

## Call for papers for the symposium

### Communicating knowledge in the media – interdisciplinary approaches

University of Hildesheim, Bühler-Campus

15 to 17 October 2015

Conveying specialist knowledge in the media has become increasingly popular in recent years – whether on television, via the radio, in print magazines, or on the internet. By using the different possibilities inherent to the respective medium, specialist contents of various kinds are reworked in order to render them both intriguing and accessible to the general public. Thus, the choice and presentation of topics is not only influenced by the logic of the contents itself, including different ways of exemplification and explanation, but they also strongly follow a media logic. Nowadays, this media logic frequently tries to encourage the spectator or reader to "experience" the event directly, utilising the techniques of personalisation, dramatisation, emotionalisation, and the fictionalisation of technical topics. Its main purpose is engaging the recipient not only on the cognitive, but also on the emotional level, and entertaining them. Overall, such media TEXTS seem to become more complex and fulfil numerous functions.

Given the central role of the media in the construction of reality and the constitution of knowledge, it is important to analyse the knowledge communication in the different media from various angles. Therefore, the goal of the symposium, *Communicating knowledge in the media – interdisciplinary approaches*, is to provide a platform for an exchange between different disciplines and approaches.

Special emphasis will be placed on the following aspects:

- Language in the media: A comprehensive analysis of the language of knowledge formats, particularly in multimodal TEXTS, is still in the offing. Consequently, the language in these media formats will be discussed, especially in its relation to image and sound as well as to other characteristics of the particular media format.
- Filmic narration, verbal expression and their consequences for the formation of concepts and the audience's understanding of the subject covered.
- Comparison between various media, aiming at discussing the possibilities than can be exploited by the different types of media – television, radio, print.

- Target group: This aspect is intended to provide insight into the specific designs that the media formats at hand have for different target groups, such as for children or adults.
- Reception, recall, and knowledge construction: Here the question arises what aspects the recipient focuses on and remembers, what kind of knowledge is constructed, and to what extent affective elements in the design of media formats may be conducive to cognitive processing.
- Evolving media formats and social contexts: How has the communication of knowledge changed over time, especially in the electronic media?
- The internationalisation of the media products concerned, which includes the international marketing of specific series and their adaptation to foreign languages, consumption habits and design conventions.

**Important information:**

- The conference will be held at Bühler Campus (Lübecker Str. 3).
- The conference languages are German and English.
- 30 minutes are allotted to oral presentations (plus 10 minutes for discussion).
- Please send your abstract (ca. 400 words) and a brief professional biography (ca. 200 words) via e-mail attachment to Dr. Sylvia Jaki ([jakisy@uni-hildesheim.de](mailto:jakisy@uni-hildesheim.de)). The deadline for abstract submission is 19 January 2015. Acceptance notifications will be delivered by 20 February 2015.
- The assumption of costs is intended, but cannot be guaranteed at this point. The publication of conference proceedings is envisaged.

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