

aDResearch

International Journal of Communication Research

Monographic Issue, Vol. XXV, Nº XXV (2021)

Call For Papers

NEW FORMS IN COMMUNICATION

Thematic Editor: Graciela Padilla Castillo

Coordinator of the Degree in Journalism and Senior Lecturer at Complutense University of Madrid.

aDResearch ESIC INTERNATIONAL JOURNAL OF COMMUNICATION RESEARCH (<https://www.esic.edu/adresearch>) invites the international academic community to submit proposals for articles for a special monograph issue, corresponding to issue XXV, which will be published in March 2021.

aDResearch ESIC is carrying out an ambitious process to improve its positioning and visibility at the international level and is already present in different prestigious databases (<http://adresearch.esic.edu/indices-de-impacto/>).

In June 2020, for the first time, the investment in digital advertising in Spain exceeded the investment in traditional advertising (InfoAdex, 2020). In this already consolidated environment, 38.6% of the funds invested in controlled or conventional media were allocated to digital communication. Within the sector, Display and Video formats (including social networks) are those which receive the greatest outlay (InfoAdex, 2020). To these data, which reveal a new communication paradigm, we must add non-conventional or below the line communication, which continues to grow exponentially every year and which contains investment in branded content, influencers or native advertising.

At the same time, and following the global COVID-19 pandemic, the number of users of social networks is constantly growing throughout the world: Facebook (2,450 million users), YouTube (2 billion), WhatsApp (1.6 billion), Facebook Messenger (1.3 billion), WeChat (1.15 billion), Instagram (1 billion), TikTok (800 million), QQ (730 million), QZone (517 million), Weibo (497 million) ... The Chinese social network TikTok, formerly Musical.ly, has proved to be the social network that has benefited most from the social confinement, almost doubling its users in the first half of 2020. Its success has led Instagram to quickly implement

the reels, short videos similar to TikTok's videos, in addition to the stories and videos on IGTV, so as not to decrease its number of followers.

In this environment, new communication forms appear, some inspired by traditional mass communication and others completely new, which need to be explored and consolidated. In order to define, analyse and evaluate these new forms, this monographic issue of the aDResearch ESIC Journal aims to be a meeting point for academic researchers who, from different perspectives and sectors, offer a current and innovative analysis. Thus, articles that address the following thematic areas are welcome:

- New contents linked to communication: native advertising, branded content, promotional advertising adapted to the environment, sponsored content and storytelling.
- New communication formats in short video or audiovisual pills: TikTok, reels and stories from Instagram, stories from LinkedIn, short videos from YouTube...
- The video advertising in social networks as opposed to the traditional spot in mass media: mini films, short films, conversations, interviews, narrative and audiovisual quality ...
- New audio communication formats: podcast, audio books, audio banners, voice assistants.
- Podcasting platforms, uses and possibilities: Spotify, iVoox, Spreaker, Apple Podcasts, TuneIn...
- Influencers, celebrities, micro-celebrities and anonymous people in new communication formats.
- Communication through alternative realities: virtual reality, augmented reality, mixed realities, immersive experiences...
- Programmatic communication and algorithms: chatbox, chatbots, virtual assistants, personalised ads.
- Advertising and brand communication by WhatsApp and WhatsApp Business.
- Ethical and deontological dilemmas of the new formats in communication.
- Training and job professionalization in order to handle the new communication formats.

The accepted languages are: English and Spanish.

The articles can be of theoretical or empirical nature, carried out within research projects and complying with the scheme of a scientific article: Introduction, Method, Results, Discussion, Conclusions and Bibliographic References.

All texts must be original and unpublished and cannot be in process of evaluation or layout in other publications.

Articles must comply with the journal style, which can be consulted at <https://www.esic.edu/adresearch/normas-de-publicacion>

A minimum of 20 to 30 updated bibliographical references are recommended, of which 75% should be from articles with high academic impact and at least 40% should be from English bibliography.

Important deadlines:

- Submission of originals: **January 10, 2021.**
- Acceptance and evaluation of originals: February 15, 2021.

Authors who wish to submit questions regarding the monographic issue to the Thematic Editor may do so through: gracielp@ucm.es

Articles should be sent to the following addresses:

susana.fernandez@esic.edu

julio.alard@esic.edu

articulos.adresearch@esic.edu