Call for Papers | 2026 SJTU-IAMCR Emerging Media Conference
"Creative Communication and Empowerment"

I. Conference Background

The **"SJTU-IAMCR Emerging Media Conference"**, jointly organized by the School of Media and Communication at Shanghai Jiao Tong University (SJTU) and the International Association for Media and Communication Research (IAMCR), will be held on April 17-18, 2026, in Shanghai, China. The theme of the conference this year is **"Creative Communication and Empowerment"**. In the context of digital and intelligent media, the conference focuses on how communication reconstructs the organization of meaning production, public participation, and social action through the interaction of creative mechanisms, technological architectures, and social practices. The conference will examine the role of intelligent media in issues such as climate change, public health, and media system transformation. The conference aims to explore how communication innovation can shift from instrumental applications to empowerment-oriented institutional and practical forms, while promoting theoretical reflection on the relationship between technology and humanities.

The conference will be conducted in-person and invites scholars, industry experts, and young researchers from around the world to share the latest research findings and practical experiences regarding the theoretical frontiers and practical paths of creative communication. As an important collaborative platform between the School of Media and Communication at Shanghai Jiao Tong University and IAMCR, the conference aims to use "empowerment" as a core analytical lens to deepen the understanding of the social functions and public value of emerging media, contributing to the construction of a more inclusive and sustainable global society.

II. Conference Themes

"Creative Communication and Empowerment"
The conference will feature sub-themes encompassing, but not limited to, the following areas:
- Generative Video and the Reconstruction of Sustainable Creative Ecology
- AI Video, Virtual Reality, and the Landscape of Society
- AI Journalism and Media System Transformation
- Media Literacy Education and Empowerment in Digital Society
- Digital Health Communication and Well-being
- Socioeconomic Development Empowerment by Culture in the Digital Age
- The Dialectics between Cultural Empowerment and Technological Empowerment
- Intelligent Applications in Science Communication and Challenges of Inclusivity
- Technological Inequality and Digital Participation
- Climate Change, Environmental Risks, and Community Resilience

III. Conference Timeline and Schedule

1. **Key Dates**
   - **Paper Submission Deadline:** 11:59 p.m. (GMT+8), February 23, 2026
   - **Announcement of Decisions:** March 18, 2026
   - **Full Paper Submission Deadline:** 11:59 p.m. (GMT+8), March 31, 2026 (Applicable to submissions competing for paper awards)
   - **Conference Dates**: April 17-18, 2026 (Friday and Saturday)

2. **Conference Schedule**
   - **April 17, 2026**: Conference Opening Ceremony, Keynote Speeches, and Parallel Sessions
   - **April 18, 2026**: Parallel Sessions, Closing Ceremony, and Announcement of Outstanding Papers

IV. Submission Guidelines

1. Submission
   - **Submissions are only accepted through the ScholarBay online system. Please submit your paper via the following link:** www.scholarbay.cn.
   - Each author may submit a maximum of 2 papers as the first author. Submissions exceeding this limit will not be processed.

2. Paper Format and Length
   - **General Submission (Abstracts):**
     - Submissions should be in the form of an extended abstract, either in English or Chinese.
     - The document format must be in Word (.doc or .docx).
     - The word limit is 800 words for Chinese submissions and 500 words for English submissions, including tables, figures, and references.
     - English submissions must follow APA 7th edition. Chinese submissions may follow APA 7th edition or Chinese National Standards for Bibliographic References.
     - Please include 4-5 keywords after the abstract.
   - **Paper Award Competition (Full Papers):**
     - Submissions should be in the form of a full paper.
     - The document format must be in Word (.doc or .docx).
     - The word limit is 15,000 words for Chinese submissions and 8,000 words for English submissions, including tables, figures, and references.
     - English submissions must follow APA 7th edition. Chinese submissions may follow APA 7th edition or Chinese National Standards for Bibliographic References.
     - Please include 4-5 keywords after the abstract.

3. Usage of Submitted Papers

- The title and abstract of submitted papers may be used for the conference website, handbook, or other promotional materials.

4. Awards
   - The conference will grant the Best Student Paper Award and the Best Faculty Paper Award.
   - To be eligible for the Best Student Paper Award, all authors must be currently enrolled students.
   - Papers intended for award consideration must be submitted in full-paper form. The full paper can be submitted during the initial call or after the abstract is accepted, but no later than March 31, 2026.

5. Research Ethics
   - Submissions must be original research. Submissions of the same paper to other conferences are strictly prohibited.
   - Papers must be written independently by the authors. The conference does not accept papers or primary text content generated directly by Generative AI.
   - If AI tools are used for legitimate research purposes (e.g. data processing, analytical assistance, or technical support), authors must clearly declare the tools used, purposes, and stages involved at the time of submission.
   - Submissions that fail to truthfully declare AI usage, or where Generative AI has replaced substantive writing and academic judgment, will be rejected upon verification.
   - Authors bear full responsibility for the academic integrity, research ethics, and authenticity of their submissions.

V. Additional Information

1. Registration Fees： The event is free of charge.
2. Other Expenses: Participants are responsible for their own travel, accommodation, and other related expenses.

VI. Conference Secretariat

- **Contact Address**:
  School of Media and Communication, Shanghai Jiao Tong University, 800 Dongchuan Road, Shanghai, China, 200240
- **Email**: sjtuiamcr@163.com

For any inquiries regarding the submission process or conference details, please feel free to contact us.

We look forward to your contributions and active participation in the SJTU-IAMCR Emerging Media Conference 2026, where we will collectively explore the frontiers of media, technology, and the humanities in shaping a sustainable and inclusive global future.