



TEXAS TECH UNIVERSITY  
College of Mass Communications

## Call for Papers

A research colloquium jointly sponsored by the College of Mass Communications,  
the Center for Communications Research and the Institute for Hispanic and  
International Communication at Texas Tech University

April 19 & 20, 2007

### Expanding the Definition of Convergence and Integration

*The term "Convergent media and integrated communications" as addressed in the doctoral program in the College of Mass Communications at Texas Tech University is the study of message content, message effect and simultaneous message delivery through multiple media as those variables change, interact and change one another."*

#### Papers invited

Research proposals or completed research that address any of the following:

1. The interaction of multiple media,
2. The interaction between traditional media and new media,
3. The use of media among or directed to Hispanics or other ethnic groups,
4. The use of media across multiple nations, languages and/or cultures, or
5. The effects of convergent media on media economics.

#### Who should submit?

Work is invited from all interested scholars and practitioners in advertising, broadcasting, journalism, public relations and other media related fields. Graduate and undergraduate students are particularly invited to submit their work.

#### Registration, travel and housing support

A top paper will be recognized in each of the four divisions listed below. The winning paper in each of the three student divisions will be awarded up to \$1000 in travel costs. Travel awards are not available for international travel and are limited by state regulations to registration fees, a standard per diem and verified travel costs.

Undergraduate paper (all authors must be undergraduate students)

Masters student paper (all authors must be masters students or masters students with undergraduate student coauthors)

Ph.D. student paper (all authors must be Ph.D. students or Ph.D. students with undergraduate or masters student coauthors)

Open (faculty, practitioner or student authors)

#### Colloquium format

Papers will be presented in a round-robin format that encourages discussion and collaboration. Each presenter will lead a 15-minute roundtable discussion of his or her research. Audience members then rotate to a new presenter. These presentations will be made without PowerPoint or other media support and are designed to encourage discussion and to provide the author with insights and ideas for further development of the project.

### **Conference location**

The conference will be held on the campus of Texas Tech University in Lubbock, Texas. The dinner and lecture on Thursday evening and the paper discussions on Friday will be in the Merket Alumni Center. The awards reception on Friday evening will be in the Mass Communications Building.

### **Registration costs**

Registration includes dinner Thursday and lunch and a reception on Friday. Breakfast Friday is provided for guests at the conference hotel.

Student registration - \$25

Non-student registration - \$35

Registration must be received by February 15, 2007

### **Housing**

Rooms at the state rate of \$85 per night have been reserved at the Hawthorn Suites within easy walking distance of the conference location. To reserve a room contact the hotel directly at 806-765-8900. Tell the hotel you are with the “convergent media conference.” Rooms must be booked before February 23!

### **Travel**

Lubbock is a city of 200,000 located in west Texas approximately 325 miles west of Dallas/Ft. Worth, 325 miles east of Albuquerque, New Mexico and 90 miles south of Amarillo, Texas. Lubbock International Airport is served by Southwest Airlines, American Airlines and Continental Airlines. Cab fares from the airport to the Texas Tech Campus average \$10.

### **Submission guidelines and requirements**

All submissions must be received by December 1, 2006. Papers selected for presentation will be announced by February 1, 2007. At least one author of each accepted paper must attend the colloquium.

Papers may report completed research or may present a research proposal. All papers should include an appropriate review of literature, a thorough explanation of research methodology used (or to be used) and a conclusion explaining how the research contributed to expanding the definition of convergence and/or integration.

Papers should be double spaced in 12 point type and must not exceed 30 pages (8 ½ x 11 inches). Tables and references are included in the maximum page length.

Submitted papers and proposals will be blind reviewed by multiple reviewers. Selection for presentation will be based on the paper’s or proposal’s grounding in research literature relevant to the topic, the clarity and thoroughness or research methodology (-ies) employed, and discussion of how the research contributes to expanding the definition of convergence and/or integration.

All papers or proposals should include a cover page with the paper title, author’s name, affiliation and contact information. To be considered for travel awards, all authors must identify their student status and school on the cover page.

Except on the cover page, the papers should not identify the authors’ names or affiliations.

Papers or proposals should be addressed to:

Definition of Convergence & Integration Conference  
c/o Michael Parkinson, Associate Dean for Graduate Studies  
College of Mass Communications, Texas Tech University  
PO Box 43082

Lubbock, Texas 79409

OR

Submitted as e-mail attachments to:

michael.parkinson@ttu.edu

## **Colloquium schedule**

Thursday, April 19, 2007

6-9 PM

Morris Distinguished Lecturer and Dinner

Merket Alumni Center

Friday, April 20, 2007

7-8 AM

Breakfast

Hawthorn Suites

8:30-10 AM

Research presentation I

Merket Alumni Center

10-10:30 AM

Break

10:30 AM – noon

Research presentation II

Merket Alumni Center

Noon – 1:30 PM

Lunch

Merket Alumni Center

2-3:30 PM

Research presentation III

Merket Alumni Center

6 PM

Awards reception

Camille Keith & Carmen Keith Tidwell Conference Room (223)

Mass Communications Building

## Expanding the Definition of Convergence and Integration Registration

Thursday, April 19 and Friday, April 20, 2007 – Texas Tech University, Lubbock, Texas

Name: \_\_\_\_\_  
*Last First MI*

Title/Position: \_\_\_\_\_  
*Students, please indicate whether undergraduate, MA or doctoral student*

Name for Badge: \_\_\_\_\_

School or Affiliation: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_

Country: \_\_\_\_\_ Zip/postal code: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Registration type:

Student \$25

Non-student \$35

Please make check payable to College of Mass Communications

Mail payment and completed registration form to:

Convergent Media Conference

Texas Tech University

College of Mass Communications

PO Box 43082

Lubbock, Texas 79409

REGISTRATION AND PAYMENT MUST BE RECEIVED BY FEBRUARY 15, 2007

Refund policy

Cancellations submitted in writing by April 1, 2007 will receive a full refund

Cancellations after April 1 will not receive a refund.

Conference registration does not include hotel accommodations. Hotel reservations may be made by calling the Hawthorn Suites at 806-765-8900. Tell the hotel you are with the “convergent media conference.” Rooms must be booked before February 23!