

Aims and Objectives of the Temporary Working Group Affect, Emotion & Media

The main objective of TWG Affect, Emotion & Media is to provide a platform for media and communication scholars that allows dialogue and productive exchange on interdisciplinary approaches to researching the interplay between affect and media. Bridging the long-standing dichotomies of reason and emotion or mind and body, TWG members work on developing theoretical and methodological concepts that appreciate how affect and emotion emerge in interactions among journalism, media technologies, media texts, film, art, mediated cultural productions, social media platforms, and publics. With these objectives in mind, **we aim at**

- creating networking and knowledge exchange opportunities for scholars
- consolidating research on affect and media across Europe
- facilitating interdisciplinary collaborations
- allowing comparative research on the role of affect and emotion in different media contexts and systems
- organizing panels at biannual ECC conferences
- organizing own events as a TWG in the years when no ECC takes place
- collaborating with other ECREA Sections and TWGs

The working group provides insights about affect and emotion to the academic field, which allows researchers to propose answers to pressing issues societies are facing, such as hate-speech, populism, decreasing trust in journalism, debates around exclusion and inclusion in cultural production, among others. In particular, the TWG focuses on the following **research areas:**

- production, regulation, and circulation of affect in journalistic media, film, art, mediated cultural productions, and social media platforms
- affective labor of media and cultural practitioners
- use of affect and emotion in political communication
- circulation of affect on social media platforms
- (meta-communication about) collective emotions in public discourses
- publics' affective everyday media practices
- affect and algorithmic media
- media use and the psychology of affect and emotion