AEJMC 2021 Conference Paper Call
Magazine Media Division

The Magazine Media Division invites submissions of original research papers and theoretical essays that advance magazine scholarship or scholarly knowledge about magazine media broadly defined, including narrative nonfiction, special-interest publications, and content management. Research may be relevant to the journalistic, historical, cultural, political, artistic or economic aspects of magazines, or to their production, distribution, promotion and/or reception. All methodologies and theoretical frameworks are welcome. Authors need not be AEJMC or Magazine Media division members, but if their paper(s) is/are accepted, they must attend the conference to present their research.

Scope. Submissions may address a range of aspects of magazine media – whether online (including social networking sites), on mobile platforms, or print – including editorial and advertising content, production, audience reception, and readership communities. Submissions that examine lifestyle and literary journalism outside the confines of mainstream magazine media – such as blogs and long-form publications – are strongly encouraged. Submissions that explore the definition of magazine media itself are of particular interest. Magazine Media division papers presented at past conferences have included content or discourse analyses of magazine editorial or advertising content (including native advertising/content marketing); ethnographies of magazine newsrooms, with an emphasis on their digital transitions; historical analyses of individual magazines or magazine coverage of controversial topics over time; analyses of magazines as political forces; rhetorical analyses of literary journalism; and experiments investigating the effects of page layout and other magazine content features.

Awards. Prizes of $100 will be awarded at the conference in New Orleans, LA for (a) best faculty paper and (b) best student paper. Papers will be evaluated on methodology, theoretical framework, importance and originality of topic; literature review; significance of findings and how they support the paper’s conclusions; focus, writing, and organization; and overall contribution to magazine research. Authors will be automatically entered in the award competitions based on their rank and paper topic.

Submissions. Preferred paper length is up to 8,000 words, not including notes, references, and tables. There is no limit on the number of papers authors may submit for presentation in the Magazine Media division research sessions. Multiple submissions of the same paper(s) to other divisions will be disqualified. Please follow the submission requirements in the AEJMC Uniform Paper Call, and be sure to remove all identifying information. Papers that contain authors’ identifying information will not be considered for review, and will be automatically disqualified. Early submissions are encouraged. The deadline for all submissions is April 1, 2021. Please direct any questions to the division’s research chair, Andrea Hall, Troy University, Andrea Hall, andreaehall@gmail.com.