



AARHUS UNIVERSITY

ENCOMPASSING KNOWLEDGE MEDIATION
4th International Conference in the 360° Conference Series

MAY 10–12, 2012

CALL FOR PAPERS – 1ST CALL

Organised by
Knowledge Communication Research Group
Department of Business Communication
Aarhus University, Business and Social Sciences
Denmark

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*The theme of the 4th international conference in the 360° series is **Encompassing Knowledge Mediation**. In choosing this particular theme we have – like in the previous three conferences – deliberately chosen a rather broad topic. We have done so in the explicit hope that this will encourage researchers from a wide variety of different research fields and communities to participate and join us in the 360° exploration of phenomenon in question.*

Conference topic

Choosing Knowledge Mediation as this year's theme was indeed quite easy. For, as a mere cursory look at the world around us indicates, the amount of accessible information is staggering and the speed with which new knowledge is being produced is breathtaking. Among other things this entails that the number of experts and the number of areas within which an individual can become an expert are subject to an equally soaring growth rate. A knowledge growth at the rate and of the dimensions needed to assure the existence of a knowledge society implies that knowledge asymmetries tend to emerge at a rate corresponding to the growth rate of knowledge. The existence of such knowledge asymmetries is not per se a new phenomenon. Generally speaking they have probably always been a by-product of human organizations and, hence, hierarchy building. In late modern societies such knowledge asymmetries, however, are no longer limited to the prototypical ones between social classes, between institutionalized social roles such as 'expert' and 'layman' or political institutions of power such as 'authority' and 'subject'. They also emerge within institutions themselves, between 'experts' from different fields, and increasingly between 'experts' with different agendas or of different persuasion, political or otherwise.

In sum, mediation between different knowledges is not merely one issue in the knowledge society; it is probably the issue in the knowledge society.

We understand Knowledge Mediation as a special kind of communication. A kind of communication, that is, where the aim of the communication is mediation of understanding across knowledge asymmetries. A typical mediator in this sense would be, say, a translator, a lecturer, a science journalist, a knowledge broker or the like. What they have in common as mediators is the fact that they all take up a position in between other positions, and that they mediate across the knowledge asymmetries in question. In the case of the translator, the mediation is interlingual and intercultural, for the lecturer the mediation takes place between the codified domain knowledge and the learner of that body

of knowledge, for the science journalist it is between the science community and the general public, for the knowledge broker it is between domain expert and decision maker. As may be inferred, the instruments with which to mediate vary tremendously, e.g. from spoken or written texts of various genres, to animations, gesture and demonstrations etc. And it is exactly this complexity that we aim at exploring.

The catalogue of research questions that forms the point of departure is:

Why do we mediate?

Do we mediate for the greater good of society?
Do we mediate for the sake of an 'other'?
Do we mediate for our own sake

What do we mediate?

Do we mediate all kinds of knowledge?
Can we mediate all kinds of knowledge?
Should we mediate all kinds of knowledge?

How do we mediate?

Are there special mediational signals?
Is there a special mediational mode?
Are there special mediational media?

Where do we mediate?

Do we mediate everywhere and all the time?
Or are there certain settings which seem to indicate mediation?
Are certain interactional requirements needed in order to mediate?

We encourage participants to contribute with papers under one of the below three strands:

Communication

- How may knowledge be mediated to an 'other' – e.g. in which settings, by means of which media, in what practices?
- Are there certain interactional parameters that we need to take into consideration in order to be able to mediate in the first place?
- And – conversely – what would constitute a hindrance to knowledge mediation?

Representation

- How is knowledge represented for the purpose of mediation?
- Materially speaking, are there certain

instantiations which seem to encourage mediation – e.g. certain textual or generic features, certain modes of visualizations, certain technologies etc.?

- Immaterially speaking, are there certain cultural, conventional, habitual, or ritualistic modes which seem to encourage mediation?

Construction

- Can all kinds of knowledge be mediated?
- Do mediational efforts ensure the construction of knowledge in an 'other'?
- Where may we locate the motivational triggers for knowledge construction – are they individual, social, discursive, purely cognitive or?

Abstracts

For participation with paper, please complete the template which can be downloaded from the conference website. Please send the abstract to 360@asb.dk.

Deadline for submission of abstracts is 15 January 2012. Acceptance or rejection of paper proposals will be announced by email on February 1st 2012. The conference languages are English and German.

Scientific committee

- Associate Professor **Peter Kastberg**, PhD
- Associate Professor **Marianne Grove Ditlevsen**, PhD
- Professor **Jan Engberg**, PhD

All members of the scientific committee are from the Research Group for Knowledge Communication.

Deadlines

- 15 January 2012: Abstract submission due
- 1 February 2012: Notification of acceptance

Conference fee

- Early bird: € 300 (Registered/Paid before 15 March 2012)
- Registered/Paid after 15 March 2012: € 350

The conference registration fee covers admission to all sessions, conference material (book of abstracts, etc.), all lunches, coffee/tea/fruit and reception.

Please note that conference dinner and accommodation are not included in the conference fee.

FOR MORE INFORMATION

For further information on registration or practical queries, please visit www.360.asb.dk or contact the conference secretariat at 360@asb.dk