Call for Chapters:
Commercial communication in the digital age – information or disinformation?
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De Gruyter (= 280 pages)

Advertising always tries to meet its objectives by using new and different measures. In the digital age online and mobile advertising are at the center of attention; by using online and mobile measures advertising is no longer bound to the traditional media industry to reach target groups or a mass audience. Online presentations, search engines, computational advertising and in particular social media, changed the way of getting in touch and communicating with people as well as the way of publishing and circulating stories. Although the advertising industry has still broader access to the different measures, users and consumers have more possibilities to publish, get informed, communicate or recommend than ever before; and they reach a bigger audience with their publications and recommendations.

Consumers at all times had their share in creating brand stories. However, at present the participation of users and consumers seem to be so comprehensive that some authors speak of “co-creation”. There is a good chance thus that users and consumers are more informed about the objectives and persuasive tricks of the advertising industry and are able to get in on advertising campaigns than ever before. There is also a good chance that advertisers can inform about products and services without limitations of time and place of traditional mass media. But do we really face a time when advertisers and consumers will have equal possibilities and power? Or does tracking users on- and offline lead to a situation where advertisers have more information about the consumers than ever before often without the user being fully aware of it.

The volume discusses these and relating issues in different chapters dealing with “information and disinformation about advertising”, “information and disinformation through advertising”, “information about users” and a chapter focusing on “advertising as narration and fiction”. It assembles contributions from authors of different countries.
We are accepting abstracts for chapters to be included in the volume until May 17, 2015. Your extended abstract should provide a clear outline of the chapter and not exceed 1000 words. We will review the abstracts and invite the most promising suggestion to submit a chapter of up to 7000 words (including references).
Please send your abstract to: b.vonrimscha@ipmz.uzh.ch

Your abstract might address one of the following topics, but of course, this list is not exhaustive.

**Preliminary table of contents**

1. **Information and disinformation about advertising**
   Nando Malmelin, Aalto University, School of Business (Finland): Advertising literacy (working title) (tbc)
   **Possible additional chapters:** audience research and advertising research, advertising critics, advertising education, search engines and social media, self-referent advertising

2. **Information and disinformation through advertising**
   Roland Mangold, Stuttgart Media University, Information and communication psychology (Germany): Interplay of information and emotions in advertising (working title)
   **Possible additional chapters:** Product information as ad objective, education as ad objective (public campaigns), entertainment/emotion as ad objective, comparative advertising.

3. **Information about users**
   Andrew McStay, Bangor University, School of Creative Studies and Media (UK): User tracking, behavioural advertising and privacy (working title)
   **Possible additional chapters:** User tracking, behavioral advertising, legal and ethical aspects of gathering information about the consumer, audience research and advertising research

4. **Advertising as narration and fiction**
   Tracy L. Tunten, East Carolina University, Marketing (USA): Advertising 3.0 and social media (working title) (tbc)
   **Possible additional chapters:** Scandalized advertisements and follow-up communication, social media, co-creation, word of mouth

**Timeline:**

- Abstract submissions until: May 17, 2015
- Notification of acceptance and feedback from the editors until: June 28, 2015
- Submission of chapters until: October 2015
- Feedback on the chapters until: November 2015
- Submission of revised chapters until: January 2016
- Volume ready for printing: March 2016