The Applied Language and Culture Studies Research Lab (ALCS) FLHS, Chouaib Doukkali University Morocco

&

The Centre for Organizational and Social Studies (CEOS.PP), ISCAP, Polytechnic of Porto, Portugal

Digital Perspectives & Global Narratives in

NEW MEDIA COMMUNICATION

22-23 January 2025

VIRTUAL

PROGRAMME

zoom

Link: bit.ly/4hhN4AO

media-com@sciencesconf.org
hssconference@iscap.ipp.pt

https://media-com.sciencesconf.org/

PROGRAMME

MAIN ROOM

9:30AM – 9:50AM: OPENING SESSION

Welcome Address & Introduction to the Conference

09:50 AM – 10:30AM

PLENARY SESSION

Digital Data Activism and New Forms of Political Protest
Daniel Stein
University of Siegen, Germany

PARALLEL SESSIONS

ROOM 1

10:45AM – 11:45AM
PANEL 1: NEW MEDIA: CROSS-CULTURAL AND POLITICAL NARRATIVES

Public Discourse and "False Myths": Cultural Representations of Mediterranean Migration
Francesca Cubeddu (IRPPS-CNR-National Research Council, Italy)
Daniele Battista & Emiliana Mangone (University of Salerno, Fisciano (SA), Italy)

Social Media Use and Political Trust in Germany
Anna-Marie Rönsch (Erasmus University Rotterdam, The Netherlands)

The Political Face in the Digital Context: The Influence of the Instagram Profiles of Portuguese Political Parties with Parliamentary Seats
João Bernardo Barata (ISCAP-Polytechnic of Porto, Portugal) & Adriana Oliveira (CEOS.PP, ISCAP, Polytechnic of Porto, Portugal)

11:45AM – 11:55AM – BREAK

ROOM 1

12:00PM – 13:00PM
PANEL 1: NEW MEDIA: CROSS-CULTURAL AND POLITICAL NARRATIVES

Fear as Political Narrative: The Exclusionary Discourse of the Political Party Vox on Social Media

María Luisa Soriano González (Universidad Pablo de Olavide, Sevilla, Spain)

Counter-narrative in Contemporary Arab Media Politics: The Case of Aljazeera

Elouardaoui Ouidyane (Chouaib Doukkali University, Morocco)

Media Framing in the 2023 Israeli-Palestinian War: A Crossroads of Narratives and Implications

Mouad Mbeker (Chouaib Doukkali University, Morocco)

ROOM 2

10:45AM – 11:45AM
PANEL 2: DIGITAL NARRATIVES, CULTURAL IDENTITIES, AND ETHICAL DILEMMAS

The Manifestation of Self-othering Through Comic Representations: Facebook as a Case Study

Zineb Hayi (Hassan II University, Morocco)

"Autism-TikTok" and Public Outrage: Ethical Considerations on How to Minimize Oppression of Marginalized Autistic People

Sybille Bauer-Zierfuß (University of Applied Arts Vienna, Austria)

We Won't Look Away: Writing of Witness by Palestinians in the Diaspora

Summer Awad (Chouaib Doukkali University, Morocco)

11:45AM – 11:55AM: BREAK

ROOM 2

11:55AM – 13:15PM
PANEL 2: DIGITAL NARRATIVES, CULTURAL IDENTITIES, AND ETHICAL DILEMMAS

Digital Media and Parasocial Interactions in South Korea's Entertainment Landscape
Veronika Mattová (Masaryk University, Czech Republic)

Is ChatGPT more Moroccan than me? A Semiotic Analysis of AI's Interpretation of Moroccan Cultural Symbols
Hatim El Farouki & Karima Bouziane (Chouaib Doukkali University, Morocco)

Counter-Storytelling in New Media: Addressing Epistemic Injustices in Intercultural Education in Morocco
Ali Chahin (Mohammed I University, Morocco)

Media Ethics Through the Bhagavad Gita
Priyansha Malik (Delhi University, India)

13:15PM – 14:15PM: LUNCH BREAK

PARALLEL SESSIONS

ROOM 1

14:15PM – 15:15PM
PANEL 3: MODERN NARRATIVES: ART, CINEMA, AND DIGITAL CULTURE

Hollywood Movies Through Social Identity Theory: American Sniper as a Case Study
Achami Chaymae (Ibn Zohr University, Morocco)

Global Narratives in Contemporary Cinema: Producing and Reinforcing Gender Antagonism – The Film Barbie as a Case Study
Rim Idrissi Azami & Zineb El Abboubi (Chouaib Doukkali University, Morocco)

The Discursive Construction of Gender and Space in Contemporary Moroccan Cinema
Abdelghani Moussaoui (Chouaib Doukkali University, Morocco)

15:15PM – 15:30: BREAK

PROGRAMME

ROOM 1

15:30PM – 16:30PM
PANEL 3: MODERN NARRATIVES: ART, CINEMA, AND DIGITAL CULTURE

Interactive art as an example of democratization of the art and culture: Audience engagement and participatory culture in digital media
Izabela Franckiewicz-Olczak (University of Lodz, Poland)

Crisis Communication in Digital Contexts
Inês Soares (ISCAP-Polytechnic of Porto, Portugal)

Beyond the Mnemonic Function of Modern Technological Media of Memory: Recording and being Recorded in the "Black Mirror"
Brahim Akaya (Ibn Zohr University, Morocco)

ROOM 2

14:15PM – 16:15PM
PANEL 4: GENDER PERSPECTIVES IN NEW MEDIA

Reconsidering Gender Roles in Morocco in Light of Fast Developing Social Media: The Case of Four Female Moroccan Social Media Influencers
Chaimae Majdi (Chouaib Doukkali University, Morocco)

One Caftan at a Time: How Moroccan Women Are Dressing for Empowerment
Imane Alqaraoui & Fatima-Zohra Iflahen (Cadi Ayyad University, Morocco)

Empowering Marginalized Voices Through Digital Platforms: A Comparative Study of Women's Rights Campaigns in Morocco
Ikram Douaou & Fatima-Zohra Iflahen (Cadi Ayyad University, Morocco)

15:15PM – 15:30PM – BREAK

PROGRAMME

ROOM 2

15:30PM – 16:30PM
PANEL 4: GENDER PERSPECTIVES IN NEW MEDIA

Unveiling Narratives: Contrasting the Representation of the Veiled Woman in Moroccan Cinema and Instagram Reels
Khawla Lailoune, Mohammed Derdar & Raja Rhouni (Chouaib Doukkali University Morocco)

Gender Differences in Code-Switching Among PhD Students on WhatsApp
Fatimaezzahra Oubni (Sultan Moulay Sliman University, Morocco)

Personal Branding in Social Media: Unveiling Empowerment Pathways for Moroccan Women
Chaimae El Idrissi Amiri (Sidi Mohamed Ben Abdellah University, Morocco)

16:30PM – 16:45PM – BREAK

MAIN ROOM

16:45 PM – 17:30AM

PLENARY SESSION II

Reterritorializing the Studio Lot: Backstaging in a Digital Media Global Complex
Peter J. Bloom
University of California, Santa Barbara, USA.

PROGRAMME

23 JANUARY 2025

ROOM 1

9:00M – 10:20AM
PANEL 5: EDUCATION AND NEW MEDIA COMMUNICATION

Teacher- AI Collaboration for Reflective Practice: Friends or Foes
Outamgharte Brahim, Mohamed Yeou & Hicham Zyad (Chouaib Doukkali University, Morocco)

Virtual Reality in the Context of Opinions and Preparation of Teachers for Its Use in the Educational Process: A Large-Scale Survey
Kamila Majewska (Nicolaus Copernicus University, Poland)

AI-Integrated Education: Addressing Opportunities and Challenges Mohamed University Students at The Faculty of Literature and Human Sciences as a Case Study
Hanae Zahout & Imane Moulay Rachid (Mohammed I University, Morocco)

Harnessing New Media to Empower Visually Impaired Learners: A Pathway for Inclusive Education
Hanae El Otmani & Youssef Armouz (Sidi Mohammed Ben Abdellah University, Morocco)

10:20AM – 10:30AM – BREAK

10:30 AM – 11:50AM

New Media in the Service of Cross-cultural Education and Inter-faith Dialogue
Mohamed Chtatou (International University of Rabat or UIR, Morocco)

New Media in Education: Potential, Challenges, and the Role of the Teacher
Rúben Folha, António Abreu & Agostinho Sousa Pinto (CEOS.PP, ISCAP, Polytechnic of Porto, Portugal)

The Impact of Media Literacy on University Students' Intercultural Communicative Competence: The English Department as a Case Study
Amine Adraoui (Sidi Mohammed Ben Abdellah University, Morocco)

Pedagogical, Linguistic, and Structural Challenges in Teaching ESP in Moroccan Higher Education: Toward a Multilingual, Needs-Driven Framework
Mouhssin Ait El Mouden & Mounir Benrahal (Ibn Zohr University, Morocco)

ROOM 2

9:00M - 10:20AM

PANEL 6: LANGUAGE, TRANSLATION, AND DIGITAL INNOVATION

Deaf Signers' Narratives on Video Remote Interpreting in Italy: Opportunities and Challenges for Enhancing Online Accessibility
Gabriella Ardita (University of Catania, Italy)

Multimodal Digital Narratives: Enhancing Inclusion for the Deaf Community
Maria Adele Limongelli (University of Catania, Italy)

AI in Storytelling: A METEOR-Based Comparative Analysis of The Happy Man by Najib Mahfouz
Ismail Dahia (Mohammed I University, Morocco)

Error Simulation in Arabic Audiovisual Translation: A Case Study of *Togo* (2019)
Abdelkrim Chirig & Karima Bouziane (Chouaib Doukkali University)

10:20AM - 10:30PM- BREAK

10:30AM - 11:50AM

The Role of Social Media as an Alternate Space for Minority Language Media in Promoting Cultural and Linguistics Diversity
Bouylagman, Ibrahim (Mohammed I University, Morocco)

Streaming Platforms and Informal Language Learning: Insights from a Portuguese Case Study
Célia Tavares (CEOS.PP, ISCAP, Polytechnic of Porto, Portugal)

Translator's Affective Complexities in Balancing Self-Realization and Professional Expectations in Online Collaborative Translation: An Extended Cognition Perspective
Qi Pan (Shanghai International Studies University, China)

Translating Conceptual Metaphors in Political Discourse: A Comparative Analysis of Human and AI Translation
Kaoutar Chahbane (Abdelmalek Essaadi University, Morocco)

PROGRAMME

ROOM 1

12:00PM - 13:00PM
PANEL 7: GLOBAL DIALOGUE AND DIVERSE PERSPECTIVES

Think Tanks' Communication Strategies in The Digital Era
Desislava Andreeva & Georgy Ignatov (University of Veliko Tarnovo, Bulgaria)

Digital Influencers and Online Shopping
Mariana Areal ISCAP, Polytechnic of Porto,Portugal) & Adriana Oliveira (CEOS.PP, ISCAP, Polytechnic of Porto, Portugal)

Cultural Sensitivity and Visual Strategies in Global Advertising Campaigns
Merieme El Amine & Es-Said Mazizi (Chouaib Doukkali University, Morocco)

11:50AM - 12:00PM- BREAK

MAIN ROOM

13:00PM - 13:15PM: CLOSING REMARKS

Thank You & Closing Remarks

CONTACT & INFORMATION

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