Pobrane z czasopisma Mediatizations Studies **http://mediatization.umcs.pl**
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ANNOUNCEMENT

We are pleased to announce the next edition of the international scientific Mediatization Conference, which will take place on 7–8 March 2025 in Lublin/ Online. The Conference is institutionally and thematically linked to the journal "Mediatization Studies". This year's conference will be devoted to the relationship between mediatization and Artificial Intelligence.
Please follow the detailed description of the event below:

Mediatization Conference 6, 2025
"Exploring Mediatization in Times of Interplay between Human and Artificial Intelligence"
7–8 March 2025

Hybrid: Lublin & Online
Organizers: Maria Curie-Skłodowska University in Lublin
Polish Communication Association, Mediatization Section

Call for papers

We cordially invite you to the next, sixth edition of the international scientific conference: Mediatization Conference 6, 2025. This time we want to discuss on the relationship and dependencies between mediatization processes and applications of artificial intelligence in various areas of human life. In particular, we are interested in the interactions between human and algorithmic factors, which in different ways drive the course of these processes. We invite theoretical reflections and presentations of empirical studies that will reflect and analyze various manifestations and examples of mediatization phenomena.

The keynote speech (online): *The Human-Machine Relationship in an Age of Artificial Intelligence*, will be delivered by **Professor Andrea Guzman representing the Department of Communication, Northern Illinois University**.

Accompanying event, 8 March 2025: **Methodological panel – Qualitative Content Analysis with Professor Margrit Schreier** (School of Business, Social & Decision Sciences, Constructor University Bremen).

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The topics of the presentations should be focussed (but not limited to) on the following issues:

- Mediatization in times of Artificial Intelligence (AI)
- AI as a tool of mediatization
- Tensions between the human-driven and AI-driven mediatization
- Mediatization and datafication – a conceptual dialogue and/or competition
- Datafication as a phase/layer of mediatization
- Mediatization research in times of datafication
- Datafication of interpersonal, organizational and institutional communication
- Data colonialism; colonial appropriation of social-personal data
- Digital infrastructures and platform economies
- Algorithmization of public and interpersonal communication
- Platformization of interpersonal, organizational and institutional communication
- Automation of communication
- Mediatization of politics and electoral campaigns
- Mediatization of war and conflict
- Mediatization of sport, physical activity and recreation
- Mediatization of business and economy
- Mediatization of popular culture and fashion
- Mediatization of leisure
- Mediatization of religion and spiritual life
- Mediatization of daily and family life
- (De)mediatization, counter-mediatization and media de-saturation
- Media studies facing mediatization era

Important dates:

Abstract submission: 15 January 2025

Abstract acceptance: 20 January 2025

Languages of the conference: English and Polish

Form of participation: oral presentations, personal and online form

Fees:

Conference fee for on-site participants: PLN 100 (PTKS/Polish Communication Association members: PLN 90)

Conference fee for online participants: PLN 100 (PTKS/Polish Communication Association members: PLN 90)

On behalf of Scientific and Organizing Committees of Mediatization Conference 6, 2025

Ewa Nowak-Teter

Maria Curie-Skłodowska University in Lublin

Polish Communication Association, Mediatization Section

The conference website: https://www.umcs.pl/en/ms-cfp.htm