

Technologies and media production cultures in the global south

Call for Book Chapter Abstracts

Deadline for submission of abstracts: **September 5, 2023**

Book Editors:

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Technologies have revolutionized the media industry by transforming the processes through which media messages are produced, packaged, distributed, and consumed. This is largely discernable in news and Ads production and distribution where news and Ads producers are even more dependent on technology and its affordances to create, distribute and monetize media content. The ways these digital news and Ads producers adopt technologies and use them in producing, packaging, and distributing media messages are neither uniform nor unilateral due to the political, socio-economic and cultural contexts of the media organization and nation-states. Voltmer (2008) argues that media organizations in developing countries are under-resourced, and this has impacted their news production process and culture. However, Atton and Mabweazara (2011) argue that across the continent, technologies are being deployed into newsroom practices and shaping culture even if not at the dominant level due to socioeconomic, political and cultural reasons.

By 2010, it had been clear that computing and fully automated and semi-automated forms of gathering, filtering, composing, and sharing news and Ads content had assumed a greater place in media production systems (Thurman, Lewis, and Kunert 2019). This meant a shift in the norms, patterns, and routines of media production and distribution. It also meant the need for traditional media to adjust and embrace new media and ideas. This resulted in the emergence of concepts such as ‘digital first’ (Sharra 2023), dual-management process (Prenger and Deuze 2017) and blending tradition and digital systems of media production (Todor 2016). What is more striking about the technologies is how these computing and automated technologies are replacing human decision-making in the media production and distribution (Broussard 2018). This has led to concepts such as communicative Artificial Intelligence (AI) and automation of human communication in which technologies play the central role of producing and distributing news and Ads, including facilitating online interactions (Zamith 2019). Recent literature shows that despite the low uptake of technologies in African media organizations, many media content producers have embraced technologies and AI systems such as functional AI deployed in content gathering, processing, distribution, and audience engagement, including editorial practices (IMS 2023).

In this edited volume, we are interested in how technologies and AI have revolutionized the editorial systems in the global south. We welcome entries touching on how new media and traditional media have embraced these technologies and AI in their business, including the ways, and manner in which these technologies are shaping news and Ads production, packaging, and distribution systems, and their implications on the consumers and consumer patterns.

Entries covering the following areas are welcome:

Technology and journalism

- i. The state of technology adoption in African newsrooms
- ii. Traditional media and new technologies
- iii. Journalism and Artificial Intelligence
- iv. Platforms and Artificial Intelligence
- v. Digital First and hybrid newsrooms
- vi. Fact-checking and Artificial Intelligence
- vii. Platforms, Artificial Intelligence, and automation
- viii. AI and chatbots (Newsbot, Chat-GPT)
- ix. Platforms, news use, participation, and interaction with the news
- x. News avoidance
- xi. AI and Media Ethics
- xii. Trust on automated news
- xiii. Technology and media sensationalism

Technology and Ads

- i. Technology and digital Ads
- ii. Artificial intelligence, Ads production and distribution
- iii. Platforms and Ads automation
- iv. AI and chatbots (Adsbot, ChatGPT)
- v. Platforms, Ads use, and interaction with Ads
- vi. Trust on automated Ads
- vii. Ethics and digital Ads
- viii. Creativity, innovation, and Ads
- ix. Technology and television/podcast Ads
- x. Technology trends in advertising

Submission details:

Please email chapter proposals of up to 400 words, and brief author biographical information and affiliations, to the editors at asharra@ed.ac.uk and copy in ufuoma.akpojivi@a4id.org and ntembo@unima.ac.mw. Decisions on proposals will be communicated to the authors by September 30, 2023. The book is earmarked for publication with Palgrave Studies in Journalism and the Global South.

Timelines

September 5, 2023:	Abstract submission deadline
September 30, 2023:	Notification on Acceptance
November 30, 2023:	Deadline for first full draft submission
January 20, 2023:	Feedback on first draft
March 30, 2023:	Deadline for submission of second draft
April 15, 2023:	Final decisions on submission
August 30, 2024:	Book submission to the publisher

Inquiries should be sent to asharra@ed.ac.uk.

About Editors

Albert Sharra is a joint-postdoctoral research fellow at the University of Edinburgh, UK and University of the Witwatersrand, South Africa. His research interests cover digital media, social media, digital activism, comparative politics, and government. He has taught media, politics, and international development for a combined period of five years in South Africa and the UK. He has also published widely on journalism, digital media, and politics and presented papers at several international conferences in Africa, USA, Europe, and the UK. He is also a multi-award-winning journalist with over 10 years of newsroom experience. He is a three-time winner of the Media Institute of Southern Africa(MISA)-Malawi Chapter ‘Overall Journalist of the Year Award’ and currently serving as the Digital Media Mentor for International Press Institute (IPI).

Ufuoma Akpojivi is the Policy, Research and Learning Lead at Advocates for International Development, United Kingdom, and Visiting Scholar at the School of Information and Communication Studies, University of Ghana, Ghana. Prior to this, he was an Associated Professor and Head of the Media Studies Department, University of the Witwatersrand, South Africa, and a Visiting Professor, at the School of Media and Communication, Pan-Atlantic University, Nigeria. He is a C2-rated researcher of the National Research Foundation (NRF) South Africa and a recipient of the University of the Witwatersrand Vice-Chancellor and Faculty of Humanities individual teaching and learning award (2017).

Nick Mdika Tembo is an Associate Professor in the Department of Literary Studies at the University of Malawi. His teaching and research interests are in trauma and memory studies, holocaust and genocide studies, childhood studies, African life writing and social media. He has extensively published book chapters and journal articles in these areas. Dr Tembo holds a Ph.D. in English Studies from Stellenbosch University, South Africa. He also holds Master of Arts in Literature and Bachelor of Education degrees from the University of Malawi.

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