



# RESISTANCE, REBELLION, AND REINVENTION

## CALL FOR PROPOSALS

- ▶ The 4th annual Corvinus Communication Conference (CoCoCo) explores the ways in which individuals, publics, and institutions are **challenging contemporary power constructs and environments through communication practices**. Given seismic global movements in activism (social movements, consumer protests, propaganda rhetoric) and evolution of disruptors (digital technology, AI, labor market challenges), additional research is needed on the ways communication is capturing and contributing to this changing landscape.

Presentation proposals can approach the concepts of resistance, rebellion, and reinvention from various perspectives and disciplines, ranging from **communication and media studies to social, cultural, and technology studies**. They can include qualitative, quantitative and mixed methods approaches on diverse audiences including the public, media, journalists, technologists, artists and creatives, corporate, political, and non-profit institutions.

This conference is unique in that it will include academic and industry „tracks“ of exploration as well as industry panels from Corvinus alumni in the communication industry. We seek **theoretical and praxis-oriented presentations that advance the research around contemporary activism and transformation of the status quo**.

We invite proposals from scholars, practitioners, industry, policymakers, activists, educators, and graduate students in the form of **individual papers, lectures, panel sessions, dialogue sessions, and interactive formats**.

The conference will be held in a hybrid format: **both in-person and online sessions will be available**. Participants may select their preferences on the submission form.

Submissions should connect with one of the following three thematic areas:

**TRACK 1: RESISTANCE, REBELLION AND REINVENTION IN COMMUNICATION SCIENCE AND MEDIA STUDIES**

- Political communication and discourse
- Crisis communication and organizational communication
- Journalism studies and journalistic freedoms
- Media effects and audience studies
- Rhetoric, semiotics, and discourse analysis
- Linguistics, metaphors, and discursive language
- Digital and social media activism
- Cultural studies and identity politics
- Visual culture (film, TV, streaming, visual arts)
- Popular culture and media representation
- Symbolic communication and meaning-making

**TRACK 2: PROTESTS, SOCIAL MOVEMENTS, AND ACTIVISM**

- Protest movements and uprisings
- Human rights and protected classes (gender, sexuality, race, ethnicity, religion, ability)
- Global rebellion and resistance to power structures
- Social movements and collective action
- Labor market challenges, strikes, and workers' rights
- Sustainability and environmental activism
- Propaganda rhetoric and framing

**TRACK 3: ORGANIZATIONAL, INDUSTRY, TECHNOLOGY, MARKETING, AND BUSINESS STUDIES**

- AI and technological platforms in activism and resistance
- Technology-driven health innovations
- Policy influence of technology companies
- Consumer resistance and alternative marketing practices
- Corporate responses to crises and employee activism
- Disruptions in higher education (AI technology in the classroom, internationalization efforts)

**IMPORTANT DATES**

|                        |                            |                                |                    |
|------------------------|----------------------------|--------------------------------|--------------------|
| 10 January<br>2026     | 31 January<br>2026         | 1 March<br>2026                | 24 April<br>2026   |
| Abstract<br>Submission | Acceptance<br>Notification | Final<br>Schedule<br>Available | Conference<br>Date |

**LOCATION**



► We encourage proposals in the following formats:

- **Individual Presentations:** Each accepted paper will be provided 20 minutes for presentation, followed by 5-10 minutes for audience Q&A and discussion. Individual presentations will be grouped into thematic “tracks” of 3-4 presentations, with each track lasting 90-120 minutes.
- **Hands-on Sessions and Workshops:** these could include practitioner reports, industry discussions and reports, skills training and development seminars, or creative session
- **Panel Discussions:** organized symposium of 90 minutes with 3-4 panelists presenting on a related theme and a discussant who moderates the panel. Each discussant will have 15 minutes to present followed by audience discussion.
- **Dialogue Sessions:** a focused 90-minute session in which one leads a discussion on a focused topic, sharing different perspectives for discussion. The intent is to allow for a deeper exploration and understanding of the issue at hand, incorporating perspectives based on the interactions of audience members with different backgrounds and expertise.
- **Other Formats:** We are open to other formats besides the ones mentioned above, including, but not limited to, artistic interventions, debates, fishbowl discussions, walkshops, role plays, etc. If you have a creative idea to discuss one of the topics, please get in touch with the organizers via email: [CoCoCo@uni-corvinus.hu](mailto:CoCoCo@uni-corvinus.hu)

**Abstract submission:** 300 to 500 words

Note: Final papers (intended for publication) are not required at conference time. However, we intend to create a CFP for a Special Issue in an academic journal, to be determined.



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[www.cococo2026.com](http://www.cococo2026.com)