**Mediatization Annual Report**

**Activities in 2021:**

The main activities of the section Mediatization have been concerned with:

• Planning and organizing the conference in Braga, which took place online due to the restrictions caused by the Corona pandemic (September 6th – 9th).

• Preparing for the next ECREA conference in Aarhus (Denmark), 19th – 22nd October 2022, with the conference theme “Rethink Impact”.

Main conference

The section received 37 abstracts and one panel proposal and had 4 slots to fill. Due to the pandemic, a lot of papers/presentations were withdrawn and changes in the program had to be managed. We were required to reallocate various times, as some authors did not want to present in a digital format. In the end, however, the section was able to present a full program with 15 papers, treating a diverse set of contexts and questions concerning mediatization. Our session were titled “Framing Mediatization: Time, Logic and Usage”, “Mediatization and new Technologies”, and “Cultures, contexts, and effects of mediatization”. One session was an organized panel on “Mediatization and Religion: Innovations, Adaptations, Challenges”. Many discussions resulted in productive exchanges not only between members, but other participants as well.

Business meeting and management team:

During the business meeting, some member activities were reported and a new management team was elected.

Member activities include:

– Book project (Patrick Nehls & Caja Thimm, to appear in 2022, Digitale Praxen: Theoretische und analytische Zugänge zur Mediatisierungsprozessen (Digital Practices. Theoretical and analytical approaches to mediatization processes)

– Katarzyna Kopecka-Piech: Book publication on “Mediatization of emotion” (with Mark Deuze, Routledge)

– Katarzyna Kopecka-Piech & Göran Bolin: book project on Current Challenges in Mediatization Research (Routlegdge)

– Jakob Hörtnagl has submitted his PhD thesis on “The mediatization of the body: Selftracking in everyday life”

During the business meeting, a new management team was elected:

Caja Thimm, Chair (re-election)

Rita Figueiras, Vice-chair (re-elected)

Katarzyna Kopecka-Piech, Vice chair (new election)

Jakob Hörtnagl (YECREA representative)

**Plans for 2022:**

The section is planning to organize a pre-conference on “The future of the mediatization research - Mediatization 3.0“. First speaker has been contacted, a call is in the make.