

## Advertising Division Call for Papers

(AEJMC 2009 Convention, Boston)

The AEJMC Advertising Division invites submissions of original papers that clearly focus on some aspect of advertising or advertising education. Various theoretical orientations and methodological approaches are welcome. Individual paper submissions should not exceed 30 pages (including all notes, references, tables, and figures) and should be submitted to only one competitive paper category in the Advertising Division: 1) Advertising Research, 2) Advertising Teaching, 3) Professional Freedom & Responsibility, 4) Special Topics, and 5) Student Papers.

The AEJMC 2009 Uniform Paper Call ([http://www.aejmc.org/\\_09call.php](http://www.aejmc.org/_09call.php)) has the following major requirements:

- All papers must be submitted “through **All-Academic Web Site** to the AEJMC group appropriate to the paper’s topic.”
- Papers should be submitted in Word, WordPerfect, or PDF format.
- “The paper must be uploaded to the server **no later than 11:59 P.M. (Central Daylight Time) Wednesday, April 1, 2009.**” (Paper uploading could begin on January 15, 2009.)
- “Papers uploaded with author’s identifying information displayed will automatically be disqualified from the competition.” (For tips on how to “clean” identifying information from a paper submission, please see AEJMC Web site at [http://www.aejmc.org/\\_events/convention/papercall/cleanpaper.php](http://www.aejmc.org/_events/convention/papercall/cleanpaper.php))
- On the other hand, paper submitters should “completely fill out the online submission form with author(s) name, affiliation, mailing address, telephone number, and e-mail address” on All-Academic Web site, in addition to “a paper abstract of no more than 75 words.”
- “At least one author of an accepted faculty paper must attend the convention to present the paper. If student authors cannot be present, they must make arrangements for the paper to be presented.”

### 1) Advertising Research Papers

Submissions should be consistent with the style and format of *Journalism & Mass Communication Quarterly* or the *Journal of Advertising*. (“Tiptoe or Tackle? How Product Placement Prominence and Exposure Frequency Moderate the Mere Exposure Effect” is the first-place research paper presented at 2008 AEJMC convention.) A cash award of the division will be given during the Boston convention to each of the top three papers in this competition. A new cash award (\$300) sponsored by the U.K.-based *International Journal of Advertising* will be also given to the first-place research paper. For questions, please contact Bobbi Kay Hooper, Research Paper Chair, Oklahoma State University. E-mail: [bobbikay.hooper@okstate.edu](mailto:bobbikay.hooper@okstate.edu). Tel: (405) 774-2970.

## **2) Advertising Teaching Papers**

Teaching papers are invited on any research that addresses teaching: innovations, effective approaches, pedagogy, survey of the field, adoption of new technologies in the classroom, etc. However, keep in mind this competition is for research papers on teaching, rather than teaching tips or personal reflections. (“The National Student Advertising Competition: Chapter Advisers Describe Structure, Resources, and Issues” is an example of the teaching papers presented at the 2008 AEJMC convention.) The style and format of the paper should conform to those in the *Journal of Advertising Education* or *Journalism & Mass Communication Educator*. For questions, please contact Scott Hamula, Teaching Paper Chair, Ithaca College. E-mail: shamula@ithaca.edu. Tel: (607) 274-1034.

## **3) Advertising Professional Freedom & Responsibility (PF&R) Papers**

Often referred to as the conscience of AEJMC, the goal of PF&R papers is to extend knowledge about and understanding of gender, race, ethics, social, and cultural influences; values; and free expression. Submissions may take the form of traditional research papers, but essays or critical analyses are also welcome. Historical as well as contemporary topics are appropriate. (“The Mid-Career Vanishing Act: A Qualitative Examination of Why So Few Women Become Creative Directors” is an example of the PF&R papers presented at the 2008 AEJMC convention.) For questions, please contact Frauke Hachtmann, PF&R Paper Chair, University of Nebraska-Lincoln. E-mail: fhachtmann1@unl.edu. Tel: (402) 472-9848.

## **4) Advertising Special Topics Papers**

The special topics paper competition is the place for pioneering subjects, methods, and presentations. New approaches, innovation, and creativity are encouraged. A variety of advertising and advertising education topics and approaches (such as case histories, ethnographies, critical studies, visual essays, and methods as yet unknown) are welcome. (“Human Flourishing Theory in Advertising: Case Studies” is an example of the special topics papers presented at the 2008 AEJMC convention.) For questions, please contact Jay Newell, Special Topics Paper Chair, Iowa State University. E-mail: [newelljj@iastate.edu](mailto:newelljj@iastate.edu). Tel: (515) 294-3445.

## **5) Advertising Student Papers**

Graduate and undergraduate students are invited to submit original research dealing with any advertising-related topic. All sole- or co-authors of these papers must be students; papers co-authored by students and faculty should be submitted to the Research Paper competition. (“Culture and Persuasion: Exploring Chinese Consumers’ Attitudinal and Perceptual Reactions toward Culturally Oriented Online Advertising” is the top student paper presented at the 2008 AEJMC convention.) The style and format of the paper should conform to those in *Journalism & Mass Communication Quarterly* or the *Journal of Advertising*. A cash award of the division and a new award (\$200) sponsored by the U.K.-based *International Journal of Advertising* will be given during the Boston convention to the top student paper. For questions, please contact Cynthia Morton, Student Paper Chair, University of Florida. E-mail: cmorton@jou.ufl.edu. Tel: (352) 392-8841.

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