organizational, and government communication. However, strategic communication can also be employed for disruption and manipulation.

We observed that researchers increasingly highlight the importance of achieving positive social and societal impact. Therefore, this ICA preconference invites empirical research, case studies, and critical analyses of the impacts of strategic communication implemented in multiple disciplines and fields including corporate and government communication, public relations, health communication, corporate social responsibility and sustainability, activism, digital/social/mobile communication, environmental communication, public diplomacy, development communication, advertising, the environment, science, and media, as well as research studying manipulative and unethical practices that polarize societies.

We welcome both ICA members and non-members joining us in this preconference.

Original submissions are sought that focus on, but are not limited to, the following areas:

1. What are new opportunities in the interdisciplinary paradigm of strategic communication that determine the effectiveness (positive or negative) of the practices?
2. How can we address the dark side of strategic communication practices, for example, ambiguity, deception, and manipulation?
3. In what ways does internal communication support or discourage employee engagement, productivity, job satisfaction, and sense of belonging?
4. How can organizations enhance their CSR, ESG, and sustainability and establish a shared purpose with their stakeholders through communication?
5. How can digital practices bring engagement, social unity, or polarization in the digital sphere?
6. Diversity, inclusion, and cultural sensitivity in strategic communication: Examining the significance and impacts of cultural awareness and sensitivity in crafting messages, visuals, and campaigns for diverse audiences.
8. Health communication and behavior change: Exploring the effectiveness of strategic communication in promoting and addressing health-related behaviors and issues at individual and community levels.
9. How does strategic communication contribute to a nation’s soft power and public diplomacy practices?
10. The roles and effects of strategic communication in addressing issues and challenges related to the natural environment and ecosystem.

Submission

Submitters should send a 500-1,000-word extended abstract, excluding references (single-spaced, Times New Roman, 12 pt). Submit your abstract via the submission link found in the event page: https://www.uts.edu.au/about/faculty-arts-and-social-sciences/events/2024-ica-preconference-call-papers. The submission portal closes on January 20, 2024, midnight AEST. Abstracts will be double blind reviewed for relevance to the preconference theme and other criteria. Submitted extended abstracts must NOT have been previously submitted, scheduled for presentation or presented at other conferences, and must NOT have been handed in to journals or edited books at the time of submission.

The structured abstract must include the following key components:
1. Title of the research
2. Purpose of research: How does the research fit the theme of this preconference?
3. Theoretical approach and framework
4. Research questions/hypotheses
5. Methods (for empirical research)
6. Key findings
7. Practical or social implications (if applicable)

Registration
All participants, including presenters and non-presenters, must register and pay fees. Registration fee is USD 90 (inclusive of meals and networking opportunities). Registration information and payment methods will be provided once the acceptance announcement is made.

Important Dates:

- Deadline for abstract submission: January 20, 2024, midnight AEST
- Acceptance provided: January 31, 2024

Preconference in Sydney, Australia: June 16-17, 2024 Location/venue:

University of Technology Sydney (UTS), Sydney, Australia. UTS, a top 90 World University according to QS World University Rankings 2024, is the host of the preconference. UTS is located in the CBD of Sydney. It is 13 KM from the SYD international airport. The downtown campus has excellent access to hotels, restaurants, museums and public transportation. We recommend that preconference attendees fly into Sydney and then book a short one-hour flight up to the Gold Coast for the official ICA conference.
ICA Division affiliation: Public Relations Division and the Global Communication and Social Change Division

ICA Supporting Division and Interest Group: Organizational Communication Division and Public Diplomacy Interest Group. For inquiries: UTSJointConference@uts.edu.au.

See you in Australia!

1 Photo source: (source: https://www.thetimes.co.uk/article/kangaroo-walk-most-species-walked-before-humans-arrived-ptgpld6g5)