



## Journal of Applied Journalism & Media Studies SPECIAL ISSUE: VUCA Communication **CALL FOR PAPERS**

The *Journal of Applied Journalism & Media Studies* (AJMS) invites submissions to a Special Issue on the emerging area of **VUCA Communication**. The Special Issue seeks to explore how VUCA – volatility, uncertainty, complexity, and ambiguity – impacts on 21st century communication. It brings together practitioners, researchers, and theorists in a dialogue of ‘change as the new normal’ in contemporary communication practice.

The concept of VUCA was borrowed from strategy planning in a military and later a business context. More recently, VUCA has become a buzz phrase in the contemporary discourses of a visibly changing world. Innovation forces, technological acceleration, disrupted industries, shifting job roles, environmental stresses, climate change, and pandemics all contribute to an increasing sense of both opportunity and doom. Although variation and adaptation may be as old as planet Earth, VUCA suggests the intensification of change pressures—changes that occur much faster and more frequently, rupture deeper, and are substantially less predictable. The experience of economic volatility, mounting technological complexities, old and new social inequalities, political ambiguity, and a sense of profound uncertainty about the human future have informed many debates, both in professional practice and in academia. Nevertheless, and despite the advancement of specialist communication disciplines such as health communication, environmental communication, science communication, crisis communication, change communication, and welfare communication, the role of media communication for defining, structuring, positing, and explaining the experience of ‘living in a VUCA world’ has been largely overlooked.

Academics, practitioners, and researchers with an active interest in the following themes are especially invited to submit a research paper:

- Demarcation and definition of VUCA communication as a form of mediated interaction
- VUCA as a communication strategy
- Impacts of VUCA on professional communication practice
- The role of media and communication professionals in a VUCA world
- VUCA communication in journalism, news reporting, and current affairs
- VUCA communication in urban environments
- VUCA in media and technology spaces
- VUCA citizenship in a global world
- The ecopolitics of VUCA
- VUCA governance and public communication
- VUCA communities, dissent and activism
- VUCA as a sustainability concept
- Moving forward: VUCA2.0 and VUCA4.0 as potential game-changers
- Emerging concepts and theories of VUCA communication as a sub-discipline of Media Communication
- VUCA methodologies
- Critique of VUCA as a concept or method in and for contemporary communication

## **REVISED** TIMELINE

**Abstract** (300 to 500 words) – **15 October 2021**

Accepted abstracts notification – 15 November 2021

**Full paper submission** – **30 June 2022**

Accepted papers notification – 31 August 2022

Revisions and Publishing Contract – 30 September 2022

**Final submissions** – **30 January 2022**

Date of print – June 2023

The acceptance of a submission will be based on the quality of research, study or discussion, the originality of the paper, and the relevance of the contribution to the subject focus of the Special Issue. All submissions will be subjected to a double-blind peer review process. Final papers may be either 6,000-8,000 or 3,000 words in length. Please indicate the planned paper length in your abstract submission.

## CORRESPONDENCE

Please direct enquiries and abstract submissions to [gudrun@aut.ac.nz](mailto:gudrun@aut.ac.nz).

*Journal of Applied Journalism & Media Studies*: <https://www.intellectbooks.com/journal-of-applied-journalism-media-studies>

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