



Redefining Mass Media in the Age of YouTube: Photographic, Cinematic, and Pixilated Visuals, from Classic Modes to Cybersphere

The *Journal of Visual Literacy (JVL)* invites manuscripts for a special issue on “Redefining Mass Media in the age of YouTube: Photographic, Cinematic, and Pixilated Visuals, from Classic Modes to Cybersphere.” As our culture evolves further into the social restructuring and advancing technologies of the 21st century, older distinctions between various “mass” media evaporate. Virtually any visual content is now available on the Internet (legally or not), simultaneous with or shortly after its entry into the Zeitgeist. Fine art and news photos; film clips and entire films; TV ads, program clips, and series episodes; animated PowerPoint presentations and music videos; and other still or motion visual imagery all are available, worldwide and largely for free, along with blogs and more sophisticated reviews of this avalanche of content, allowing access to more visual information packaged in traditional “mass media” formats than ever before in human history. We seek manuscripts that explore empirical, theoretical, practical, or applied aspects of visual literacy and technological media in their traditional applications as well as in their appearance/ interactions/ extensions into the new global environment of the Internet. Topics in the area of classic to contemporary mediated visuals include but are not limited to:

- migration of print and broadcast journalism to the Internet
- fragmentation of films and TV episodes on YouTube and loss of original context
- trends in TV programming to compete with the Internet
- televisual images evolving with home digital theatre environments
- merging of entertainment media images with political campaigns
- adaptations from one medium to another (including the growing presence of video games as cinema content)
- intersections & identity in photography & computer graphics
- visual analysis and/or theoretical and critical explorations of any of these media

JVL reflects the eclectic nature of the membership of the International Visual Literacy Association (IVLA) and publishes articles on a wide variety of topics. *JVL* is a refereed, scholarly journal that provides an open forum in which researchers and practitioners can explore the evolving field of visual literacy, the field that John L. Debes first called “languages and literacies.” Debes, a Kodak employee, was primarily concerned with the interchange of visual and verbal information, thus literacy encompasses reading of images and other forms of information, not just text. As society places increasing emphasis on visual communication to provide information and entertainment for all ages of learners, throughout all socioeconomic levels, in all walks of life, visual literacy becomes increasingly important.

JVL encourages interdisciplinary authorship and assures authors of copyright protection for all contributions in both print and electronic forms. Although our budget limits us to black and white images in print, color images can be placed online. While the *JVL* remains a print journal for the historical record, authors are encouraged to consider creative ways to supplement their manuscripts with electronic imagery that goes beyond the capability of the *JVL*'s typical print form. Please feel free to discuss your creative ideas with the Guest Editor.

Send Special Issue Manuscripts by May 15, 2009 to

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For more information regarding the *Journal of Visual Literacy*, including regular issue submissions, visit <http://plato.ou.edu/~jvl>

Manuscript Guidelines

1. Digital Submission of Manuscripts is encouraged. Manuscripts should be typed, double-spaced for 8.5 x 11 inch, A4, or equivalent paper, and be 10-25 pages in length. Please include:
 - 1 digital copy (MSWord or RTF file with separate graphic files)
 - list of 4 or 5 keywords
 - 100-word abstract
 - names and contact information for all authors (include names, highest degree, mailing address, phone, fax, e-mail, and institutional affiliation as appropriate.)
2. Headings, tables, figures, and references should be formatted according to the Publication Manual of the American Psychological Association (5th ed.). Improperly formatted or incompletely documented articles (especially for citations and reference lists) will be delayed until the author makes corrections. Please be precise in matching citations within the text and reference list.
3. Please send graphics as stand alone files. An electronic version or camera-ready version of each figure, table, or graphic should be submitted in highest resolution and quality available, and in an appropriate aspect ratio to fit the journal (maximum 4.25 inches wide by 7.25 inches tall print area including legible labels). We can reduce / resize original photographs, slides, or electronic versions as appropriate. (Be aware that graphics that are suitable for web publications generally are not suitable for print journals.)
4. Manuscripts will be sent to at least three referees for critical review, comment, and recommendation. Referees will be asked to make a judgment regarding the quality and appropriateness of the manuscript for publication in *JVL*. Based on the referees' recommendations, the Editor will decide to publish the manuscript as submitted, publish the manuscript with suggested revisions, or reject the manuscript for publication. In all cases the author will be notified of the decision, and in the event the manuscript is rejected, a summary of the reasons for that decision will be forwarded.