

## *Cyfrwng Conference 2016: Environment and Sustainability*

*This is a CFP for the biennial Cyfrwng conference to be held at Aberystwyth University, on 12-14th September 2016*

2016's theme is that of the environment and sustainability, seen through the lens of the media. 2016's conference coincides with significant, if not epochal, changes and transformations on the level of the global climate, and on the level of the public media sphere. The fires raging in Indonesia at this very moment, the unprecedented movement of people from the Middle East escaping a war at least partly caused by climate change, and the disappearance of half of the Earth's wildlife in the last 40 years are just some of the symptoms of the current environmental crisis. In parallel, in the cultural sphere in the UK and abroad, the notion of public service broadcasting is under siege as neoliberal governments and digital technology continue to fragment the notion of a collective, cohesive audience. The present discussion on the future of the BBC, and its likely reverberations throughout other national discussions of the kind, raise important questions about the future of democracy and representation. Between these two poles lie a world of implications. How is the landscape represented, and how are places constructed in media discourse? What futures can be imagined for the mediascape of Wales and beyond?

The theme is deliberately broad, in the hope that the conference can attract a wide range of responses and perspectives, and in so doing use the conference itself as a means of building bridges across the frontiers of academic disciplines, between the creative industries and academia, and between different forms of creative media enterprise. We welcome ideas for individual sessions and/or panels on any of the following areas (or others that you think would be suitable within the conference's ambit):

- Representation of the environment in the media
- Representations of place and landscape
- Analyses of the present media ecology
- The function of the public service broadcasting in the future
- Digital publishing and creative writing as part of the media ecology
- Performance and media ecology
- Sustainability of media ecologies into the future
- Sustainable methods of making media

Proposals for papers should include 250 words max. description, with a short biography (100 words)  
Proposals for panels should include individual panel member papers (250 words max & Bio) together with a 100 word description of the panel's overall aims.

All proposals to be sent to [cyfrwng2016@aber.ac.uk](mailto:cyfrwng2016@aber.ac.uk) by February 29th 2016, all enquiries to Dr Dafydd Sills-Jones ([dfs@aber.ac.uk](mailto:dfs@aber.ac.uk)).