

CALL FOR PAPERS

EUROPEANISED AFTER ALL: European publics in the EU communicative space

Edited by Chiara Valentini (University of Jyväskylä, Finland) and Giorgia Nesti (University of Padua, Italy)

Proposals are invited for a collection that examines the EU and different communication actions towards, with, by different publics. Communicating the EU, its institutions, policies and achievements should not only be perceived as a top-down strategy, that is from the EU to its publics. Several interesting cases of bottom-up communication activities - from a public towards the EU - have shown to be of a great assistance to existing EU information and communication actions. In this respect, we are interested in presenting a portrayal of information and communication activities planned and/or already developed both by the EU institutions at the European, national and local levels and by private and public organizations and civil society actors. The intent is to analyse and discuss past, present and future actions, campaigns, initiatives from the perspectives of several EU countries. We welcome contributions from different theoretical perspectives and fields of study, including but not limited to political and intercultural communications, public relations and management, organizational studies, psychology, sociology and cultural studies. This book attempts to present different facades of EU communications within multi-national and multi-theoretical frameworks.

Potential topics include (but are not limited to):

- *EU communication and information policies:* we are interested in contributions that describe historical developments in the EU information and communication policies from the early stages of integration until recent events (the Plan D, the White Paper on Communication, etc..) but also in theoretical analyses investigating EU communication strategies.
- *EU web communication* (communications with citizens via web 2.0, such as blogs and other online media tools): the diffusion of ICTs and recent

developments in the internet structure have opened up for new innovative forms of political interaction and participation. EU institutions are employing the web 2.0 to test new tools for communicating with citizens, such as EUtube, blogs, forum, etc. Besides, even more interesting experiences of Europeanization through the web are spreading from below, thanks to citizens' willingness of creating their own actions. Papers dealing with this topic should describe and critically assess EU initiatives on the web 2.0 and/or any relevant case study of online activities developed at the local/national or at the transnational levels specifically aiming at creating an European public sphere.

- *EU media relations* (communications with/towards journalists/media): A discussion of EU policies and activities launched in the last 5-6 years for attracting national media professionals on EU issues and institutions, but NOT papers on EU media content analyses or discussing EU media coverage. In this topic we welcome critical discussions - even supported by qualitative/quantitative data - on what EU has lately been doing for addressing journalists' needs and expectations; for instance, analyses on the quality and usefulness of EU media courses for journalists or qualitative/quantitative studies on national journalists' satisfaction with the activity of EU press and communication departments, how cultures influence reporting EU news at the national level, differences/ constrains/ skills of Brussels correspondents versus national journalists, etc.
- *EU and civil society* (communication with/towards non-profit organizations/associations): Contributions should take a multidisciplinary look at the concept of civil society and its application at the EU level, focusing on the interactions between civil society organisations and the EU (functions, roles within EU political discourses and decisions making, significance of civil society's activities at local level, etc.). We also welcome case studies describing the activities of the national Europe Direct centres for the involvement of civil society organisations as well as studies on specific campaigns and informative actions implemented by civil society organizations dealing with EU themes.
- *EU and its business partners* (communications with/towards multinational companies). We are interested in papers that present both qualitative/quantitative studies and critical discourses on EU policies/ activities for involving diverse business partners/stakeholders as EU communication multipliers. We also seek case studies on activities created and developed by business partners/stakeholders which have an EU framework, for instance, but not limited, papers that present and discuss specific information campaigns put in place by financial/economic organizations for informing employees and surrounding communities about the introduction of the euro, about energy/environmental issues and/or other EU and business themes.
- *EU diplomatic communication* (communications with non EU nation-states). We are interested in contributions that describe EU information campaigns for the enlargement in new member states and/or in candidate countries and that critically assess the main issues concerning EU diplomatic communications.

Guidelines for proposals:

Proposals should be **between 500-1000 words**. They should be sent via email to: dr.chiara.valentini@gmail.com and giorgia.nesti@unipd.it

Applicants should also send a short bio indicating title, affiliation, and scholarly interests.

The **deadline for submission is 13th JULY 2008**.

Applicants will be notified of the selection process by **15th AUGUST 2008**.

We need to receive the **final draft of the paper by 1 NOVEMBER 2008**. The paper should be **between 6000 and 8000 words** and **should be proofread by the authors**. We will be more precise about the length once we receive specific information by the publishers.

Summary info:

Deadline proposal: 13 JULY 2008

Notification of the selection: 15 AUGUST 2008

Submission of the full paper: 1 NOVEMBER 2008

Expected publishing date: SPRING/SUMMER 2009