



## CALL FOR PAPERS

### International Conference

## CULTURAL INSTITUTIONS AND COMMUNICATION: TOWARDS CREATIVE PARTICIPATION

23-24 October 2014

Vytautas Magnus University, Kaunas, Lithuania

#### Conference rationale

Openness, interactivity, creativity and participation today are fundamental notions to understand the transformations in cultural and creative industries. Communication technologies are creating a new cultural and social environment, bridging geographical location and time barriers, whereas the audience is determined by the individual needs and preferences. Individuals are exposed to new opportunities to fully observe and experience society, arts and culture, while playing a more active role and engaging into the creative process. On the other hand, in a modern society the field of arts and culture is becoming more and more dependent on other structures, including market economy, political agenda, as well as mediated communication that ensures more publicity and awareness in the public. To understand the conceptual and practical challenges for cultural ideas and practices, it is important to address such issues as commercialization, commodification, politicization and mediatization. **The international conference “Cultural Institutions and Communication: Towards Creative Participation” is aimed to discuss the political, economic, social and technological implications for changing role of culture and arts in society, and to highlight new opportunities in promoting the culture of creativity and participation.** The conference also aims to bring together researchers, artists, culture entrepreneurs, creative industry experts and practitioners, as well as cultural policy-makers and to promote synergistic dialogue among different stakeholders.

#### Theme and subthemes

The conference addresses political, economic, social and technological implications for changing role of culture and arts in society, while promoting new practices of communication, creativity and participation.

Proposed subthemes of the conference include, but do not limit to the following issues:

- the role of culture in global politics and international relations;
- participation of cultural organizations in creative economy;
- audiences and publics of cultural institutions;
- mediation and mediatization of culture in society.

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## Submission guidelines

- Abstracts of 250 words (excluding references) should highlight the original contribution to at least one of the conference themes. Submissions should also include a paper title, as well as authors' names, institutional affiliations and contact information.
- The deadline for submission is **May 15, 2014**. Submissions should be sent via email to [conference2014@mf.vdu.lt](mailto:conference2014@mf.vdu.lt).
- Participants will be notified about the results by **June 15, 2014**.
- Conference program will be available on the conference website [www.kulturoskomunikacija.lt](http://www.kulturoskomunikacija.lt) by **June 30, 2014**.

## Scientific committee

Chair: Prof. Gintautas Mažeikis, Vytautas Magnus University, Lithuania

Prof. Knut Ove Arntzen, University of Bergen, Norway

Assoc. prof. Kristina Juraitė, Vytautas Magnus University, Lithuania

Assoc. prof. Edgaras Klivis, Vytautas Magnus University, Lithuania

Pille Pruulmann–Vengerfeldt, Ph.D., University of Tartu, Estonian National Museum, Estonia

Irena Reifova, Ph.D., Charles University Prague, Czech Republic

Prof. Stephen Wilmer, Trinity College, Ireland

## Venue

The conference is organized by the Faculty of Arts and the Department of Public Communications at Vytautas Magnus University Kaunas, Lithuania:

Faculty of Arts

Vytautas Magnus University

Laisvės avenue 53

LT-44309 Kaunas, Lithuania

[www.menufakultetas.vdu.lt](http://www.menufakultetas.vdu.lt)

Department of Public Communications

Faculty of Political Science and Diplomacy

Vytautas Magnus University

Daukanto st. 28, LT-44246 Kaunas, Lithuania

[www.mediastudies.lt](http://www.mediastudies.lt)

## Supporters

The conference is supported by the grant of the Lithuanian Research Council and the European Social Fund.

## Publication

Selected conference papers will be published in the conference proceedings as a special issue of the peer-reviewed scientific journal Media Transformations ([see www.mediatransformations.eu](http://www.mediatransformations.eu)).

## Contact organizers

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