



Instructions for the review process

Annual Conference 2026 of the Swiss Association for Communication and Media Studies (SACM) at the Zurich University of Applied Sciences

April 22-24, 2026

Enabling transformation and participation: Empowerment for and through communication and medi

Please read the following instructions for the review process carefully. Depending on the submission format, slightly different evaluation criteria apply (see also instructions in the review form).

Review of individual submissions:

Evaluation criteria for individual submissions:

- 1) Relevance of the topic
- 2) Connection to the conference theme
- 3) Theoretical background
- 4) Appropriateness of the method/approach
- 5) Clarity of argumentation
- 6) Originality/Innovation

In the reviewer form you will be asked to submit individual scores for each of these criteria on the following scale: 1 = very poor, 2 = poor, 3 = fair, 4 = good, 5 = excellent.

Additionally, please provide an overall evaluation if the submission should be accepted (1 = clear reject, 2 = weak reject, 3 = borderline paper, 4 = weak accept, 5 = clear accept) as well as a short review, including a justification for your scores.

Review of panel submissions:

Panel submissions should contain four to five individual contributions that relate to a common panel topic outlined in the overall panel proposal. A special case are specialty group panels (Fachgruppenpanel), as they do not necessarily have to be strongly related to conference theme.

Evaluation criteria for panel submissions:



- 1) Relevance of the topic
- 2) Connection to the conference theme

Please note: this criterion does not apply to submissions of specialty group panels (Fachgruppenpanels)

- 3) Theoretical background
- 4) Appropriateness of the method/approach
- 5) Clarity of argumentation
- 6) Originality/Innovation
- 7) Connection of the individual contributions to a common theme

In the reviewer form you will be asked to submit individual scores for each of these criteria on the following scale: 1 = very poor, 2 = poor, 3 = fair, 4 = good, 5 = excellent.

Additionally, please provide an overall evaluation if the submission should be accepted (1 = clear reject, 2 = weak reject, 3 = borderline paper, 4 = weak accept, 5 = clear accept) as well as a short review, including a justification for your scores.

Review of “Science meets practices” submissions:

This workshop format should create a space in which a direct exchange between researchers and practitioners in the field of communication and media can take place. Proposals for workshops are not subject to an anonymous peer review process but are evaluated by the organizing committee.

Evaluation criteria for “science meets practice” submissions:

- 1) Relevance of the topic
- 2) Connection to the conference theme
- 3) Clarity of argumentation
- 4) Originality/Innovation
- 5) Thematic connection between the contributions from practice and communication and media research

In the reviewer form you will be asked to submit individual scores for each of these criteria on the following scale: 1 = very poor, 2 = poor, 3 = fair, 4 = good, 5 = excellent.

Additionally, please provide an overall evaluation if the submission should be accepted (1 = clear reject, 2 = weak reject, 3 = borderline paper, 4 = weak accept, 5 = clear accept) as well as a short review, including a justification for your scores.

Contact and information

If you have any questions regarding the review process, please contact the organizing committee via e-mail: sgkm2026.linguistik@zhaw.ch

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