THE TRANSMEDIA EARTH CONFERENCE
GLOBAL CONVERGENCE CULTURES
11th, 12th and 13th October 2017
Medellín, Colombia

CALL OF PAPERS

Hosted by EAFIT University, Colombia In Association with Bath Spa University, UK, University of Vic – Central University of Catalonia, Spain, Bournemouth University, UK

Confirmed Keynotes
Dr Carlos A. Scolari, Pompeu Fabra University (Spain)
Dr Matthew Freeman - Bath Spa University (United Kingdom)
Dr Dan Hassler-Forest, Universidad de Utrecht (Holland)
Dr William Proctor, Bournemouth University (United Kingdom)
Mg Diego Montoya Bermúdez, Universidad EAFIT (Colombia)
Mg Mauricio Vásquez Arias, Universidad EAFIT (Colombia)

ABOUT OF THE CONFERENCE
In an age where the distribution and sharing of content across multiple platforms is increasingly accessible – and the attention span of audiences even more divided as a result – transmedia has emerged as a key strategy for engaging audiences across media. Much has been written about the role of transmedia in a Hollywood context, with scholars defining forms of transmedia intertextuality (Kinder 1991), transmedia storytelling (Jenkins 2006; Evans 2011) and transmedia storyworlds (Scolari 2009; Wolf 2012), with others exploring the related roles of transmedia fans (Hills 2015; Booth 2016) and models of transmedia brand advertising (Freeman 2015; Tenderich 2015).
And yet different countries, cultures and peoples around the globe are now beginning to define increasing uses for transmedia, adapting this phenomenon in unique ways to different cultures, communities, businesses and industries – be it in sectors of film, television, publishing, journalism, leisure, radio and beyond, emerging in arenas as diverse as creative writing, museums, apps, activism and education.

With this in mind, the Transmedia Earth Conference aims to internationalise both the study and the practice of transmedia by providing a global platform for showcasing and exploring the many manifestations of contemporary and historical transmedia around the world.

The conference benefits from a network of international partner institutions, and the inaugural conference – hosted by EAFIT University in Colombia – seeks to map emerging understandings of transmedia and global convergence cultures. We are interested in hearing from both scholars and practitioners about research that examines emerging contexts and meanings of transmedia as well as from interested

**TOPICS ABOUT THE CONFERENCE**

We are interested in hearing from both scholars and practitioners about research that examines emerging contexts and meanings of transmedia as well as from interested parties about cutting-edge industrial and technological shifts related to media convergence. We invite proposals for both formal presentations and performative, digital or video based works. Proposal topics may address, but are not limited to:
• Transmedia storytelling and writing
• Transmedia branding and marketing
• Transmedia distribution and activism
• Transmedia apps and online games
• Transmedia web series and mobile devices
• Transmedia audiences and fandom
• Transmedia politics and education
• Transmedia heritage and leisure spaces
• Transmedia documentary and non-fiction
• Transmedia as a transnational phenomenon

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Please send proposals (approximately 300 words) along with a short biography to the conference coordinators: Matthew Freeman (m.freeman@bathspa.ac.uk), Mauricio Vásquez (mvasqu23@eafit.edu.co), Camilo Tamayo (ctamay12 @ eafit.edu.co) y William Proctor (bproctor@bournemouth.ac.uk), by no later than April 30th 2017.

ORGANISED BY

The Transmedia Earth Conference is a formal collaboration between the Media Convergence Research Centre at Bath Spa University, UK, the Department of Social Communication at EAFIT University, Colombia, the Centre for the Study of Journalism, Culture and Community at Bournemouth University, UK, and the Konekto Research Group at the University of Vic – Central University of Catalonia, Spain.