The IUT of Le Havre – Information-Communication Department[1]
CIRTAI IDEES (UMR6228) – Le Havre University (France)

June 11th, 12th and 13th, 2014

CALL FOR PAPERS

ELECTRONIC COMMUNICATION, CULTURES AND IDENTITIES (ECCI)

After two conferences, one in 2010 *(Electronic communication in mono and plurilingual situations)* and one in 2012 *(Electronic communication in the information society),* we are organizing in Le Havre a third international conference focusing on electronic communication. This academic event will take place on the premises of the IUT (Quai Frissard site - Le Havre, France) as in the former editions, and it will also give us the opportunity to celebrate the 20 years of the Information-Communication Department. The reason why we wish to continue focusing the attention of researchers on this issue which is central to the organizing team (http://www.cirtai.org/spip.php?article1898), is that electronic communication is, more than ever, a essential social, societal activity. Indeed, electronic communication, which consists in exchanging information of various nature and in various forms via Information and Communication Technology (ICT), involves leaving digital traces, whether knowingly or not, of one's passage and/or of one's activity.

The Trace-Man today speaks with a large variety of counterparts, he speaks out on the networks and uses all the ICT renegotiating modes and practices.

This phenomenon, this digital multi-mode generates a multisemioticity of exchanges, a multilinguism, a multiculturalism which all have effects on the identity of the counterparts/interscriptors. With these findings in mind we have decided to organize analysis from four levels. Thus we propose to think 1) from the point of view of the individual (namely through his relationship to the body and the "spaces" which surround him) when communicating electronically; 2) at the way those receiving and organizing knowledge perceive and exploit the electronic communication tool; 3) about the new relationships which political digital modes set up (Man versus citizen); 4) about the effects electronic communication has on companies, brands.

These four levels are formalized by four lines of research and we expect that the proposals for papers will fit in one of these.

Line of Research 1 – Physical Body and Computerized Body
Any consideration about the body reminds us that culture is a complex biological mechanism. Beyond its elementary media reputation, the body is the subject (and the object) to many complexifications. Assisted,

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[1] Co-organized by Christelle Crumière, Daiana Dula, Fabien Liénard, Sami Zlitni and the whole staff of the Department.

fitted, and even fatally posthuman, the body remains the main field of the construction of Self and its reflections. Thanks to its interface qualities between judgement, signs and traces, it involves reconstruction and recomposition paradigms in which digital traces compensate the absence of physical bodies. The body involved in action is evolving towards an individuaized body in search of visibility, merging sustainable prints with systematized manners of feeling and thinking. Therefore, which are the mutations, the reciprocities, the incidences which cristallize physical presence at the heart of electronic communication? Must one speak of a computerized body, or of a simply informed body? Which are the technological, communicational, sociological contexts which condition the most remarkable evolutions, and with which impacts for future studies?

This list is not exhaustive and any proposal dealing with the body and (/in the situation of) electronic communication will be appreciated.

Line of Research 2 – Learning, training and electronic communication

ICT, their subsequent modes and practices play a major role in the learning processes developed by and for learners. The relationship to these tools is complex especially for the younger ones who have access to them at a very early age and develop sometimes frenetic modes and practices.   Non-use is a reality but we also notice that a large majority of the population in France and in the world uses ICT on a daily basis. School and life-long training are directly concerned and naturally questioned. They are questioned because they are impacted by the modes and practices of electronic communication, but also (and mainly) because they make them their own to "help" training (thus reassessing the relationships to knowledge, to society, to institutions, to Otherness, etc.).

Learning situations are thus achieved partly thanks to ITC and in this virtual world which teachers/trainers integrated in the educational approach. This allows young people to understand that *the* modes they produce are not necessarily *the* mode and that electronic communication does not just develop social ties.

Rediscovering this can, for example, make a (written) communicational strategy efficient when looking for training, a job, professional exchanges, etc.

The contributions for this line of research can deal with various issues concerning: which digital learners? Which "ignored knowledge" is available? How do young people experience their digital knowledge? Which types of learning are concerned with ICT? Which electronic communication (whether aware or not) for hiring?

Line of Research 3 – Multi ICT Policy

During the second half of the 20th century, political communication established itself quickly in democratic countries. Today, using ICT has become nearly essential to any candidate running as candidate in any election. The rapid development of electronic communication in the political field owes nothing to fate. It has been enhanced, among other things, by the development and amplification of ICT. On the one hand, these new tools give citizens access to new public forums as well as the possibility to carry out specific political actions. On the other, ICT allow politicians to have more visibility in the public sphere as well as ensuring some independence from traditional media.

Contributions for this line of research can focus on the following issues: which are the ICT modes and practices (social networks, micro-blogs, websites...) in election campaigns (local, national, European...)? What is their role in the development of direct contact with citizens/voters (e-Democracy, e-Government, e-Citizenship...)? How do citizens take hold of ICT to carry out collective actions addressed to public opinion?

Line of Research 4 – Marketing and Digital Strategies

The development of ICT has led institutions and companies to adapt their commercial and communicational strategies to new devices and electronic documents, and to develop new relational technics with their audiences/clients (digital strategies).

On the one hand, they must refine their digital visibility and institutional discourse (notoriety, e-reputation), through opening attractive web interfaces and an active presence on social networks (fan pages on FB, Twitter accounts, etc.), implying more and more interactive modes of communication, which give audiences powerful means of expression (criticism) and pressure (calls for boycott), and suppose hability and quick responses in crisis management.

On the other, they are therefore led to integrate electronic devices into their marketing strategies by offering to their clients multiple services (e-commerce, m-commerce, among which geolocalization applications) and modes of information or sollicitation (newsletters, personnalized e-mailing, text message notifications).

Contributions for this line of research can address issues concerning the benefits and risks of these evolutions, or develop the analysis of a particular case (/specific aspect) of electronic communication with commercial or institutional ends.

Proposals for papers

For each proposal, the text must include:
- the title of the communication,
- a summary of 3500 signs spaces included,
- registration in one of the four lines of research proposed,
- the author's institutional affiliation and detailed contact information.

Proposals must arrive by January 31st, 2014 at the following address:
    soumission@colloquelehavre2014.org

They will be assessed by the members of the Scientific Committee (blind duplicates).
The languages of the conference are French and English.

Publication(s)

The papers will be published in the form of short texts (8 pages) in the printed Proceedings available at the opening of the Conference.

At the end of the Conference and depending on the quality of the selected papers, a more lengthy publication (15 pages) will eventually by made available. This selection will be made by the review committee.

Timetable
- October 15th, 2013: first call for papers.
- January 31st, 2014: deadline for receiving proposals for papers.
- March 4th 2014: notification of acceptance.
- May 4th, 2014: deadline for registration for the conference and submitting short texts (8 pages) for the Conference Proceedings.

Registration Fee
- 110 euros for teacher-researchers and researchers.
- 70 euros for doctoral students.

The registration fee includes a copy of the Proceedings, lunches and coffee-breaks.

More information will be available at: www.colloquelehavre2014.org

Scientific committee

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