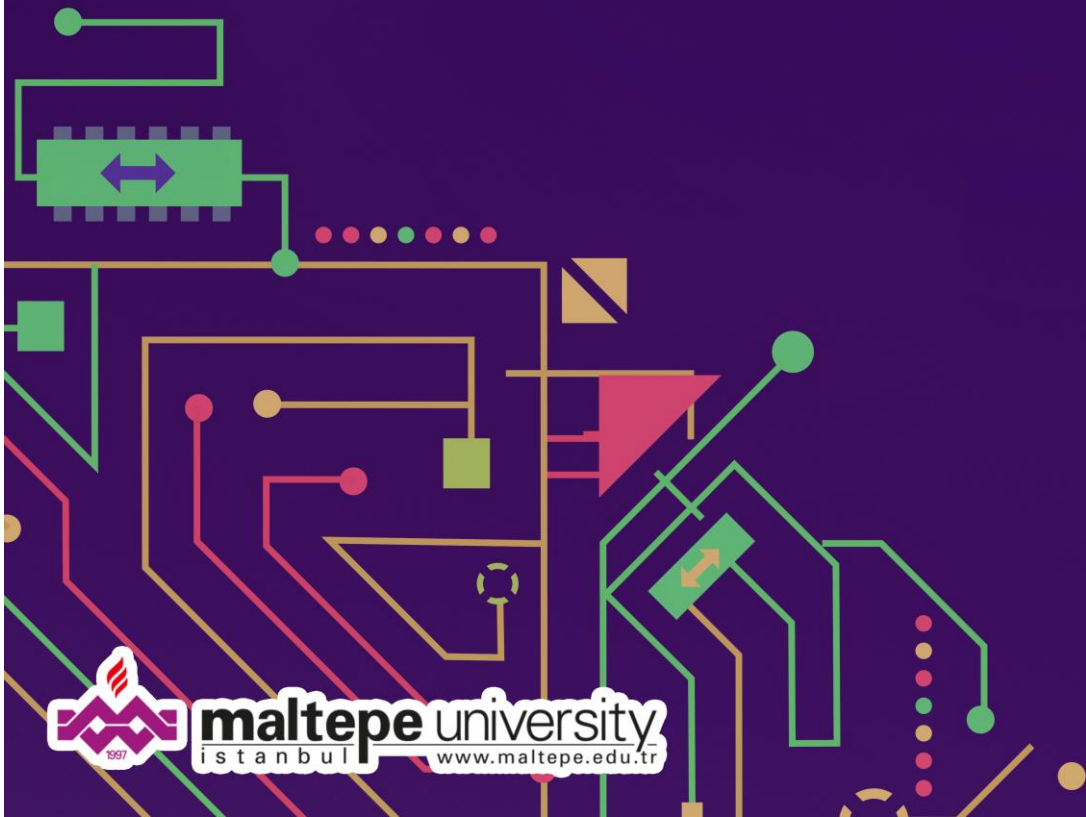




Content Creation and Collaborative Thinking in Media

16-17 April 2020



maltepe university
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CALL FOR PAPER

INTERNATIONAL COMMUNICATIONS STUDENTS CONGRESS 2020

Content Creation and Collaborative Thinking in Media

Consumption is a symbolic and cultural activity in which consumers assign meanings to products and services. The meanings are transferred in the form of content and content is derived from open processes that involve many parties such as advertising agencies, firms and users. Practitioners are expected to generate fresh ideas and campaigns and creativity is the bedrock of all of these efforts. In today's world, designers put the people they are designing for at the centre of their focus. Users also generate their authentic content and integrate them through open platforms. The main tenet of open innovation is the seamlessness of communication combined through the new ecosystem. As communication scholars and professionals, we all need collaborative thinking and design thinking approaches to transform our work. At this point, the collaborative efforts of different stakeholders who are parties in an ongoing dialogue have started to shape the new economy through media.

The 2020 edition of Maltepe University International Communication Students Congress (ICSC 2020) will focus on the theme of "Content Creation and Collaborative Thinking in Media". We welcome submissions of BA/MA and Ph.D. students for individual papers (up to 2 papers), media practice contributions (audio / video) and posters that should be addressing, but not limited to, the following topics:

- Commons-based peer production
- Remix Culture
- Creative Commons and Copyleft
- Open Source Movements
- Participatory Culture
- Prosumer and Prosumer
- Collaborative Consumption Networks
- Narratives in Digital Broadcasting
- Transmedia Storytelling
- Virtual Communities
- Peer-to-peer Marketplace
- User-Generated Content (UGC)
- DIY Culture
- Content Marketing
- Gamification in Content Design
- Agenda Setting in Social Media
- Collaborative News Production
- Alternative Media
- Changes in Audience Profile
- Design Thinking
- Citizen Marketing
- Collaborative Platforms
- Influencer Marketing (Influencer & Brand Collaboration)
- Co-branding (Collaborative Partnerships)
- Content Creation; Real or Fake?

As Maltepe University Faculty of Communication, we are proud to announce that we are hosting the 8th Maltepe University International Student Congress (MUIISC) in Istanbul, Turkey, between 16-17 April, 2020. Since 2013, MUIISC has brought students from around the world giving them the opportunity to express and share their research interests and ideas on a variety of important issues in communication.

MUIISC will be held in our beautiful campus in Istanbul between 16 and 17 April 2020. All accommodation (including hotel fees as well as breakfast, lunch and dinners) is free of charge for member students of the organizing team. Travel expenses (to Turkey and back home) will have to be covered by the participant himself/herself. Our organization team is already well experienced and will be taking care of most of the important issues regarding the organization. We believe that this is a valuable opportunity for students of our respective institutions to meet and work with an international team to organize a major academic event. Brief information on the guidelines and important dates have been provided below.

Abstract Guidelines

The text of the abstracts should be submitted in **English ONLY**, in a separate Word document in the following format: **max. 300 words**, 1.5 line spaced Arial (Plain) 11-point font (except for title which should be 14-point font), A4 size page formatting, with the page margins of 2.5 cm from the left, top and bottom and 2 cm from the right.

Your abstract should include:

- 1- an introductory statement that outlines the background and significance of the study
- 2- a brief description of the basic theory/perspective and methodology
- 3- a clear indication of the major analysis and interpretation
- 4- a concluding statement
- 5- keyword (up to 5)

Abstracts should include title of paper, full name(s) of author(s), institutional affiliation, **300-word abstract** which best describes the subject of your submission and e-mail address(es).

Paper Guidelines

- Papers should not have been presented, published or accepted to be published elsewhere.
- Papers should be written in English and sent in MS Word-(doc/docx) format. PDF format is not accepted.
- Papers should not be more than 10 pages, including tables, charts, appendixes and references.
- Papers should be typed 1.5-spaced on one side of a standard A4 paper with Times New Roman 12 font, left margin 2,5 cm, bottom-top margin 3 cm and right margin 2,5 cm.

Important Dates

Abstracts should be sent to icsc@maltepe.edu.tr and entitled as **ICSC2020**

Please note that the deadline for the submission of abstracts is **21 February 2020**.

Please **fill the registration form** which is in our website <http://www.maltepe.edu.tr/icsc/>

Accepted abstracts will be announced by **2 March 2020**, and on the same day the conference website will be open for online registration.

Online registration will be open until **16 March 2020**.

Presentations should not exceed 15 minutes

All abstracts will be published in Student Congress of “**Content Creation and Collaborative Thinking**” before the congress is held.

ICSC’2020 Web Address: <http://www.maltepe.edu.tr/icsc/>

ICSC’2020 E-mail Address: icsc@maltepe.edu.tr

IMPORTANT NOTICE

There is no registration fee for the Congress. It is sponsored by Maltepe University, hence, expenses specified below are covered by Maltepe University free of any charge.	
COVERED by MALTEPE UNIVERSITY	NOT COVERED by MALTEPE UNIV.
Accommodation during the Congress at 5-star "Marma Hotel Istanbul"	Flight Tickets
Transfers from airports to the hotel and from hotels to the airports	Personal Expenses
Breakfasts, lunches and dinners, Gala Dinner	Overestimated accommodation
Access to all sessions	Transfer demands from the campus to the city center
Coffee breaks	Extra drinks and meals
Conference materials	Guests’ participation and expenses
Istanbul sightseeing	Visa expenses <i>–if required–</i>

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