

**CALL FOR ADVERTISING & PUBLIC RELATIONS PAPERS, ABSTRACTS, AND PANEL PROPOSALS**

*Midwest Popular Culture Association/Midwest American Culture Association Conference*

**Friday-Sunday, 4-6, October 2024**

**DePaul University-Loop Campus, Chicago, IL**

**Address: DePaul Center, 1 E. Jackson Blvd. Chicago, IL 60604 Phone: (312) 362-8000**

**You are cordially invited to present your professional or academic research in Advertising or Public Relations topics at the 2024 Midwest Popular Culture Association/Midwest American Culture Association's Annual Conference at DePaul University in Chicago, Friday-Sunday, October 4-6, 2024.**

**MPCA/MACA is a regional pop culture conference open to faculty, grad students and independent scholars worldwide. We have had 45 conferences in Midwestern cities since 1973. We have been at DePaul University's Chicago Loop Campus since 2022. MPCA hosts over 60 areas of pop culture scholarship.**

**The AD&PR Research Area focuses on how advertising and public relations influences popular culture. Presenters may be Communication faculty, graduate students, AD/PR professionals, or independent scholars who are engaged in AD/PR research at universities, agencies, non-profit organizations, government research centers or NGOs anywhere in the world. Topics can include, but are certainly not limited to, the following:**

- **Analyses of advertising and public relations in popular culture through portrayals in television, films or literature.**
- **Analyses of historical advertising and public relations campaigns as connected to popular culture.**
- **Analyses of current (or historic) advertising or public relations campaign taglines that have become pop culture phenomena through language usage or memes.**
- **Analyses of how advertising or public relations campaigns influences public opinion through popular culture.**
- **Reports on student summer internships in advertising or public relations with advertising or public relations firms or communication departments of major corporations, government offices or non-profits.**
- **Creative use of new media in public relations or advertising campaigns, including how ChatGPT might influence public relations in popular culture positively or negatively.**
- **Analyses of how public relations and advertising campaigns influence popular culture in, for example, sports, fashion, or politics.**
- **Discussion or analyses of Ethical Issues in Public Relations and Advertising, including various Truth in Advertising laws or the areas of reputation management and corporate social responsibility (CSR).**
- **Certain pop culture "mega events" that rely on advertising and public relations to survive, for example, Taylor Swift's Eras Tour, The SuperBowl, NCAA March Madness, The Academy Awards.**

- Presentations on teaching or learning public relations or advertising in American or international college and university programs.
- Presentations that analyze how healthcare public relations or advertising has contributed to greater understanding or misunderstanding in public health issues in popular culture.
- Presentations on topics of international advertising or public relations or topics that compare international advertising or public relations with American-style advertising/public relations in International or US popular culture.
- Just about any topic that researches and analyzes AD&PR.

Please note: Graduate students currently enrolled in, or recently graduated from, your MA/PhD programs are strongly encouraged to submit their AD&PR papers or presentations.

**Please Note: New this year! Presenters may choose to present their work in-person at DePaul University or make a virtual presentation online using Zoom. Virtual Panels will be running concurrently with in-person panels. In-person panels will not be offered virtually, but all who register will have access to the virtual panels. Please indicate when submitting if you prefer to deliver your presentation in-person, virtually, or no preference. Virtual panels are available on a first-come, first-served basis. If you have any questions about virtual panels, please email me at PNKarle@outlook.com.**

Prospective presenters should submit 250-word abstracts or panel proposals (including the title of the presentation) to the Advertising and Public Relations (AD&PR) area on the Submissions website at <https://www.mpcaaca.org/submit-panels>. Please note: Do not submit an AD&PR paper, abstract, or panel to any area except AD&PR if you want to be considered for the AD&PR area.

**Deadline for receipt of abstracts and panel proposals is May 15, 2024.**

Please include your name, affiliation, and e-mail address of each author/participant.

Individuals may only submit one paper. Please do not submit the same paper to more than one Subject Area.

If you have questions, please email me at PNKarle@outlook.com.

Thank You for Your Interest,

Patrick Karle  
 Area Chair  
 Advertising & Public Relations (AD&PR)  
 Midwest Popular Culture Association/Midwest American Culture Association