



CALL FOR PAPERS, 47

COMUNICAR JOURNAL

Special Issue «Comunicar», n 47

CALL FOR PAPERS

Communication, Civil Society, and Social Change

Comunicación, sociedad civil y cambio social

Thematic Editors

- **Dr. Eloísa Nos Aldás**, Universitat Jaume I of Castellón, Spain
- **Dr. Matt Baillie Smith**, Northumbria University Newcastle, United Kingdom

Focus

The injustices and inequalities taking place worldwide have moved thousands of people to claim their rights through social movements. Especially since 2011, citizens protests have revived globally with the Arab Spring, the 15M in Spain, Occupy in the United States and other countries such as Greece, Turkey, Chile or Brazil, that have also seen several social movements unfolding.

In this context, the present special issue addresses matters that intersect with communication, civil society and social change. The edition of this issue has been conceived from a perspective of empowerment and agency with the objective of exploring peaceful communicative proposals and alternatives that, from civil society, could contribute to transform social injustices and inequalities. We refer to good practices and communicative innovations that foster people's political engagement.

Therefore, the publication will delve into the study of the influence of communicative models of structured and non-structured civil society (social movements and NGOs of social justice) to identify and mobilize citizens for their causes. This includes the analysis of indicators for evaluation and criteria of success of grassroots communication.

Civil society has increased its opportunities of resistance with the emergence of digital networks. From a communicative perspective, we face the loss of influence of a unidirectional model and the appearance of a digital and non-digital proactive citizenship that rely on tools 2.0 (spaces and applications such as YouTube,

Wikipedia, Flickr, Myspace, Facebook, Twitter, Blogger, TitanPad, Mumble, or Telegram, among others), that have democratized information and media, allowing interaction among diverse transmitters and receivers (interlocutors) at transnational level. This evolution towards a collective creation of knowledge is one of the features of the so called cyberculture (Levy, 2007), Self-Mass communication (Castells, 2009), Technopolitics (Toret, 2013), or Networked Fourth Power (Sampedro, 2014), where people can create their own information and communication systems, as well as influence political configuration and re-appropriate democracy.

Following the above statements, this issue will analyze the influence that these processes of digital citizenship through the Web 2.0 have had on the visibility, deliberation, and organization of civil society, mainly in the recent social movements such as 15M and Occupy. It also seeks to cover the study of different expressions and proposals sprung from civil society which contemplate contents and discourses that confront logics of power and control. Especially, it sets as a goal to analyze the main factors of success in the communication for social change through the discussion of possible social indicators for its evaluation, or criteria for its systematization.

Descriptors

- Cultural efficacy of the communication of social movements and NGOs of social justice
- Indicators of cultural efficacy of the communication of social movements and NGOs of social justice
- From victims to indignant: discourses, representations and empowerment
- Communication of social movements, emotions and nonviolence
- Representation of protest and nonviolence
- Impact of networks and digital logics on the communication of civil society
- Transmedia narratives, activism and social change
- Activism and protest
- NGOs, communication and social change
- Citizen journalism and social change
- Communicative practices of the 15M and other recent communicative movements

Questions

Some questions and reflections addressed in this special issue and related to its topics are:

- **Communication and social change: Epistemology and indicators:** Which are the main factors of success in the communication for social change? How can we study them? Which are the challenges in planning and evaluating the communication for social change?
- **From victims to indignant: discourses, representations and empowerment:** Which strategies and discourses lead from victimization to agency? How do we evolve from the visibility of the movement to the achievement of concrete socio-political objectives?
- **Journalism, media and social change:** What is the relation of traditional media/journalists with social movements and different forms of social protest, including the digital ones? Analysis of journalistic and communicative proposals that seek to reshape and transform models based on cultural or symbolic violence from the recognition of Human Rights and Culture for Peace.
- **Commercial communication, organizations and social change:** What impact do social movements have on communicative practices of organizations (civil society, commerce, etc.)? Which good practices do exist (decentralized, distributed, citizenship) and which criteria do favor their success?
- **Social mobilization and emotions:** Which emotions do promote participation and engagement of citizens in the long-term process of social change? How do we study the role of emotions in the processes of agency and nonviolence? Analysis of symbolic rewards versus changes of the public policy in the processes of citizens' empowerment and counter-power.
- **Cyberactivism, social change and social movements:** How does communication 2.0 and 3.0 contribute to the success of recent social movements? Which discourses and strategies do motivate interlocutors for a stable engagement with the causes promoted by social movements and modify the weak ties usually

developed on the Internet? What is the impact of digital networks on the political system? Comparative studies on techno-politics, cyber-activism and hacktivism in different countries, including the Spanish 15M.

- **Education, civil society and social change:** Which competences, tools and dynamics do foster social change? How these learning experiences are brought into dialogue with the more classic media logics as well as new digital environments? How can the new citizen action support or strengthen these educational programs?
- **Transmedia narratives, activism and social change:** Analysis of new forms of symbolic disputes on public visibility and its processes of re-signification. Caveats of aesthetization as trivialization versus processes of collective artistic empowerment.

On the thematic editors

Dr. Eloísa Nos Aldás, Universitat Jaume I (Castellón, Spain)

Professor of the Department of Communication Sciences and director of the Interuniversity Institute of Social Development and Peace of the Universitat Jaume I. She has twelve years of accredited research and she has been the Director of the Master in International Studies of Peace, Conflict and Development for eight years, where she still is a faculty member. She has been teaching and research fellow in several universities, such as in México City, Innsbruck (Austria), New York and San Francisco. Her research interests converges on communication, civil society and social change, especially with a focus on equality and culture of peace. Her recent publications have appeared in journals such as *Communication Research* and *Peace Review*, resulting from a research career where she has led two R+D projects. Currently, she also participates in three other research projects on social communication and cultural analysis.

Dr. Matt Baillie Smith, Northumbria University (Newcastle, United Kingdom)

Professor of International Development at the Department of Social Sciences and Languages and Director of the Centre for International Development. Baillie Smith has an MPhil in the Sociology and Politics of Development from Cambridge University and PhD in Sociology from Warwick University. Baillie Smith research interests are centered on international development, citizenship and civil society, with particular interests in public engagement in development, development education, international volunteering and civil society activism in the Global North and South. Baillie Smith also has interests in qualitative research methodologies in development and has edited a collection for Elsevier: *Negotiating Boundaries and Borders: Qualitative Methodology and Development Research* (2007). He has also edited a special issue of *Emotion, Society and Space* on "Emotional Methodologies in Development" with Dr. Katy Jenkins (2013).

Guidelines and submission of proposals

Publishing guidelines:

www.revistacomunicar.com/index.php?contenido=normas&idioma=en

Proposals for the Special Issue through the OJS RECYT platform

<http://recyt.fecyt.es/index.php/comunicar/login>

Important dates

- **Deadline for sending articles:**
September 30, 2015
- **Publication date of Comunicar Issue 47:**
Preprint version: 2016 First trimester
Printed version: 2/2016: April 2016

Journal website:

www.comunicarjournal.com
