

# News & events

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## News & Events

### RENAISSANCE AND REVOLUTION MAN: REFLECTIONS ON THE OCCASION OF BEAT SCHMID'S RETIREMENT

In May of 2008, professor Beat Schmid gave his farewell speech at the University of St. Gallen on the *new form of information*. In this speech of grand proportions, Beat Schmid attempted no less than to grasp the Internet era in all its might, yet focusing on the ways it has changed how we view and treat information today. In doing so, he combined - in his unique manner - insights from the classics (such as Aristotle) with cutting edge research results and his own revolutionary perspectives.

After a long and prestigious career, he is thus now resigning from the institute that he has founded more than ten years ago: the institute for media and communications management at the University of St. Gallen. During this time, Beat Schmid has been instrumental in establishing communications management as an important enterprise in the European university scene, both in teaching and in research. In this endeavor, he has played the same role of pioneer as in his early involvement and influence in e-commerce, having founded the oldest university e-commerce competence center and academic journal on the topic (*Electronic Markets*). A particular

point of interest in the area of communications management has been his vision to combine technological perspectives and more social, community-oriented issues. This dual focus is best understood through his rich conception of media as interaction spaces for communities. Besides his many other contributions, Beat Schmid has also founded one of the few international journals on Media Management, the JMM. At the University of St. Gallen, he has not only founded the aforementioned =mcm*institute*, but also - prior to that - the Institute of Information Management. He has been active in different Swiss and international associations and also held important institutional positions within the University of St. Gallen. Beat Schmid's research interests span the areas of electronic markets, computational management theory, knowledge and business media, communications management and design theory. A key concept in many of his writings on these topics is what he refers to as "Implementation II" or the need to not only create products and services in the physical realm, but also in the minds of consumers. One of the key roles of communications management is consequently to help consumers understand product and service innovations.

Knowing all too well that Beat Schmid will remain an active and

important member of several research communities for many years to come, we wish him many fruitful projects, studies and encounters. May he continue his role as Renaissance man, reminding us of the insights of the past, and revolutionary, seeing things clearly that most of us cannot yet grasp.

*Martin J. Eppler*

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#### DGPuK CONFERENCE REPORT

Report on the Conference:  
 “Identität und Vielfalt der Kommunikationswissenschaft”  
*DGPuK Annual Conference, University of Lugano, 30 April to 2 May 2008*

In 1992 the German Communication Association (that is, the Deutsche Gesellschaft für Publizistik- und Kommunikationsgeschichte DGPuK) held its annual conference at the University of Fribourg, in a joint collaboration with its Swiss counterpart, the Swiss Association for Communication and Media Research (SGKM). The conference brought the subject of media entertainment as a social phenomenon and (trans-)disciplinary challenge on the map and in the limelight of communication studies. The next Swiss rendez-vous of the DGPuK took place much more recently – over the weekend of April 30<sup>th</sup> to May 2<sup>nd</sup> 2008 – and brought more than 200 DGPuK members together at the shore of Lake Lugano in order to discuss matters of disciplinary identity and diversity. The main questions evolved around the per-

spectives, the approaches and methods that map out and define contemporary communication studies in an era of rapid change. How well prepared are communication sciences that face the integration of divergent perspectives on media systems and convergence processes, but also the integration of transnational processes of globalisation, an increasing theoretical pluralism and, last but not least, the need for a constant revision of one’s own disciplinary profile and outlook?

The invitation for a critical, self-observatory look at contemporary practices and (pre-)occupations, both with regards to media convergence processes and to processes encouraging transition and renewal within the discipline, was met with overwhelming response. A rigorous peer-reviewing process was put into place to decide which papers and presentations were finally accepted; for the program and the abstract book of the conference see [www.dgpuk2008.ch](http://www.dgpuk2008.ch). The conference itself was held in a lively atmosphere of respectful debate and discussion, with the multilingual staff of the inviting Institute of Communication and Health (Prof. Peter Schulz) a much-appreciated, competent yet discrete presence. The three invited guest speakers Elihu Katz, Sonia Livingstone and Otfried Jarren provided a precious framework of historical contextualisation on their respective topics of effects research, audience conception and media regulation, while valuable quality time was successfully left open to networking and socializing processes – and to ventures, of course, that allowed to take in the breathtaking backdrop of

the gorgeous location in a more relaxed setting and fashion.

*Ursula Ganz-Blättler*  
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#### SGKM-SSCM-SACMR

Auf der Generalversammlung vom 3. April 2008 wurden u. a. folgende Beschlüsse gefasst bzw. Themen diskutiert: Die neue SGKM-Homepage mit z. T. dreisprachigen Inhalten wurde vorgestellt, Dr. Daniel Beck und Katharina Sommer von der Universität Fribourg als Revisoren wiedergewählt, die Statuten in Hinblick auf gendergerechtes Wording und die neue Zeitschrift angepasst und Prof. Dr. Philippe Viallon, Universität Genf, als zweiter Redaktor der Zeitschrift als Mitglied der SGKM-Geschäftsleitung gewählt.

#### Aktivitäten der SGKM

Die nächste Jahrestagung findet vom 2. bis 3.4.2009 an der Universität Zürich statt zum Thema Werbe- und Mediaforschung statt. Die Tagung soll besonders auch die Kolleginnen und Kollegen der praktischen Forschung ansprechen.

Infos aus der Kommunikations-  
 und Medienwissenschaft

*Universität Zürich*

Dr. Josef Trappel hat sich an der Philosophischen Fakultät der Universität Zürich im Fach Publizistik- und

Kommunikationswissenschaft erfolgreich habilitiert.

Im Herbstsemester 2008 lehrt Prof. Dr. Lars Willnat von der George Washington University (USA) als Gastprofessor am IPMZ.

Dr. Jörg Matthes erhielt für seine Dissertation auf Antrag der Philosophischen Fakultät den «Jahrespreis» der Universität Zürich am Dies Academicus.

*Università della Svizzera italiana*  
*Lugano (USI)*

Martin Eppler und Jeanne Mengis haben als zweite Nicht-Amerikaner in 26 Jahren einen IABC Research Award gewonnen.

*Institut für Angewandte Medienwissenschaft IAM, Winterthur*

Vinzenz Wyss, Leiter IAM-Forschung, wurde für die Jahre 2008/2009 als Beirat der Zeitschrift *Medien & Kommunikationswissenschaft* gewählt.

*Schweizerisches Public Relations*  
*Institut (SPRI)*

Markus Berger ist seit 1. April 2008 neuer Direktor des Stiftungsrats des Schweizerischen Public Relations Instituts.

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#### EVENTS

Selected Congresses and Workshops

*Kuala Lumpur, Malaysia, 14 to 16*  
*June 2008: International Conference*  
*on Communication and Media*  
*(iCOME '08): [http://fkbm.uum.edu.](http://fkbm.uum.edu.my/icom08)*  
*[my/icom08](http://fkbm.uum.edu.my/icom08)*

*Budapest, Hungary, 19 to 21 June 2008:* NECS European Network for Cinema and Media Studies – The Budapest Conference: <http://www.necs-initiative.org>

*London, United Kingdom, 25 to 26 June 2008:* The Future of Broadcasting: <http://www.marketforce.eu.com/broadcasting>

*Bangkok, Thailand, 25 to 26 June 2008:* Telecom OSS World 2008: <http://www.telecomossworld.com>

*Berlin, Germany, 25 to 30 June 2008:* International Conference on Survey Methods in Multinational, Multiregional, and Multicultural Contexts 3MC, GESIS-ZUMA: [3mc@gesis.org](mailto:3mc@gesis.org)

*Oxford, United Kingdom, 1 to 3 July 2008:* 3<sup>rd</sup> Global Conference: Visions of the Human in Cyberculture, Cyberspace and Science Fiction: <http://www.inter-disciplinary.net/ati/Visions/V3/cfp.html>

*Haarlem, Netherlands, 1 to 3 July 2008:* Diverse 2008: <http://www.inholland.nl/diverse2008>

*Cape Town, South Africa, 2 to 4 July 2008:* COMET 2008, Sixth Interdisciplinary Conference on Communication, Medicine & Ethics: <http://www.wits.ac.za/conferences/comet2008>

*Glasgow, Scotland, United Kingdom, 4 to 6 July 2008:* screen studies conference: <http://www.screen.arts.gla.ac.uk>

*Corfu, Greece, 10 to 12 July 2008:* International Conference on Information Communication Technologies in Education (ICICTE) 2008: <http://www.icicte.org>

*Tel Aviv, Israel, 13 to 14 July 2008:* Internet, Communications and Media Conference: <http://www.globes-online.com>

*Las Vegas, Nevada, United States, 14 to 17 July 2008:* The 2008 International Conference on Communications in Computing (CIC'08): <http://www.cic-conf.net>

*Davao City, Davao, Philippines, 21 to 23 August 2008:* First International Conference on Media in Asia: <http://www.asianmediacongress.org/conference.htm>

*Neapel, Italy, 5 to 9 September 2008:* 7<sup>th</sup> International Conference on Social Science Methodology, ISA RC33 (Research Committee on Logic and Methodology): [info@rc33.org](mailto:info@rc33.org)

*Frankfurt, Germany, 12 to 14 September 2008:* CSCN'08 – 5<sup>th</sup> International Conference on Communication Systems and Computer Networks: <http://waset.org>

*Warsaw, Poland, 18 to 20 September 2008:* GlobE 2008: Critical Discourse Analysis and Global Media: <http://globe.ils.uw.edu.pl>

*Cluj-Napoca, Romania, 26 to 28 September 2008:* Reality or Fiction? International Cinema and Media

Studies Conference:

<http://kv.sapientia.ro/nfmk>

*Erfurt, Germany, 29 September to 2 October 2008: (Mobile) Media and the Change of Everyday Life:* <http://www.dgpuk.de>

*Bristol, RI, USA, 2 to 4 October 2008: New Media and the Global Diaspora:* <http://newmediasymposium.org>

*Barcelona, Spain, 5 to 8 October 2008: First ISA World Forum of Sociology:* [http://www.isa-sociology.org/barcelona\\_2008](http://www.isa-sociology.org/barcelona_2008)

*Jena, Germany, 6 to 10 October 2008: DGS (Deutsche Gesellschaft für Soziologie) Kongress 2008 – Unsichere Zeiten:* <http://dgs2008.de>

*Istanbul, Turkey, 8 to 10 October 2008: The Golden Age of Television Fiction: An Interdisciplinary Conference on Television Series:* <http://www.independentscholars.org>

*Liège, Belgium, 16 to 18 October 2008: Identities under Construction:* <http://www.id2008.ulg.ac.be>

*Bangor, United Kingdom, 24 to 25 October 2008: Creating Second Lives: Reading and Writing Virtual Communities:* <http://nici.bangor.ac.uk/conf/?q=en/callforpapers/3>

*Warrensburg, Missouri, United States, 28 to 30 October 2008: Crime & Popular Culture: A Multi-Disciplinary Exploration:* <http://www.ucmo.edu/cjinst>

*Lüneburg, Germany, 30 October to 1 November: Perspektiven Kritischer Kommunikations- und Medientheorien:* <http://www.dgpuk.de>

*Siegen, Germany, 7 to 8 November 2008: Social Web – Towards Networked Protest Politics?:* <http://www.protest-cultures.uni-siegen.de>

*Ilmenau, Germany, 6 to 8 November 2008: Politik 2.0: Politik und Computervermittelte Kommunikation 12. Tagung der DGPuK-Fachgruppe «Computervermittelte Kommunikation»:* <http://www.dgpuk.de>

*Tehran & Qom, Iran, 9 to 12 November 2008: The Second International Conference on Religion and Media:* <http://www.religion-media.ir>

*Kuala Lumpur, Bangi, Kajang, Malaysia, 18 to 19 November 2008: 4<sup>th</sup> International Conference on Information Technology & Multimedia:* <http://metalab.uniten.edu.my/~icimu2008>

*Guangzhou, Guangdong, China, 19 to 21 November 2008: Eleventh IEEE International Conference on Communication Systems (ICCS 2008):* <http://www2.scut.edu.cn/IEEEICCS2008>

*Barcelona, Spain, 25 to 28 November 2008: ECREA's 2<sup>nd</sup> European Communication Conference:* <http://www.scienv-com.eu/spip.php?article18>

*Manila, Philippines, 27 to 29 November 2008: the 5<sup>th</sup> Annual Southeast Asian Cinemas Conference: <http://www.asianfilmarchive.org/aseacc>*

*Bangkok, Thailand, 7 to 9 December 2008: ICCT'08 – 5<sup>th</sup> International Conference on Communication Technology: <http://waset.org>*

*S. Mamede Infesta, Porto, Portugal, 9 December 2008: I International Conference on Intercultural Studies <http://www.iscap.ipp.pt/~cei/congresso.htm>*

*New York City, New York, United States, 10 to 14 December 2008: 2008 HMF International Film/Media Festival & Conference: <http://www.humanitarianmedia.org>*

*Sabina Misoch*