



7th Hispanic/Latino Media & Marketing International Conference
Texas Tech University & U.T. Arlington, Co-Hosts
February 21-23, 2019 in Arlington, Texas, USA
www.mediamarketconference.com
Submission Deadline: **August 20, 2018**

Culture, Media & Measurement

Culture, identity, and language continue to wield considerable influence in Hispanic/Latino-oriented media and marketing even as data capture and advanced analytical techniques develop apace in media industries. The 7th Hispanic/Latino Media & Marketing International Conference will bring together scholars, media industry professionals, and students to examine these issues and other important topics. This biennial conference, which has its foundational roots in Texas, will be co-hosted by the College of Media & Communication at Texas Tech University and the Department of Communication at the University of Texas at Arlington.

Three distinctive characteristics of this conference include: active participation by professionals working in Hispanic/Latino media, contributions from U.S.-based and international scholars, and involvement by students from various universities. These legacies will be sustained with panels and keynote addresses featuring industry professionals, participation by diverse researchers, and special panels, workshops, and career advising sessions for student attendees.

The conference's location in the Dallas-Fort Worth Metroplex will facilitate attendance and participation by media professionals, scholars and students from the area. The Metroplex also offers an array of dining and entertainment options. Arlington, Texas, located between Dallas and Fort Worth is home of the Dallas Cowboys, the Texas Rangers, and Six Flags theme park.

Submissions

Proposals are invited for completed papers, extended abstracts for papers, panels/special sessions, and profession-oriented sessions related to the conference theme--*Culture, Media & Measurement*--as well as other topics connected to Hispanic/Latino media and marketing. Proposals should be submitted through the conference website. They may be submitted in English or Spanish, but conference presentations should be in English, unless otherwise indicated by the organizers.

Deadline: ***August 20, 2018***

Notifications of acceptance will be sent by September 21, 2018

Conference website: www.mediamarketconference.com

We invite submission of papers, abstracts and panel proposals related to the conference theme, broadly construed: *Culture, Media & Measurement*. The following are acceptable formats. *Please see the call for papers on the conference website for full details and requirements.*

Competitive Papers – a maximum of 20 double-spaced pages in length (excluding tables, figures, notes, and references). Competitive papers will follow a blind review process. The **top papers** in faculty, student and professional categories will be recognized at the conference based on recommendations by the reviewers and may be published in a future edition of the *International Journal for Hispanic Media*.

Extended Abstracts - must provide a clear summary of the paper and its goals, including conceptualization, method, major findings and references.

Panels/Special Sessions – are intended to accommodate specific themes and special formats.

Profession-Oriented Sessions - focus on industry-related themes, especially those that will be of value and interest to students and academic researchers.

Please see the call for papers on the conference website for full details and requirements.

The Host Institutions

The Department of Communication at the University of Texas at Arlington is a diverse community of engaged award-winning scholars and educators, enthusiastic students, and dedicated staff. With undergraduate majors in six areas of specialization, an Emerging Media Certificate program, a NATAS award-winning Spanish-language television newscast, and a master's program that draws upon the expertise of faculty in Communication Studies, Communication Technology, and Mass Communication, UT Arlington offers a wealth of opportunities.

Texas Tech University's College of Media & Communication serves approximately 1,800 undergraduate majors across four departments: Advertising, Communication Studies, Journalism & Creative Media Industries, and Public Relations. Three MA programs enroll 235 students, and the Ph.D. program has 35 students. A signature area for the college is the Thomas Jay Harris Institute for Hispanic & International Communication, which has supported the Hispanic/Latino Media & Marketing International Conference series since its inception.

For more information please visit the conference website at www.mediamarketconference.com or contact Julián Rodríguez at julian.rodriguez@uta.edu, or Kent Wilkinson at kent.wilkinson@ttu.edu.

We hope to see you in Arlington in February 2019!

