

## Call for Papers

### “Human-machine communication cultures: Artificial intelligence, media and cultures in a global context”

#### Special issue of *Global Media and China*

We invited the submission of proposals for a special issue of the journal *Global Media and China* entitled “Human-machine communication cultures: Artificial intelligence, media and cultures in a global context,” guest-edited by **Simone Natale (University of Turin, Italy)** and **Deqiang Ji (Communication University of China)**.

Traditionally, communication studies investigate the social, cultural and political dimensions of human communication, especially but not exclusively when mediated by technology. Recent advances in Artificial Intelligence (AI) pose a new challenge to existing frameworks: technologies such as voice assistants, social media bots, and the application of automatic text generators to news media not only play the role of the channel through which communication is achieved, as in traditional definitions of the term medium (McLuhan, 1964), but also the role of the communicator (Natale, 2021) or moderator (Gillespie, 2018), since they are programmed to produce communicative messages directed at human interlocutors. The new area of inquiry called Human-Machine Communication emerged in response to this challenge, with the objective to apply to communications between humans and machines the conceptual, theoretical and methodological tools originally developed in communication and media studies to examine communications between humans (Guzman & Lewis, 2019; Gunkel, 2020).

Human-machine communication, however, is still often declined in the singular form. Too little consideration is given to the fact that communication is always situated in specific cultural, linguistic and national environments, which in turn inform the situations and outcomes of all communication processes (Gunaratne, 2010; Xiangzhong, 2016). This special issue of *Global Media and China* aims to contribute to existing efforts (e.g. Lawrence, 2021; Komarraju et al., 2021) to fill this gap. Contributions are invited that examine and enlighten the plurality of human-machine communication cultures, both at a diachronic (i.e. historically across time) and at a synchronic (i.e. geographically across different areas of the globe, including but not limited to China) level. As a whole, the special issue will show that if we want to understand the impact of AI technologies in the contemporary world, we need to better situate the cultural and social dynamics that contribute to shape the meanings and the pragmatic outcomes of these technologies for human societies across the globe.

We encourage submission of essays that illustrate the above-mentioned dynamics with specific cases/ examples/ empirical studies. We are especially interested in research based within the broad remit of communication and media studies, but interdisciplinary collaborations that highlight the relationships with other areas are also encouraged.

Selected articles will address questions such as:

- How do different linguistic, cultural and national dimensions impact on the functioning and outcome of AI technologies?
- How can we better understand the plurality of algorithmic imaginaries and human-machine communication cultures in a global world?

- How does AI and human-machine communication change global media industries around the world? How do they affect specific media sectors, such as journalism, computer games, social media, film and broadcasting?
- How are technologies such as AI and robots domesticated in different cultural environments?
- How do human-machine communication cultures change across time, both in the history of AI and in the longer history of media technologies?
- How can the scope of human-machine communication research be enlarged to encompass wider historical trajectories and geographical boundaries?

**Deadline for submission of abstracts:** 31 July 2022

Please send a 300-word abstract and a 100-word bio, mentioning the title of the special issue in the subject line, to the guest editors: [simone.natale@unito.it](mailto:simone.natale@unito.it) and [jideqiang@cuc.edu.cn](mailto:jideqiang@cuc.edu.cn). Authors of accepted abstracts will be notified by 5 September 2022 and asked to submit a full paper by 28 February 2023.

Each article accepted by peer review will be made freely available online as open access. Publication costs of the journal are covered by the journal sponsor. There is no charge for submitting and publishing a paper in the journal.

**The journal**

*Global Media and China* (GMAC) is a peer-reviewed, open access journal published by Sage Journals. This journal is sponsored by the Communication University of China. It is a journal of the International Communication Section of the International Association for Media and Communication Research (IAMCR).

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