

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



MAIN ROOM: [bit.ly/4hhN4AO](https://bit.ly/4hhN4AO)



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



JANUARY  
22  
2025

# PROGRAMME



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## OPENING SESSION

**9:30AM - 9:50AM (WEST)**

**Chairperson:** Karima Bouziane

*Welcome Address & Introduction to the Conference*

- Professor Mohamed Yeou - Dean of the Faculty of Letters and Human Sciences, Chouaib Doukkali University, El Jadida, Morocco
- Professor Manuel Silva - Dean of ISCAP - Polytechnic University Porto, Portugal
- Professor Daouia Laaboudi - Director of the Applied Language and Culture Studies Laboratory, Faculty of Letters and Human Sciences, Chouaib Doukkali University, El Jadida, Morocco
- Professor Alexandra Albuquerque - Vice-Director of CEOS.PP, ISCAP-P.PORTO, Portugal

## PLENARY SESSION I

**9:50 AM - 10:30AM (WEST)**

**Digital Data Activism and New Forms of Political Protest**

**Keynote Speaker:** *Daniel Stein*

*University of Siegen, Germany*

**Chairperson:** Alexandra Albuquerque

JANUARY  
22  
2025

PROGRAMME

## PARALLEL SESSIONS



**ROOM 1**

[bit.ly/4hhN4AO](https://bit.ly/4hhN4AO)

**10:45AM - 11:45AM (WEST)**

**PANEL 1: NEW MEDIA: CROSS-CULTURAL AND POLITICAL NARRATIVES**

**Chairperson:** Alexandra Albuquerque

### **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**

**12:00PM - 1:00PM (WEST)**

### **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)*

JANUARY  
22  
2025



**ROOM 2**

<https://bit.ly/40Ft7OQ>

**10:45AM - 11:45AM (WEST)**

**PANEL 2: DIGITAL NARRATIVES, CULTURAL IDENTITIES, AND ETHICAL DILEMMAS**

**Chairperson:** Paula Carvalho

**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**

**11:55AM - 1:15PM (WEST)**

**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)*

**1:15PM - 2:15PM: LUNCH BREAK**

PROGRAMME

JANUARY  
22  
2025

## PARALLEL SESSIONS



**ROOM 1**

[bit.ly/4hhN4AO](https://bit.ly/4hhN4AO)

**2:15PM - 3:15PM (WEST)**

**PANEL 3: MODERN NARRATIVES: ART, CINEMA, AND DIGITAL CULTURE**

**Chairperson:** Paula Almeida

**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)*

**3:15PM - 3:30PM: BREAK**

**3:30PM - 4:30PM (WEST)**

**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)*

**4:30PM - 4:45PM - BREAK**

PROGRAMME

JANUARY  
22  
2025



**ROOM 2**

<https://bit.ly/40Ft70Q>

**2:15PM - 4:15PM (WEST)**

**PANEL 4: GENDER PERSPECTIVES IN NEW MEDIA**

**Chairperson:** Raja Rhouni

**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)*

**3:15PM - 3:30PM - BREAK**

**3:30PM - 4:30PM (WEST)**

**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)*

**4:30PM - 4:45PM - BREAK**

PROGRAMME

JANUARY  
22  
2025



**MAIN ROOM**

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**PLENARY SESSION II**

**4:45 PM - 5:30 PM (WEST)**

**Reterritorializing the Studio Lot: Backstaging in a  
Digital Media Global Complex**

*Peter J. Bloom*

*University of California, Santa Barbara, USA.*

**Chairperson:** Daouia Laaboudi

*See you tomorrow!*

**PROGRAMME**

JANUARY  
23  
2025

PROGRAMME



**ROOM 1**

[bit.ly/4hhN4AO](https://bit.ly/4hhN4AO)

**9:00M - 10:20AM (WEST)**

**PANEL 5: EDUCATION AND NEW MEDIA COMMUNICATION**

**Chairperson:** Luciana Oliveira

**Teacher- AI Collaboration for Reflective Practice: Friends or Foes**

*Outamgharte Brahim, Mohamed Yeou & Hicham Ziad (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 (WEST)**

**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 (Ibn Tofail University) & Mounir Benrahal (Hassan II University, Morocco)*



JANUARY  
23  
2025

PROGRAMME



**ROOM 2**

<https://bit.ly/40Ft7OQ>

**9:00M - 10:20AM (WEST)**

**PANEL 6: LANGUAGE, TRANSLATION, AND DIGITAL INNOVATION**

**Chairperson:** Célia Tavares

**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 (WEST)**

**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)*

JANUARY  
23  
2025

PROGRAMME



**ROOM 1**

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**12:00PM - 1:00PM (WEST)**

**PANEL 7: GLOBAL DIALOGUE AND DIVERSE PERSPECTIVES**

**Chairperson:** Sandra Ribeiro

**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**



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**CLOSING REMARKS**

**1:00PM - 1:15PM (WEST)**

Thank You & Closing Remarks

## CONTACT & INFORMATION

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