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Book of abstract

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MEDCOM2020+1

17 - 19, June 2021
Cagliari, Italy
Online Conference

Committee of the MEDCOM- 2021
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MESSAGE FROM THE CO-CHAIRS MEDCOM 2021

Welcome to Medcom 2020+1, "6th World Conference on Media and Mass Communication".

The event should have been held in presence in 2020 but due to Covid-19 pandemic it was postponed to 2021. This is the reason for the name of the congress "Medcom 2020+1". The event will therefore be held this year but, unfortunately, it will be entirely online for security reasons.

The event is organized by the International Institute for Knowledge Management (TIKM), together with the University of Cagliari, the University Hospital of Cagliari, the University Tor Vergata in Rome. Italy and Sardinia in particular are the scenery of a debate whose central theme is communication and cultural changes, with a focus on social communication and health, public communication and non-discriminatory communication. A particular attention is also paid to the ongoing changes in the way of making information and publishing.

The conference represents an important opportunity for academics, structured and independent researchers, artists and professionals who revolve around the world of communication and media. Communication professionals, scholars, researchers are involved. Medcom is now a fundamental event in the world of communication because it offers an opportunity of dialogue and, every year, it gives hundreds of researchers and experts from all over the world, not only Western, the chance to discuss. A very important event for all professionals in the sector: from public administration to publishing, to corporate communication, to social networks.

The world of communication runs fast and we always need be ready to meet the challenges that innovation and citizens' preferences pose to us.

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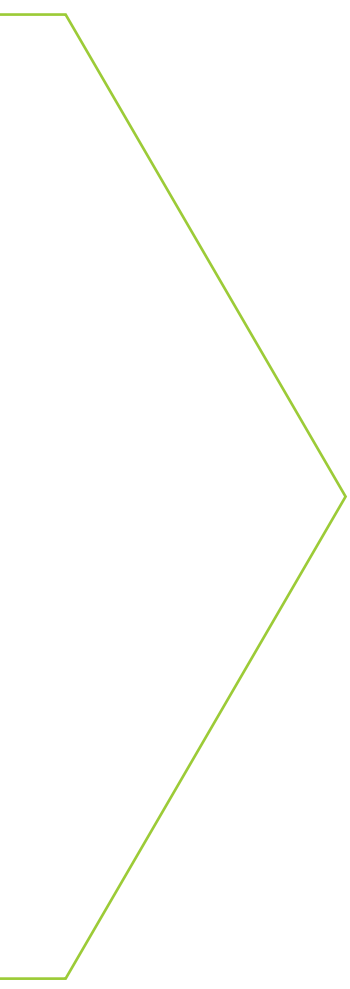
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POLARITY OF NEWS HEADLINES IN SOCIAL MEDIA AND EXTENT OF ANTI-ROHINGYA RHETORIC: EVIDENCE FROM ONLINE NEWS MEDIA IN BANGLADESH

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ABSTRACT

Hostile portrayals, stereotyping, and violent narratives on Rohingya minorities in Myanmar's social media, especially on Facebook, fueled the "ethnic cleansing" instigated by Myanmar's army, led more than a million "stateless" people to cross border into Bangladesh. News headlines in online news media play critical role in attracting social media users to express their opinions. However, anti-Rohingya rhetoric in social media such as Facebook is a new phenomenon in Bangladesh. This study sought to analyse the polarity and subjectivity of news headlines and corresponding comments posted in two popular news agencies' Facebook pages followed by approximately 26 million users. Moreover, it probed the relationship between the polarity of news headlines posted in Facebook and anti-Rohingya speech. To measure the scores, sentiment analysis using Python programming language was used. Sentiment analysis determines the emotional tone behind words in order to understand the attitudes, opinions, and emotions expressed online. The anti-Rohingya speech was identified and measured manually by using group consensus judgment. Relationships between variables were tested by using regression analysis with machine learning. The study further showed that majority of the news headlines were positive, followed by neutral ones, while negative headlines positioned the least. News headlines were more factual than opinion-based. No significant relationship was found between polarity of news headlines and the extent of anti-Rohingya speech. However, negative polarity was more related with anti-Rohingya speech than positive polarity. In the span of time the Rohingya people stayed in Bangladesh, an increasing trend of anti-Rohingya speech was evident from the study.

Keywords: anti-Rohingya rhetoric, news headline polarity, sentiment analysis, content analysis, online news media

P1-2

THE CONCEPT OF KUSVEREREDZA IN ZIMBABWE'S SOCIAL MEDIA SPHERE: AN ANTHROPOLOGICAL AND CULTURAL DEFENSE OF "CYBER TERRORISTS"

Trust Matsilele (PhD) and Professor Nyasha Mboti

ABSTRACT

Social media trolling is one-way through which Zimbabwean citizens are expressing their exasperation with power. Through social media, citizens insult, mock, laugh, joke, speak back to, mobilise against and troll those with levers of power. This kind of trolling which in Shona is called kusvereredza, we argue, has been part of Zimbabwe's cultural experience. A study of Shona idioms, proverbs, poems and games give a rich explanation to some of the behaviours experienced in the contemporary social media sphere. Indeed, trolling power is part of Zimbabwean people and culturally such behavior is protected. However, recent history has taught us that power can negate certain cultural norms if threatened. In this paper we seek to argue for a cultural explanation and defend social media trolls from a Zimbabwean anthropological view. Methodologically, we use qualitative study and a theoretically we employ subalternity and carnivalesque lenses. We use case study of the period between 2013 and 2018 with bias towards leading "trolls" of this period such as Baba Jukwa, Jonathan Moyo, Evan Mawarire and Tajamuka. These cases will only be mentioned to help explain the concept of kusvereredza in the virtual sphere as it draws from a much larger ground historical, cultural and anthropological genealogy.

Keywords: Trolling, kusvereredza, Social Media, Zimbabwe, trolls

P1-3

UNDERSTANDING FACTORS THAT DETERMINE SOCIAL MEDIA USE OF COLLEGE STUDENTS

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ABSTRACT

Around 60% of American youth use Facebook; on an average they spend 153 minutes per day on social media, and social media engagement (SME) has been steadily increasing over the years. Much research has focused on determining the antecedents of this behavior because the pernicious effects of SME on adolescents and young adults have been a concern for many. The goal of this study was to investigate if the level of anxiety and fear of missing out (FoMO) are able to predict SME. Completed surveys were obtained from 312 college students in the USA. Anxiety was measured by the GAD-7 scale. FoMO and SME scales were adopted from an earlier study. Overall, the results showed high levels of anxiety, FoMO, and SME. The zero-order correlations between the variables showed GAD was positively related to FoMO ($r=.33$, $p<.001$), and FoMO positively related to SME ($r=.34$, $p<.001$). To test for mediation, structural equation modeling was used (Amos 22.0). The model yielded a good fit to the data, $\chi^2 = 1.10$, $p=.58$, $\chi^2/df=.55$; RMSEA=.00, CFI=1.00, and NFI=.99. Furthermore, GAD appeared to have a direct effect on SME, $\beta= .12$, $p<.05$. Besides the direct effect, GAD also had an indirect effect on SME, mediated by FoMO. First, GAD had a positive effect on FoMO, $\beta= .33$, $p<.001$, and second, FoMO in turn increased SME, $\beta= .31$, $p<.001$. Bootstrapping analysis revealed that the indirect effect of GAD on SME, mediated by FoMO, to be significant ($.10 = .33 \times .34$, CI =.032 - .21, $p<.001$). In conclusion, it appears that anxiety seems to be at the core of SME.

Keywords: Social media engagement, anxiety, FoMO

P1-4

RACIAL HOAXES AND PREJUDICE. A PSYCHO-LINGUISTIC APPROACH TO STUDY ITALIAN MISINFORMATION

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ABSTRACT

Social media platforms provide direct access to an unprecedented amount of content and may amplify rumors and questionable information. Furthermore, when polarization is high, misinformation might easily proliferate (Bessi et al., 2015). Some studies pointed out that fake news and inaccurate information may spread faster and wider than fact-based news (Vosoughi et al., 2018), since they can be based on a more stereotypical and less complex content. The research aims to study the particular forms of misinformation, that is, the racial ones. "Racial hoaxes are becoming a popular discursive strategy to disguise racism" (Cerase & Santoro, 2018). The main characteristic of racial hoaxes is that they are born from the ideology of "ethnic prejudice". It is therefore essential to find socio-psychological features in order to understand potential the way of recognizing, analysing and then facing them. Starting from these theoretical considerations, the research aims to analyze 100 fake racial articles collected in 2020-2021. To do this, a Content Analysis was carried out to code psycho-linguistic features of the subject description (SD), the mode (M) like stereotypes content and the journalist stance (JS) like discrediting forms or affective lexicon. From the content and linguistic analysis it emerges that the racial hoaxes have socio-cognitive features, stereotypes and evaluative forms of prejudice that can potentially lead to a stronger media fallacious stereotyping reinforcement being strictly associated with familiar and concrete linguistic forms.

Keywords: racial hoaxes, stereotypes, prejudices

P1-5

WILL TECHNICAL MEANS HELP IN PREVENTING DIGITAL WILDFIRES ?

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ABSTRACT

Digital wildfires are fast spreading online misinformation phenomena with the potential to cause harm in the physical world. They have been identified as a considerable risk to developed societies, which raised the need to better understand online misinformation phenomena to mitigate that risk. We approach the problem from an interdisciplinary angle, with the aim of using large scale analysis of social network data to test hypotheses about the behavior of social network users interacting with misinformation.

We discuss state of the art techniques for capturing large volumes of communication data from social networks such as Twitter, as well as collections of news such as GDELT. Based on that, we describe new methods on how the reach, as well as the typical target audience, of media and social network participants can be measured. Doing so allows the testing of hypotheses such as the existence of filter bubbles through the use of large amounts of real-world data. Finally, we discuss how the detection of anomalies in the typical news spreading patterns can be used to detect disinformation campaigns and digital wildfires.

Keywords: Social Network Analysis, Misinformation, Data Science, Fake news

P1-6

HOW USERS PERCEIVE ALGORITHMIC TRANSPARENCY. THE CASE OF LOCATION-BASED PLATFORMS MEDIATING TOURISM EXPERIENCES

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ABSTRACT

In the platform society (Van Dijck, Poell & De Wall, 2019) location-based platforms play a relevant role in mediating social life. These platforms are part of the ‘black-box society’ and offer convenience in exchange for data management (Plantin, Lagoze, Edwards & Sandvig, 2016). Indeed, location-based platforms do not reveal which criteria are at play when algorithms presume a particular user’s intention or interest and then arrange information accordingly. The case of touristic experience perfectly illustrates this scenario. Indeed, location-based platforms support travel planning and the selection of different paths while exploring an (urban) space. Moreover, hidden algorithmic suggestions influence the visibility of different points of interest (POI), thus shaping the user interaction with places (Varkaris & Neuhofer, 2017).

The paper investigates the users’ perception of the algorithmic transparency of four popular location-based platforms mediating the touristic experience (Tripadvisor, Google Maps, Instagram, Airbnb). The paper relies on a previous research (Parisi & Parente, 2019) analyzing the algorithmic transparency into four dimensions: data, model, inference, interface. The study is based on qualitative interviews with platforms suppliers (namely professionals managing the visibility and reputation of a specific venue) and on four focus groups carried out with Italian end-users. Results confirm most of the users are not very interested in fully understanding the terms of service and privacy policies (Obar & Oeldorf-Hirtsch, 2018). Indeed, due to the lack of information from the platforms’ owners, users can only make assumptions about how an algorithm works and tend to consider these notions as “real”. Moreover, users tend to approve and even appreciate “normative apparatus” protecting platforms’ business logic (Van Dijck, Poell & De Wall, 2019, p.91), thus forgetting the advocacy of public values.

Keywords: location-based platforms; algorithmic transparency; datafication; platform

P1-7

THEORIZING THE PROJECTIONS OF VIRTUAL LIVES: THE MODEL OF VIRTUAL LIFE CYCLE

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ABSTRACT

The paper aims to propose a model which finds its foundation in Goffman's theory of dramaturgy. The model of virtual life cycle looks keenly at the negotiations between the real and virtual lives of the social media users. Based on a larger study this paper aims at drawing meaningful conclusions about how social media users project themselves in their virtual lives as compared to their real selves. The paper puts forth the "Model of Virtual Life Cycle" to depict the process of dramaturgy in context of contemporary social media and its users. The model has 6 major elements namely Back stage, Front stage, Channel, Response, Self Esteem and Effects.

Keywords : Virtual life model, Dramaturgy, Social media

P1-8

SOCIAL MEDIA USE AND CYBERBULLYING AMONG NIGERIAN IN-SCHOOL TEENAGERS: THE ROLE OF PARENTING STYLE

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ABSTRACT

While Nigerian teenagers are increasingly gaining access to social media services, occasionally they get involved in various forms of cyberbullying with parenting styles often put to blame. However, little attention is devoted to investigating the actual factors influencing the teenagers' involvement in cyberbullying behaviour. This study examined the effect and degree of the effect of parenting styles on teenagers' involvement in cyberbullying whether as cyber bullies or cyber victims. Also examined was whether gender and parents' educational level are predicting factors of cyberbullying during adolescence. The respondents were 992 fourth to sixth grade teenagers attending Nigerian public secondary schools whose age ranged from 14 to 19 years (M age = 15.81 years; 55.9% boys). Data was gathered using a questionnaire with alpha coefficient of $\alpha = .92$. The findings revealed that teenagers with authoritative parents demonstrated the least levels of cyberbullying behaviours while those with authoritarian parents exhibited the greatest level; hence, parenting style was not a statistically significant predictor of teenagers' involvement in cybervictimization, rather a statistically significant predictor of cyberbullying sign. Also, teenagers having authoritative parents were more predisposed to speak so often to their parents about the cyberbullying experiences they could have undergone than teenagers having authoritarian, neglecting or demanding parents. More importantly, findings indicated that parents' level of education was a significant predictor of cyberbullying behaviour; but gender was not. The importance of social media and influence of parenting style in children at adolescence are highlighted in this study and the findings are discussed taking into consideration theoretical, practical and policy implications.

Keywords: Cyberbullying behaviour, cybervictimization, Gender, Parenting style, Social media, Teenagers

P1-9

THE STUDY OF HOW TECHNOLOGY SHAPES THE VISUALLY CHALLENGED IN NETWORK SOCIETY

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ABSTRACT

The technology and the internet have revolutionized our social structure is immeasurable and which is evident in 20th century of globalized digital environment of Marshal McLuhan's Global Village. He posit that 'We shape our tools thereafter our tools shape us which is retreated by Manuel Castell that technology does not determine society whereas society shapes technology according to their needs, values, and interests of people who use the technology. The platform immensely broke the shell of inequality where in bringing the people belonging to all the economic forefront disabilities in the information superhighway for better quality life. The technology has broken the barrier for quality life to the visually challenged to bring them in mainstream activities. Digital world has opened them to be independent and to be parallel travelling with all the segments of the people for socialization. Technology has created a path to recognition, self expression and has stimulated and to connect with others through network and maintaining an emotional relationships with others. The network society has provided the visually challenged to connect through social media like Facebook, Instagram, Twitter, YouTube for recognition, socializing, self seeking status, entertainment, information etc. Interacting with these technology have been through screen readers and AI applications helps them interact easier, faster and convenient way. Mixed approach is adopted for the study. The study accesses that how tools of networking shape the visually challenged of their identity, individuality and aspirations.

Keywords: Visually Challenged, Facebook, AI applications, Network society

P1-10

SOCIODEMOGRAPHIC ATTRIBUTES, MEDIA CONSUMPTION AND SUSCEPTIBILITY TO FAKE NEWS

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ABSTRACT

The topic of fake news has become extensively studied following the 2016 American presidential elections. However, online disinformation is not only an American but also a global phenomenon. In two experimental studies conducted in Norway, we compared how young adults (N = 186, M = 21.7 years) and senior citizens (N = 508, M = 70.7 years) perceive and evaluate fake and real news on crime. The origin of the perpetrator (a native Scandinavian vs an immigrant) was manipulated in the fake news items. We measured on scales negative emotions elicited by the separate news items, trust in the stories and one's willingness to share them (face-to-face, online). Additionally, participants were asked to rate on scales their political orientation and media consumption. We found that senior citizens trusted both fake and real news more than young adults did, felt more emotional about them and were more inclined to share them. Women were more susceptible to fake news than men. Additionally, we found evidence for the confirmation bias: one's attitude to refugees had impact on distinguishing fake from real news (in relation to the origin of the perpetrator). Trust in both old and new media was associated with trust in the presented fake and real news items. There was no relationship between the amount of Internet use and trust in fake and real news. The weekly number of hours spent on following news was not associated with one's ability to distinguish facts from disinformation. The study concludes that older age, female gender and trust in media are associated with susceptibility to fake news, whereas high Internet use and news consumption do not affect fake news recognition.

Keywords: fake news, media literacy, confirmation bias

P1-11

IMPACT OF WOMEN-ONLY COMMUNITIES ON SOCIAL MEDIA DURING LOCKDOWN: A STUDY ON EFFECT CREATED AMONG THE WOMEN IN KERALA

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ABSTRACT

Social media have a great impact among every community all over the world and the growing dependency to the social media platforms have increased due to the lockdown and Pandemic all over the world. This research paper studies the impact of women only communities on social media during the lockdown and the effect created among the women in the state of Kerala in India. The study. Women only communities like Her Trivandrum, Girl Boss Going Places, Superb Women Agile Network, Women Empowerment and Entrepreneurship (WEE), The Cochin Circle have created a great impact among the women users of social media platforms and these communities are taken for this particular study. Research questions of this particular study were –

- 1) What is the impact of women only communities in social media?
- 2) How is women influenced by social media during the lockdown?
- 3) What is the effect of these communities among the women in Kerala?
- 4) What was the reach of these women only communities?

Purpose of the study:

Examine the use of women only communities in Social Media

Determine the use of such communities in Kerala

Find out the effect these communities created during the lockdown

Examine the use of these communities as a stress buster for women in Kerala during the lockdown

Fin out if a particular age group or job adds to the use of these communities

Methodology:

Methodology used for the study is analytical survey. An analytical survey attempts to describe and explain why situations exist. In this approach, two or more variables are usually examined to investigate research questions or test research hypothesis. The result allows researchers to examine the interrelationships among variables and to develop explanatory inferences. This particular analytical survey attempts to describe and explain the impact of women only communities on social media during the lockdown and the effect created among the women in the state of Kerala in India. Age, Income, Social media / mobile application usage are the variables examined to investigate research questions or test research hypothesis. The questionnaire survey is conducted among women in Kerala and Systematic Random Sampling is used for the quantitative analysis. Total number of 216 women were chosen for the survey

Paper Conclusions: After the research study it was concluded that women in Kerala were deeply influenced by these women only communities during lockdown. These communities in social media platforms were a stress buster for more than 70% of women. Women from age group ranging from 25 – 50 were more influenced by the women only communities.

Keywords: Social Media, Women Only Communities, lockdown

P2-01

CRITICISM ON COMPUTER REASON (CIBERCULTURE). MODERN AND CONTEMPORARY ASPECTS OF JEAN BAUDRILLARD'S THOUGHT

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ABSTRACT

The present paper intends to visit a few-moments of the classic-modern thought of Jean Baudrillard. In particular, it places at its center the new metaphysical concept of hyperreality, which affects all of us in our daily life and in the things that belong to us. We all live more and more in a "virtual bubble" that no longer has a true and authentic reference to everything that can be said to be real. The relevance of Baudrillard's thought for contemporary philosophy is revealed when it is compared with the debate about the "real / virtual" topic, as it has been developed by Pierre Levy (1995), Manuel Castells (2001), Luciano Floridi (2014) and Stefano Accoto (2017). In this perspective, Baudrillard's early works (*Le Système des objets*, 1968; *L'Échange symbolique et la mort*, 1976, but also the more recent *Le Crime parfait*, 1995), reveal an extraordinary theoretical foresight in the arrangement of the relationship between "real" and "virtual". In these works, the theme is elaborated in many different ways that could barely be summarized with the contemporary "post-truth" label. In other words, and with explicit reference to a famous work by Tomás Maldonado *Critica della ragione informatica* (1998), we see in Baudrillard' thought an ante litteram "Criticism of computer reason" (ciberculture).

Keywords: Baudrillard, internet, philosophy, real, virtual, hyperreal

P2-2

MEDIOLOGY AND SERIAL NARRATIVE (IN LITERATURE AND BEYOND): A MULTIDISCIPLINARY PERSPECTIVE

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ABSTRACT

Understanding the seriality evolution in narration forms, and the reasons for their evolution requests a multidisciplinary perspective, based on post-McLuhanian mediology, sociologies of imaginary – starting from Durkheim tradition - and on semiotics, cultural studies, internet studies, comparative literature. The serial narrative "technologies", in fact, re-mediate and focus areas of collective imaginary according to stable and shared rules; they serve to train and retain audiences while representing and controlling social and intrapsychic conflict; they are one of the most powerful catalysts for creating genres, mainstream works, cycles, fictional worlds, which constitute the spaces of fundamental aesthetic experience in every culture for co-production and socialization of the symbolic sphere. Technologies, together with hybridization processes and collective metaphors being structural components of the media, change over time, in the historical media-morphosis process. After briefly describing the current theoretical framework, this contribution tries outlining an overview of seriality evolution over the long term: In fact, grounds and archetypes of serial phenomena are already recognizable in the literature (medieval, baroque, metropolitan). For this reason, the most intense restructuring periods may be found in the "return" of the narrative cycle in the twentieth-century multimedia environment, then in television post-series, and currently in the social networks' hyper-fragmentation and self-serialization.

Keywords: Serial narrative, Collective Imaginary, Mediology, Media Environment

P2-3

THE DIGITAL STORYTELLING: IMAGES AND METAPHORS AS BUILDERS OF MEANINGS

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ABSTRACT

We live in the knowledge and information society that forces us to rethink the ways in which new technologies relate to the individual. There is an increasing proliferation of forms of digital storytelling in which individuals are producers/narrators and users of this type of artifacts. The visual element, that is often accompanied by the emotional and metaphorical component, plays a fundamental role in people's lives. The creation and dissemination of alternative meanings offers the opportunity to build narratives different from the stereotyped and standardized ones. Semiotic studies help to understand that images cannot be considered simple decorative artifacts, but are bearers of ethical, educational, cultural values capable of provoking social change. All these elements, thanks to the new digital devices, can be present within a single artifact, changing the ways in which to express and communicate our personal experiences. In these terms, this is where Digital storytelling (DST) comes in. It is intended to discuss of DST as a narrative practice that has become common and popular also in education and didactics, according to the Californian School approach of Joe Lambert and Dana Atchley. This contribution is based on a doctoral research still in progress, which starts from this specific research question: Is it possible to find similar semantic structures in DST? 105 Italian DST made by adults in specific care contexts, were analyzed through the creation of iconographic and textual grids (about 4000 images and possible metaphors). Among the first results, it emerges that iconographic and metaphorical recurrences are often linked to symbolic representations of people, as well as that search engines may influence the choice of visual meaning.

Keywords: digital storytelling, visual artifact, images, metaphors (maximum 6 words)

P2-4

THE ROLE OF EYE CONTACT IN THE ACQUISITION OF LANGUAGE: A HYPOTHESIS

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ABSTRACT

The price of staring a person in the eyes is the impossibility to read her lips to phonologically disambiguate language. Nevertheless, children, like adults, stare more at the eyes than at the mouth of their communicative partner. This study lends support to the idea that eye contact plays an important role in language acquisition as it becomes a primary means to fixing reference. Humans prefer to disambiguate language from a pragmatic rather than from a phonological point of view.

We will develop our thesis by discussing the scientific literature. Specifically, our argumentation will be twofold. First, we will maintain that eye-contact is the primary means to develop joint attention: newborns are extremely sensitive to eye contact. They open their eyes within the first 20 minutes of life (Lamberg 1981). They are sensitive to the plays of light that hit the faces they look at already between 13 and 168 hours of life (Farroni et al. 2005). Between 24 and 120 hours of life they have a clear preference for visual social stimuli (Salva et al. 2011). Between 2 and 5 days of life they seem to prefer the faces of those who look directly at them rather than those who do not (Farroni et al. 2006; 2002). Furthermore, the newborn's perception of the eyes seems to have a very strong influence on the parental behavior of adults (Woo and Schaller 2020). A sudden increase in visual exploration for faces is already present between 5 and 7 weeks of life; from 9 to 11 weeks of age, newborns acquire the habit of focusing on the eyes of those who speak to them (Haith et al. 1977). In this research we will explore the literature on this topic in order to demonstrate that the seek for eye-contact is innate and we will try to delineate the longitudinal development of the interest for eye-contact in newborns from the very beginning (few hours) to two years of life.

The second line of argumentation will concern the consequences of anomalies in eye contact in the linguistic phenotypes of people with Autism Spectrum Disorder (which affect eye-contact since two months of life, Jones and Klin 2013) and of people with congenital blindness. In both cases, in fact, people show delays in language development and pre-linguistic communication (Pennisi 2016; James and Stojanovik 2006; Galiano et al. 2014) and deficits in pragmatics (Pennisi 2016; Greenaway and Dale 2017). Converging lines of research seem to indicate that the trending two-way model with which we explain the visual processing of faces in adults can be considered the first unit of the ontogenetic development of the social brain; disturbances in the two pathways at an early age can underlie neurodevelopmental disorders, including autism (Johnson 2005).

Keywords: eye contact – gaze – language – social cognition – newborns – pragmatic processes

P2-5

THE ROLE OF INTERCULTURAL COMMUNICATION IN THE FORMATION OF LANGUAGE COMPETENCE

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ABSTRACT

The subject. At present, the development of intercultural communication skills is becoming very important. However, not all universities pay due attention to the development of intercultural language competence, as well as the ability to directly share it with speakers of other cultures. **Goals.** The purpose of this article is to determine the critical difficulties in the field of intercultural communication among people who study a foreign language. Another task is to develop recommendations that will help solve issues in the field of intercultural communication within the framework of modern education. **Methodology.** The author substantiates the latest model of intercultural communication, which is aimed at pragmatic knowledge of the speaker, that is, at language differences related to social and cultural standards of the language. Criteria for assessing intercultural communication are proposed: completeness, consistency, transparency, and adequacy. Much attention is paid to the translation of terms and ethnographic concepts, where the most common tools are transliteration and equivalent translation. **The Results.** As a result of the study, a survey was organized and conducted among 4th-year linguists from the four largest Russian universities (Peoples' Friendship University of Russia, Higher School of Economics, Moscow State Institute of International Relations and Moscow State University). The article offers a sample of the experiment, the criteria for selecting participants, questionnaires, and the main statistical data of the analysis. The analysis of the research data was performed in the system STATISTICA. **Application.** The results of the study can be used in the future as a basis for the development of intercultural communication among University students who study foreign languages and must have intercultural language competence.

Keywords: Language Competence; Cross-Cultural Communication; Higher Education

P2-6

HOW DO MEDIA PORTRAY MULTIPLE IDENTITY ORGANIZATIONS?

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ABSTRACT

The evaluation in the media of an organization is key for an organization's external legitimacy as well as for internal commitment. The media's portrayal of a multiple identity organization might be even more delicate. Such an organization's members give diverse answers to what they perceive as central, distinctive and enduring characteristics of their organization. Multiple identity organizations generally have an identity in both the normative or ideological domain, and the utilitarian domain. These value systems are often not compatible. The multi-identity organizations project their identity in a self-selected mix of both identities. Journalists make decisions, partially based on their role perceptions, in how to describe organizations and their characteristics, using this communicated identity along with personal experiences and other sources. The research question is how news media portray multiple identity organizations. To answer this question a quantitative content analysis has been executed of media messages about a most likely case of a multiple identity organization, covering a span of twenty years. A comparison has been made between the projected identity of the Dutch Blood Supply Foundation and its mediated identity. Results show that the organization's inclination to "overstate" ideological characteristics over utilitarian traits is not adopted by the press. Newspaper coverage contains less identity characteristics, but when it does, this often serves to showcase the toilsome reconcilability between antithetic identities, cultures and values living together in one organization. The media portrayal is also not in line with demonstrated trends in the organization's projected identity. We conclude that a more or less negative portrayal by the media can be added to the list of potential undesirable implications of having a multiple organizational identity.

Keywords: multiple identity, organizational and cultural change, journalistic role perceptions

P2-7

APPLIED LINGUISTICS-WHATSAPP AND TELEGRAM USERS BEHAVIORAL TENDENCY

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ABSTRACT

The involvement of technology in all areas of our societies has definitely transformed the way we conduct ourselves, and when communicating one with each other through technology, our intellectual competences go lengthwise with our preferable approaches. The present research study aimed to deliver an overlook based on the behavioral tendency of WhatsApp and Telegram users when applying linguistics into communicative messages. Through a particularized literature framework, the research study has displaced among its headings and subheadings notable influencer tech-application factors and applied linguistics specificity that are currently characterizing WhatsApp and Telegram Interpersonal Communication backgrounds. The study was conducted by following suitable research protocols. This prospect involved the revision of specialized materials such as publications and webpages focused on the subject presented. Database from a survey piloted among university students formed part of this research criterium. The survey served to measure public' level of favoritisms applied linguistics typing, voice, and picture WhatsApp and Telegram messages. This study is very useful for scholars interested in Linguistics and Applied Linguistics Studies.

KEYWORDS: Linguistics; Behaviorisms; Technology; Communication

P2-7

NEW MEDIA AND SOCIAL MEDIA LAWS AND ETHICS IN UNITED ARAB EMIRATES

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ABSTRACT

There are many laws and regulations governing the use of new and social media in the United Arab Emirates. During the past few years, the importance of using these platforms in the fields of media and government communication has increased, as well as at the level of individual use. In 2016, the National Media Council Law was issued to regulate traditional and new media field, and gave the council the power to oversee and undertake the media affairs in the state. NMC is mandated to: Develop the UAE's media policy, Draft media legislation and ensure its execution and Prohibited media content ,Co-ordinate the media policy between the emirates in line with the UAE's domestic and foreign policy, Ensure support for the federation and project national unity. All media organizations in the UAE must comply with the regulations and rules issued by council. Social media influencers have to be licensed by NMC if they accept paid ads to be published on their accounts. The study explores other laws concerning of new media and social media regulations and ethics including Combatting Cybercrimes law, Combating Discrimination and Hatred law, The Government Guidelines for social media users in the UAE, The Guidelines for the practices of electronic participation and social networking, Copyright Law, and Child Rights Law. The study clarifies the legal articles, items and standards in all these laws which related with the new media and social platforms and also determines the prohibited digital practices and the cultural norms governing it.

Keywords: New Media Laws, New Media Ethics, Digital media

P3-1

PUBLIC SECTOR COMMUNICATION FACING THE CHALLENGES OF OPEN GOVERNMENTV

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ABSTRACT

A renewed attention on public sector communication is emerging among scholars from different countries and disciplines in a context characterized by a deeply changed media ecosystem (with a widespread use of social media) and in the open-government process.

RQs: which are the challenges that Public Sector Communication has to face today? Which are the new meanings that key-words of public sector communication as transparency, accountability, listening, participation and governance are gaining in the new digital environment?

Background: it consists of the literature on public sector communication, with a specific attention at those scholars who have investigated the consequences of digital innovation in the public sector in order to shorten the distances between institutions and citizens (Bessières 2018; Canel & Luoma-aho 2019; Chadwick 2013; Mergel 2013; Zavattaro e Sementelli 2014; Valentini 2013). Purpose: the paper will offer a critical examination of the Italian case, analysing the several interpretations on the public sector communication (models, paradigms, historical phases, etc.) traceable in literature (Arena 2001; Ducci 2017; Faccioli 2000; Grandi 2007; Lovari 2013; Mancini 1996; Materassi 2017; Rolando 2014; Rovinetti 2010; Solito 2014). The aim is to highlight what is still relevant, what has inevitably changed and what needs to be innovated in the communication management processes.

Methods: this theoretical contribute is based on the literature review and on the empirical studies specifically related to the Italian public sector communication.

Results and conclusions: the study's findings might be questioned on communication new models that could be necessary in order to increase the public sector communication effectiveness.

Keywords: public sector communication; social media; open government; transparency; accountability.

P3-2

DIGITAL PUBLIC COMMUNICATION, A SIGN OF CULTURAL CHANGE IN A PROCESS OF NORMALIZATION?

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ABSTRACT

Modern management methods were introduced in the public sector in France from the 1980s with the intention of making public services and administrations more efficient and of better quality. This is the promise of management. This development contributes to going beyond traditional administrative management alone (Weberian bureaucracy), criticized for its rigidity focused on compliance with impersonal rules. This is a cultural change that continues today with social media. These are new organizational and communication skills.

We theoretically note normalization operations with management instruments inspired by private organizations transforming public organizations into almost entrepreneurial organizations geared towards performance (out put) and no longer only on resources (in put) (Finger, Ruchat, 1997), seeking consequently efficiency and effectiveness of public action. Management changes the representation of the State and promotes public communication that reflects these developments, in particular in its digital part with recent examples that will be mobilized.

But this communication remains marked by the mostly top-down institutional logic. Despite recent developments, participation still represents special cases which have not stabilized.

Nevertheless, digital communication is starting to be the subject of a managerial organization of the communication departments in terms of skills, specific communication and evaluation. But today, more broadly, the question of setting up a control for this digital public communication is even more acute, between old and new professions of public communicators, between centralization and opening of the communication of public organizations, with the development of charters of good use (soft law). Our goal is to reflect about digital public communication, in other words its meanings for organizational behaviors in contemporary society.

Keywords: public communication, public management, participation, social media, charter

P3-3

YOUTH AND EU. THE IMPACT OF COVID-19 INFODEMIC ON CITIZENS' INVOLVEMENT

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ABSTRACT

The Covid-19 pandemic highlights the disinformation as a risk for European Union integration. Of Course, false or deceptive rumours and news have always existed, but in recent years they tend to impact on public debate and democratic participation alarmingly for the connection with: the professionalization of communication strategies by political-institutional actors for consensus purposes (Ducci 2017; Canel and Luoma-aho 2019; D'Ambrosi 2019; Parito 2019; Lovari 2020) and the characteristics of social media platforms and online and digital media consumption habits (Sunstein 2017; Van Dijck, Poell and de Waal 2018). So, The Covid-19 crisis and the linked infodemic are extraordinary cases to test the European Union capability to manage the disinformation disorder, especially towards young people. Indeed, some scholars highlight, the Brexit referendum and the process to leave EU unfold a generational cleavage (Norris, Inglehart 2019). Starting from these considerations many questions arise: How the spread of disinformation is affecting young people? How the EU communication strategy in providing clear and useful information was perceived by students? How have these actions and preventive measures touched the levels of trust in EU institutions and the sense of belonging to Europe?

The paper aims to analyse the impact of the communicative strategies and actions promoted by European institutions regarding disinformation about Covid-19 on trust and sense of belonging in young people of the South European Union. In particular, the impact on 1000 Italian and Spanish university students will be considered. The research presents an exploratory and quantitative study that uses a second-generation multivariate analysis method.

The results show that trust can be very well the resource on which EU communicative actions may positively impact. Nevertheless, our study reveals that the measures adopted have not increased sense of belonging in EU integration.

Keywords: European Communication, Disinformation, Institutions, Youth, Trust

P3-4

**THE MEDIUM IS THE MESSAGE BUT NOT THE TRIGGER:
THE PSYCHOLOGICAL PRINCIPLES THAT GOVERN THE
EFFECTIVENESS OF MEDIA MESSAGES**

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ABSTRACT

One of the best known sociologists of the twentieth century was undoubtedly Marshall McLuhan to whom we must acknowledge the innovative interpretation of the effects produced by communication both on companies and on individual behaviours.

His most famous quote: "The medium is the message" i.e. the hypothesis according to which it is not the contents conveyed but the technological means that determines the structural characteristics of communication, producing pervasive effects on the collective imagination.

As far as political communication is concerned, scholars often focus on outlining the modus operandi and on the techniques of persuasion and attraction of consensus that determine the success of the pro tempore leader, electing him/her not only in democratic institutions but also as a symbol of change and collective hope.

The paper starts from the consideration that mass media are nothing more than platforms for the amplification of the messages capable of conditioning them, however, only in the form but not in the substantial inductive power.

Through the presentation of current and historical cases and parallels, the goal is to highlight how the key to the effectiveness of the political proposal passes through constant and unchanged principles of crowds attraction.

Keywords: propaganda, political communication, Marshall McLuhan, mass control

P3-5

SOLILOQUY IN THE PUBLIC SPHERE: GOFFMAN AND THE RHETORIC OF SELF-TALK

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ABSTRACT

The paper aims at probing the rhetoric patterns featuring self-talk in the public sphere, with particular reference to the new forms of “public” soliloquy. To the fore is the rhetoric analysis carried out by Erving Goffman in *Forms of talk* (1980), focusing on the conversational frames in which social actors develop their communicative actions: “with self-talk, then, one might want to say that a sort of impersonation is occurring”. Self-talk is not only a dramatic genre or religious practice, but also a public conversational habit, as digital speeches or sermons confirm. According to Goffman, self-talk can be intended as “the stage-acting of a version of the delivery, albeit only vaguely a version of its reception” (83). Thus it is possible to investigate the rhetoric patterns of self-talk conceived as a conversational medium, practiced not only in the theatre or in the church, but also on the Internet and television. The purpose is to understand what kind of public self-talks are most commonly diffused in the public sphere, assuming that “here is a crucial feature of human communication” (84). Specifically, the methodology concerns Goffman’s frame analysis of self-talk, in reference to the rhetoric processes of “exaggeration, stereotyping, standardization of intensity” (84) of public speeches. This theoretic approach allows an emphasis on the convergence between sociology, communication and rhetoric in the analysis of self-talk, which can be paradoxically considered as a communicative strategy both in public and in private. Thanks to Goffman’s analysis, soliloquy and public sermons can be considered a relevant form of contemporary self-talk, inspired by meaningful rhetoric patterns.

Keywords: self-talk, rhetoric, media, conversation, social frame

P3-6

WITH HEAD AND HEART. COMMUNICATING EUROPE IN A CONTROVERSIAL ERA

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ABSTRACT

Europe in the national public space is a perspective that is becoming more and more complicated to understand in terms of institutional globalization and the interconnection of communication environments.

The Communication is recognized as a crucial dimension to improve European identity, to create institutional opportunities of integration in a multilevel dimension (local, national, supranational) and to build European citizenship. The new digital society is presenting new challenges that merge old and new communication opportunities.

In this context, the idea of public communication is considered in two different ways. Firstly, the institutions ability to create cognitive capital, to reinforce common values and to produce good (or bad) narrative. Secondly, there will be improvement in the public communication sector, deliberative democracy and public engagement practices.

Starting with the main results given by the Jean Monnet module CoEUr (Communicating Europe: Institutions, Representations and Public Opinion) this proposal intends to discuss the European communication tools and policy trends and its implicit link with political communication. In this paper, it will focus on the role of communication in the European common space following several points: 1) the European Communication policies: structures, functions, environments and contents; 2) the multi-level dimension of the European Communication: guidelines of European institutions, European journalism and European news organization. 3) The European storytelling: journalism audiovisual, social media; 4) the European project approach: opportunities, project skills and impact in public engagement; 5) the citizens' awareness of EU policies with a focus on communication of Cohesion Policy and local impacts.

The aim is to demonstrate the impact of that European public communication field to build a Europeanized public sphere towards an evaluation of main policy designs.

Keywords: European public sphere, European public communication, European information strategies

P3-7

TELL ME ABOUT THE DATA. ISTAT COMMUNICATION ON SOCIAL MEDIA

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ABSTRACT

How to communicate data in the digital network in an integrated way? How can you use social network to communicate statistics and exploit their potential? How to combine data with emotions to focus public opinion on the facts?

The paper presented here, starting from these questions, intends to provide, first of all, an overview of what can be called the **Social Web Revolution**. Social media has changed the way people search for information. They are accessible, versatile, interoperable with each other and have a high potential to reach different audiences (users of expert and non-expert data, media, ambassadors, influencers, stakeholders, policies and opinion makers).

Secondly, the reflection proceeds through a focus on the **Public Sector and social networks** as a public service. If it is true that communication is relationship and must inspire trust, social network are useful tools, allowing the creation of a conversational system based on transparency, innovation and participation. The Social Revolution implies, for institutional communicators, cultural commitment aimed at an innovative effort to find registers, measures, cuts of intervention that ensure communication correct and onlife.

The third phase focuses on **social and digital communication strategy of the Italian National Institute of Statistics** in relation to the actions and positions on the net of the other Institutes of Statistics of European countries. Lastly, the use of some technological trends can represent the key to building **an ecology of organizations around statistics** with active and collaborative audiences, aimed at improving the statistical offer, fighting fake news and adopting a pro-active attitude and quality that allows you to stay on the social web by producing information conveyed by social media.

Keywords: social media, official statistics, digital communication, influencer, users, digital PR

P3-8

PUBLIC COMMUNICATOR: CONNECTION IN INSTITUTIONS AND BRIDGE FOR CITIZENS

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ABSTRACT

Sensitization to organizational communication for effective institutional communication. The purpose of the research, aimed at public institutions, is to make them aware of the needs inherent in institutional communication and of the figures assigned for this purpose. Communication, as a characteristic activity of the Public Administration and an ordinary way of interacting with the citizen, has become relevant since the 1990s in the context of the vast reform process that has assigned it an increasingly important role aimed at greater accessibility and total transparency. but not involving, if not in an episodic way, the only function entrusted to this task. There is talk of public transparency, right to knowability, civic access, quality of information (Open Government). These are the main functions of the structure in which the public communicator is a substantial part of the various professional figures present. Everything was further accentuated by the consolidation of the Internet tool and by the evolutions that from a minimal interactive environment (web) are transforming it into a social tool (maximum interactivity). To cover this technological and social transition, it will be necessary to encourage organizational communication, through a shared path, in which the following topics will be addressed: Institutional communication based on the reference regulatory framework; the figures who exercise public communication; from internal communication to organizational communication which is a fundamental step towards effective and quality institutional communication. For the implementation method, after a (thorough) theorization, it will have to be applied, in one or more areas of a sample of the Public Administration, to update the vision of the communication system according to the guidelines produced.

Keywords: Institutional Communication, Citizens, Institutions, Citizen Relationship Communicator (CRC), Organizational Communication

P4-1

POP WARS: POPULAR CULTURE, ONLINE PLATFORMS AND THE REPRESENTATION OF INTERNATIONAL FRICTIONS. THE ISRAELI DEFENSE FORCES CASE

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ABSTRACT

The influence of popular culture in the narratives of International Relations is relatively little explored. Online platforms currently allow and encourage the expression of political claims that take advantage of the languages of affectivity and humour.

Political and institutional actors are colonizing the digital space adapting their content to the expressive modalities allowed by the platformed affordances and the popular practices that delimit communities of interconnected users. In this way, the vernaculars of irony and witty debates characterize contentious claims that seek visibility in online platforms, making them pop. Professionalization, reverse engineering and algorithmic sensitivity characterize the self-representation of official actors aimed to exploit networked opportunities based on spreadability.

In this contribution we intend to analyse how a politically relevant actor, like the Israeli Defense Forces (IDF), uses the codes of popular culture to represent conflictual episodes and ordinary military activities. We will therefore implement a qualitative analysis of the content posted by the official IDF account in the period between 1/10/2018 and 30/04/2019 to evaluate how the elements of popular culture, revealed in the topics (e.g. celebrities, cultural products, Internet trends) and in their formal aspects (as in the case of memes) are transformed into a weapon of mass distribution.

Results show how transformative diplomacy practices interact with social networks logics to enhance representational skills of actors that may be perceived as threatening. Using popular culture images and refrains (and their subsequent weaponization) makes the public interpretations intended by the official actor instantly accessible and able to travel beyond interpersonal or institutional interactions.

Keywords: international communication, online platform, popular culture, conflicts

P4-2

**THE RESPONSIBILITY OF THE SOCIAL MEDIA IN THE
UAE TOWARDS TERRORISM FROM THE PERSPECTIVE
OF THE EMIRATI YOUTH A FIELD STUDY ON THE
EMIRATI AUDIENCE**

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ABSTRACT

The study at hand seeks to recognize the rate of the emirates public's dependency on mass media as sources of news that are related to terrorist acts. It also aims at monitoring the responsibility of the emirates mass media, both social-wise and security-wise, towards tackling terrorism cases. Besides, it attempts to have a vision of the future that can be required for developing the way to which the emirates media resort in dealing with terrorist acts. This may arise in light of the experts' proposals.

Keywords: Terrorism; Social media; Media coverage

P4-3

CRISIS COMMUNICATION AND LOBBYING STRATEGY: AN EMPIRICAL STUDY OF REAL ESTATE FIRM IN VIETNAM

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ABSTRACT

Crisis managers acting as lobbyists strategize lobbying to influence government or politicians on cooperating with their firm to impact the audience's behaviors and attitudes, so lobbying can become a response strategy to communicate a crisis. However, there is limited evidence about how lobbying strategy can help a firm solve its crisis. Using interdisciplinary discourse analysis and rational choice theory, this qualitative research analyzed one case study of a real estate firm Hoang Anh Gia Lai Corporation, Vietnam, to identify (1) the effectiveness of lobbying approach, (2) the reasons for using this strategy in crisis communication, and (3) lobbying tactics for this strategy. Findings show that lobbying is considered when the government as a stakeholder in a crisis can mediate messages disseminated to the public via state-owned media to raise public awareness or mitigate chaos. In this case, the local government agrees to raise their voice with supporting information to help the firm deal with the crisis thanks to the firm's substantial contributions to improve the living standard of local community; the firm builds a strong relationship with the local government and media; and the firm uses the shared-interest approach to take advantage of the government's political power. The paper is concluded with some recommendations for crisis managers, as lobbyists, the conditions for getting the government's approval for engagement and keeping good usual contacts with local government.

Keywords: lobbying strategy, crisis response, lobbying influence

P4-4

ETHICAL CHALLENGES IN CELEBRITY POLITICS: A STUDY ON TALK-SHOW PARTICIPATION IN TAMIL NADU

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ABSTRACT

Although Celebrity culture is an emerging field in media studies across the country, Tamil Nadu, an Indian state, is peculiar in this case, where film celebrities hold political power for five decades (1967-2016) until the death of Film star-cum-Chief Minister J Jayalalitha. Celebrities had influenced Tamil Nadu politics phenomenologically in this period by using not only films but also other popular media platforms to mobilize the people, exhibiting their individual performances. Existing pieces of literature on Tamil celebrity culture identified representative issues with respect to gender and ethnic identity, constructed by Brahmanical (upper cast) and masculine power of popular media. By latest, television and social media are trending popular media that offer a platform to various types of celebrities including film stars, social activists and politicians to participate and perform. In particular, the talk-shows in news television bring politicians, social activists, and film celebrities together in a platform to exhibit their individual performance. This article explores the strategies and ethical challenges of celebrities' participation in Talk-shows adapting individualistic approach as methodology. 10 celebrities are interviewed for this study across age, gender, and ethnicity. The study analyses their needs, desires, beliefs, and goals of Talk-show participation in detail through their experiences and opinions. The study concludes that the hybridization of celebrity and politics in a media platform constitutes a collective monetary benefit to the media industry, which exploits the individual celebrity-hoods. Nevertheless, it promises fame establishment to any celebrity based on their performance irrespective of age, gender, and ethnic identity.

Keywords: Celebrity politics, Tamil Nadu, Talk show, Ethics, Individualism

P4-5

EFFECTIVENESS OF DIGITAL MARKETING ON THE PROMOTION OF THE BOTSWANA HUMAN RESOURCE DEVELOPMENT COUNCIL'S (HRDC) SERVICES

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ABSTRACT

For a long time, the Human Resource Development Council (HRDC) of Botswana has been using traditional marketing methods to promote its services which, unfortunately, have not been reaching many of its stakeholders and clients. As a result, the HRDC has since decided to use digital marketing as its primary marketing strategy. After a shift to digital marketing five years ago, it has become necessary to know whether digital marketing is yielding positive results, especially as there has never been an empirical study in Botswana to investigate the effectiveness of digital marketing. This research, therefore, seeks to assess the effectiveness of digital marketing on the promotion of Botswana's HRDC services. The study primarily uses a qualitative research paradigm which requires the researcher to use triangulation, that is, the use of multiple data collection methods in order to enhance the validity and credibility of the findings, which also includes an examination of secondary sources such as the strategic plans of the Council (HRDC). The study, which is an integral part of a doctoral thesis, focuses on assessing the effectiveness of social media platforms such as Facebook and Twitter. The unit of analysis is the HRDC and the research population are its clients. The significance of this study is that the research findings will inform the next five year HRDC's strategic plan of 2022 – 2027 on how to plan for its digital capacity building, management and budgeting; and how best similar human resource development councils in other parts of the world can exploit digital marketing for reaching out to their stakeholders and clients.

Keywords: Digital Marketing, Digital Marketing Strategies, Social Media Marketing, Marketing Communications, Online Marketing, Stakeholders, Effectiveness, Measurement

P4-6

ASSESSING SPORTS DIPLOMACY AS A TOOL TO MANEUVER POLITICAL INTERESTS: A COMPARATIVE ANALYSIS OF GLOBAL MEDIA OUTLETS PROJECTING CRICKET DIPLOMACY BETWEEN INDIA AND PAKISTAN

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ABSTRACT

With the increasing interest in games and sporting activities globally, sports diplomacy has been evolving as the newly developed branch of public diplomacy. Therefore, the unique positioning of sports as a major tool of traditional diplomacy cannot be overlooked any further.

Even with the cultural and social differences among the states, sports grounds serve as the platform that brings nations together and helps them understand each other. Sporting activities do not only connect people across the world but also develop means for the governments to pursue political gains portraying the positive image of their country. Hence, scholars and academicians are interested in analyzing the role of sports and sports diplomacy in international relations and mass communication.

Therefore, the objective of this study is to analyze how sports/cricket diplomacy is portrayed by some prominent media groups that belong to India and Pakistan. It will also find out how the tone and articulation of both media platforms contrast from each other. A comparative content analysis is performed to analyze the media coverage covering cricketing relations between India and Pakistan.

The research findings unveil that sport is considered as the most celebrated topic portrayed frequently in news media of both countries. The findings also reveal that Pakistani Cricketing Actors are considered the most definitive source of information in India and Pakistan, frequently quoted with a positive valence.

Competition and Human Interest frames maintain a significant share when it comes to framing news on cricket. The pattern of representing news on the cricket/sports diplomacy is similar in both nations. Lastly, some valuable recommendations for future researches have also been proposed in the research study.

Keywords: News, media framing, sports diplomacy, cricket diplomacy, and media frames

P4-7

THE RELATION BETWEEN SOCIAL MEDIA USE AND POLITICAL TOLERANCE IN EGYPT

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ABSTRACT

Drawing on a survey of 204 Egyptians ages from 19 to 76 years old, conducted between January and March 2019, the study compared the levels of political tolerance of those who use new media as their primary source of political information to those who use conventional ones shedding light on the role of Facebook in exposing users to different ideas and opinions in contribution to the process of political tolerance.

Results showed that those who use new media as their primary source of political information were more tolerant than their counterparts. However, the role of Facebook was a bit complex, as the study shows that not all Facebook users are subjected to new ideas, opinions and news sources. This might be associated with Facebook algorithms, which usually hinder exposure to dissimilar opinions and diverse views.

Younger respondents were found to be more tolerant than older ones. A particular age group proved to be significantly more tolerant than others, it is the age group that comprises those from 26 to 35 years old, and it is worth noting that this is the age group that was mostly involved in events of the 25th of January 2011 revolution in Egypt.

Keywords: Democracy, Social media, new media, Public Opinion, January Revolution, Tolerance.

P4-8

ASSESSMENT OF MINDFULNESS AS A SECOND-ORDER COMPOSITE CONSTRUCT

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ABSTRACT

This study aims to validate the mindfulness as a second-order composite construct, and investigate the effects of communication and visitor factors on mindfulness. Mindfulness is the state of mind where an individual is aware and attentive towards the experience of the current environment. Specifically, this paper examine the concept of mindfulness modeled as a second-order composite including (a) Curiosity and Attention, (b) Alertness and (c) Openness and Flexibility in the context of heritage destination in Malaysia. This research is conducted in Penang, a destination listed under the UNESCO World Heritage. A self-administered questionnaire was prepared with 390 usable responses from both local and international tourists were collected. This study employs confirmatory composite analysis in combination with the partial least squares-path modeling (PLS-PM) to validate the mindfulness as a second-order composite construct, assess measurement model and structural models. The results supported to model mindfulness as a second-order composite construct by establishing reliability and validity. Moreover, the findings showed the positive effects of communication and visitor factors on mindfulness. This study has a unique contribution to the mindfulness literature by modeling this concept as a second-order composite construct. Moreover, several practical implications have been discussed in this paper.

Keywords: Mindfulness, Communication Factors, Visitor Factors, Confirmatory Composite Analysis.

P5-1

ANALYSIS OF THE NEWS BULLETINS OF PAKISTANI NEWS CHANNELS AND JOURNALISTS' PERCEPTION REGARDING INFORMATION, COVERAGE, AND INTENSITY OF CLIMATE CHANGE ISSUES

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ABSTRACT

Human beings are supposed to be the guardians of this planet and are the most vulnerable to the changes that are occurring in this planet's environment. Pakistan is located at a location that makes it the tenth most vulnerable country to be seriously affected by environmental change. As the first level of agenda-setting implies, the media has the ability to convey the importance of an issue from the media to the people. Taking this concept as a theoretical concept, content analysis categories are formed to assess what types of news are covered in the main bulletins (09:00 PM) of broadcast stations of Pakistan. The results of the content analysis suggest that the media do not provide adequate coverage of climate change issues, but concentrate more on news from the political sphere. In addition, a survey is also being carried out to find out the opinions of journalists from Karachi (n=150) and Lahore (n=150) about information, coverage and curriculum related to climate change issues. The results raise the eyebrows of anyone who might read the results and suggest PEMRA and HEC to take notice regarding the criminal negligence of climate change issues by Pakistani media. The study suggests that seminars, workshops and training for media professionals should be organized so media (which is considered to be the fourth pillar of the state) can play its part by responding to the most vulnerable threat to the lives and livelihoods of the peoples of the world, especially Pakistan.

Keywords: Environment, Media, Content Analysis, Survey, Agenda Setting, Information Deficit Model

P5-2

FRAMING THE CRISIS THROUGH THE PATIENTS' EYES - THE CANCER IDEOLOGICAL STRUGGLE AND LESSONS LEARNT FROM SELECTED CANCER PATIENTS FROM MASVINGO ZIMBABWE

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ABSTRACT

Cancer has caused much devastation in Zimbabwe as it generally has around the globe¹. Pursuant from an earlier inquiry which explored perceptions and attitudes towards a local (Zimbabwean) cancer documentary, this study interrogates determinants of behaviour towards the cancer pandemic and associated health messages amongst patients. Underpinned by Althusser's ideology², this study seeks to establish determinants of treatment options, openness about a diagnosis and attitude towards cancer related health messages. The study utilises a qualitative research approach, relies on snow ball sampling for the study population and use of interviews as well as focus group discussions to gather data. Assistance from a psychologist colleague was utilised during focus group discussions for management of unforeseen emotional upsurges. A people's lived experience³ was established as key determinant influencing treatment options, openness about diagnosis and attitude towards respective health messages. Variables influencing decisions ranged from financial capacity, confidence or lack thereof in local health delivery systems, resentment of medical practitioners, respective facilities and the media as money making businesses. Emerging as a growing preferred treatment option are traditional methods whether or not one has taken that route. This bias was largely underpinned by knowledge of existence of indigenous treatment methods before accessibility and popularity of clinical procedures. The study recommends provision of counselling services for patients and their care-givers and research budget for coming up with tools for crafting acceptable health messages respectively. Furthermore, the study recommends further exploration (with wider sample) of the matter for enhanced understanding of patients' sentiments, a dedicated budget towards provision of subsidised treatment and hospice facilities and more vigorous interrogation of indigenous knowledge systems towards cancer treatment.

P5-3

PROMOTING PHYSICAL ACTIVITY AMONG OLDER ADULTS - RESULTS REGARDING EFFECTIVE MESSAGES AND COMMUNICATION CHANNELS BASED ON TWO CONSECUTIVE STUDIES IN GERMANY

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ABSTRACT

Regular physical activity is integral to healthy ageing and has shown to counter age-related health conditions, such as obesity or diabetes, often referred to as epidemics (WHO, 2008). Nevertheless, participation in physical activity remains too low among older people in Germany. To develop an effective communication strategy for the promotion of physical activity, it is vital to identify relevant determinants and suitable communication channels. Research shows that physical activity is not only determined by the strength of behavioral intention postulated by the Theory of Planned Behavior (Ajzen & Fishbein, 2010), but also by self-determination (Deci & Ryan, 2000; Fuchs et al., 2017). To determine suitable messages and communication channels for physical activity promotion in our target group, we conducted two consecutive studies. First, 20 seniors aged 65 years and above were interviewed (study 1). All interviews were audio-recorded, transcribed and analyzed with qualitative content analysis. The identified behaviour-related beliefs and health information sources and further theory-related constructs were then tested among 1,001 randomly selected seniors in a telephone survey and analysed with structural equation modelling (study 2). Findings from both studies show that a strong and self-determined intention to be physically active were influenced by a positive attitude and high perceived behavioural control. For the development of a communication campaign, we thus recommend communicating the positive consequences of physical activity, e.g. increased mobility, wellbeing and social contacts, as well as strategies to elevate perceived behavioural control, e.g. finding like-minded people and dealing with physical limitations. Furthermore, seniors prefer interpersonal contacts and traditional mass-media as sources of health information, while digital media are used less frequently showing that the latter are not suitable for everyone.

Keywords: physical activity, older adults, theory of planned behavior, self-determination theory

P5-4

THE RIGHT MESSAGE FROM THE RIGHT MESSENGER: ENHANCING THE QUALITY, CREDIBILITY AND FREQUENCY OF HEALTH MESSAGES IN RURAL SIERRA LEONE

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ABSTRACT

During the 2014-2016 Ebola outbreak, the risk communication strategy was changed in Sierra Leone: standardized risk messages were developed to counter misinformation and non-medical local leaders (e.g. chiefs, religious leaders) were involved in message distribution. These changes contributed to the containment of the epidemic (Winters, 2018) and were integrated into the current Health Promotion Strategy (Government of Sierra Leone, 2016). However, applying this approach beyond the epidemic bears risks. First, the number of relevant health topics has increased again since the epidemic and messengers feel insufficiently trained to deliver health messages on diverse health problems, as our formative study showed. Second, we found that audiences have mixed views on being sensitised by non-professionals. Third, it is not new that targeted messages are more effective than generic messages in non-emergency times (Glanz, Rimer, & Viswanath, 2015). Therefore, to enhance delivery of correct health messages by trusted sources, we developed an intervention on hand hygiene which was tested in a field experiment with pre- and post-tests in four villages in Northern Sierra Leone. We developed simple message guides for local leaders with reference to their traditional role, e.g. Quranic and Bible passages on hygiene, and asked them to share these with their reference groups, e.g. in the mosque or church. We also involved a medical worker from the nearest health facility to underpin the correctness of messages. Hence, audiences were confronted with similar health messages from slightly different perspectives over a period of five months. Focus group discussions indicated that the integration of various messengers enhanced the trustworthiness of each messenger. Observational and survey data showed that knowledge and correct practice of handwashing increased in all communities.

Keywords: trust, Sierra Leone, health message

P5-5

MEDIA, USERS AND HEALTH ONLINE: PROPAGATION DYNAMICS OF DIGITAL INFORMATION AND RISKS OF MIS/DISINFORMATION

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ABSTRACT

In the network society, what and how many health topics are generated and disseminated by online media? What impact produces the activity of online media on users, in terms of reactions and level of engagement? Is the health information generated by online media related to the risk of misinformation and disinformation? These research questions were investigated in the study that will be illustrated in the presentation, whose theoretical background consists of literature on Health Communication (Lupton 2016; Rubinelli&Camerini&Schulz 2010; Thompson 2010) on e-patient phenomenon (Cipolla&Maturo 2014; DuPrè 2014; Eysenbach 2008; Ferguson 2008) and on the role played by the information system in the dissemination of health information in digital environments (with relative risks of disinformation and misinformation) (Kahlor 2010; O'Connor&Weatherall 2019).

The purpose of the study is to detect the logic of online information generation used by the information system on health issues and their propagation through social networking platforms.

The methodology adopted in the research is quantitative and qualitative and consists of the collection and analysis of health related news published by Italian online media and their relative volume of interactions on Facebook in the period July-November 2019.

The results that will emerge from the completion of the quantitative analysis of the collected data (expected by March 2020) and the related conclusions, will concern the identification of the most relevant news, sources and topics on health in Italy produced by online media and the relative user's level of interaction on Facebook. From the qualitative analysis of the news content, the thematization logics adopted by the media and the ways in which users respond, as well as possible cases of misinformation or disinformation, will emerge.

Keywords: digital health information; online media; health communication; information propagation dynamics; digital interactions; misinformation/disinformation.

P5-6

PROMOTING A WORLDWIDE MESSAGE: EVENTS AND CAMPAIGNS FOR THE 2020 WORLD BLOOD DONOR DAY HOSTED IN ITALY.

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ABSTRACT

For the first time in history, in 2020 Italy will have the honor of hosting the official events of the World Blood Donor Day. A unique opportunity to promote the value of donation and to make the Italian transfusion model known internationally, an example of excellence that focuses on the role of volunteering and not-for-profit associations. The main events will take place in Rome on 14th June 2020, chosen as the birth date of Karl Landsteiner, an Austrian scientist who discovered the blood groups. Main promoters of these events will be the WHO (World Health Organization), the Italian Ministry of Health, the National Blood Centre and the main blood donors' associations. For this very special occasion, AVIS has also organized a wide range of events that will take place all year round and will be united under the same name: "Le fil rouge" (in English: the Red thread). This title has been chosen to represent cohesion and synergy of people, organizations and institutions that, together, work to ensure the achievement of self-sufficiency of blood and blood products. The main goals of these activities will be two: thanking those who still give blood and promoting donation among citizens of every age and nationality.

Keywords: Volunteering, Donation, Transfusion, Health, Not for profit, campaign

P5-7

1971-2020: A REVIEW OF THE AVIS COMMUNICATION CAMPAIGNS FOR THE PROMOTION OF BLOOD DONATION

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ABSTRACT

The tone of voice of the communication campaigns for the promotion of blood donation has deeply changed through the years. Since the launch of the very first TV advert in 1971, which focused on blaming those who did not give blood, the message has turned into a more positive and proactive approach.

An example is the campaign entitled “The first time” launched in 2014, which achieved a great success all over the Country. It shows many «first times»: i.e. the first time that we fall in love, the first time we cry and... the first time we give blood. The campaign aims at showing that there is something strong that links all these special situations: fear turns into happiness and into the desire of living again these moments.

In 2018 AVIS then launched the very first national campaign for the promotion of plasma, which is the liquid and yellow-ish part of blood very useful in many medical fields. Through a visual language linked to the world of fashion, elegance, design, art and cuisine, it presents donation as a trendy behavior. The underlying theme of the whole campaign is yellow, the color of plasma and the chromatic element that "makes the difference". To underline that donation is an expression of style and modernity, the claim chosen is "Yellow is this year's most fashionable color: so stand out, donate plasma!".

Both these campaigns, which include a TV and radio advert and various photo shots, have been awarded the “Pubblicità progresso” patronate, which is the most prestigious Italian recognition for social communication.

Keywords: Volunteering, Donation, Transfusion, Health, Not for profit, campaign

P5-8

PREVENTING COMMUNICATION: BEST PRACTICES IN DEEP MEDIATIZATION ERA

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ABSTRACT

The paper presents a communication model for prevention that discusses and problematises four distinct phases (perception, knowledge, incorporation and change) with particular reference to the context of deep mediatisation.

In support of the model, the results of some empirical experiences will be presented and discussed (a campaign to prevent the radicalisation of young second-generation Muslims in Italy, a campaign to promote flu vaccines for Avis blood donors, the communication processes around an asset confiscated from the ndrangheta) where the model has been applied.

Finally, the relevant dimensions for the construction of an effective prevention communication strategy will be presented and discussed.

P6-1

POST-EXPERTS IN POLISH MAINSTREAM MEDIA: QUANTITATIVE AND QUALITATIVE ANALYSIS OF SELECTED INFORMATION PROGRAMS

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ABSTRACT

Experts have always played a special role in society. Referring to their opinions has been, and is one of the most important strategies that people follow when making decisions, which is often used to influence and ensure conformity in society. There are many factors that determine who becomes an expert. Until now, the most important were: having a lot of knowledge, charisma, authority or experience. Increasingly, however, these factors are not enough and may even be redundant. This happens (among other things) as a result of media development and their impact on our lives. In today's open society, experts and their expertise are less and less important, because everyone has unlimited access to the Internet and education. This in turn creates the so-called "Collective wisdom", which is put higher than specialist knowledge of experts. However, this is an incomplete picture, because the symbolic elites "ruling" the codes of the public sphere themselves become the subject of socially dispersed power, but at the same time they succumb to the pressure of institutions that publicize their voices (mass media), or even non-discursive social practices such as manipulation of their statements to authenticate the message. At the same time, the question arises whether the contemporary recipient succumbs to the social engineering of citing authority? Therefore, based on qualitative research: analysis of expert statements on three opposition mainstream news: TVP 1, TVN and TV Trwam from the period of 1 month and eyetracking research I will illustrate: who is an expert in Polish news today, I will determine their types and I will show their role in post-modern Polish society in creating the public sphere.

Keywords: experts, expertise, mass media, qualitative research, eyetracking

P6-2

THE NEW NARRATION OF THE ARRESTS IN MAFIA: THE TECHNOLOGIES TO DOCUMENT THE INVESTIGATIVE ACTIVITIES

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ABSTRACT

How the journalistic narrative of anti-mafia operations has changed. How the work of magistrates and investigators is represented on media and on social networks. The use of new technologies has completely changed the way we investigate and also the way we report the results. The use of telephone and environmental interception, geolocation, video, audio, photos captured thanks to drones or high-definition devices to document illegal activities of Cosa Nostra. An analysis of some newspaper and online magazines to understand how the codes and languages used by prosecutors and law enforcement agencies have changed and also how the bosses and exponents of the Cosa Nostra express themselves when they think they are not being filmed or intercepted.

Keywords: Mafia, Journalism, Cosa Nostra, Justice, Geolocation

P6-3

SOCIAL MEDIA LOGIC AND ITS APPLICATIONS IN NEWS JOURNALISM

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ABSTRACT

In the last years the new type of media logic has been determined, that is social media logic that consists in application of programmability and datafication principles as well as assuring connectivity and popularity for the branded content of news media organizations (Van Dijck & Poell, 2013). The adoption of this principles of social media logic is able to change the profiles, goals and strategies of news media organization to a critical degree. Consequently, the essential goal of the research is to determine what are the news media practices introduced using social media platforms and carried out by different types of media workers. We are also interested in the results of these practices - news media content published on the official social media accounts, as well as in the reactions the social media users. When aiming to identify of the subjective, objective and formal dimensions of this logic, answering the questions: who, what and how - are the rules of social media logic applied in the journalistic practices. In order to deal with these questions we will apply the concept of communicative figurations, which can also serve as methodological framework (Hepp 2013a; Hepp & U. Hasebrink, 2018). The empirical material under investigation will include the examples of journalistic practices carried out through the official social media accounts (Facebook and Twitter). The examples gathered in different news media environments (Great Britain, France and Poland) will be quantitatively and qualitatively compared. The results of the research are expected to answer the questions concerning the patterns of communicative social media practices in different types of the news organizations.

Keywords: Social media logic, journalistic practices, programmability, datafication, news media

P6-4

REGIONAL MEDIA FOR SOCIAL DEVELOPMENT: A STUDY ON THE DEVELOPMENT JOURNALISM PRACTICES AND CHALLENGES OF SOUTH (SNNPRS, ETHIOPIA) RADIO AND TELEVISION AGENCY

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ABSTRACT

In Ethiopia, social development issues have been big concern of both government and the public in the last two decades. The Ethiopian government at various levels and the Southern nation's nationalities and people's regional state specifically continue to make efforts improve the lives of the region's society in particular and Ethiopian society in general. This study attempted to examine the journalistic practice and challenges of South Radio and Television Agency in promoting social development issues of the region. The study employed multi methods approach, which are both quantitative and qualitative techniques for triangulation purposes. Semi-structured interview, focus group discussions and questionnaire were applied to elicit necessary data from the respondents. A validated questionnaire having 0.96 reliability was used for data collection. Frequency counts and percentage were the quantitative statistics used. Chi-square test was used to compare variables significance at 0.05. The quantitative data was analyzed with the help of SPSS version 20 for windows and the qualitative data on the other hand, was analyzed thematically. The result shows that promotion of agricultural, educational, health, culture, were more emphasized through top down communication approach while issues of politics, good governance, and related themes, were almost ignored. The finding further revealed that, the media reporting was predominantly success and event oriented and mainly based on the government information source. The finding also shows that political influence, financial constraints, poor media infrastructure, poor professional competency together with limited professional freedom and vested interest of authorities in the media activities seriously hampered the proper practice of development journalism in the media agency.

Keywords: Development communication, Journalism, Regional media, Social development

P6-5

FROM GATEKEEPING OF TASTE TO LOOMING OBSOLESCENCE: HOW MUSIC JOURNALISM IS STRUGGLING TO FIND COMMON GROUND WITH THE AUDIENCE

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ABSTRACT

Popular music journalism was once the most important source on what music to listen to and why (Lindberg et al., 2005). Digital technology, however, has completely changed the media landscape and is challenging the authority of music journalism. Firstly, the audience now streams music instead of buying albums thus weakening the relevance of an album-fixated music press. Secondly, everyday amateur experts are increasingly competing for the attention of the audience blurring the boundaries between themselves and professional journalists (Kristensen & From, 2015). In this paper, I focus on one particular aspect in order to show how the gap is widening between popular music journalism and popular music consumption (McLeese, 2010). Drawing on content analysis of articles (N=2680) from Danish and German legacy media, I investigate to what extent the musical album remains the predominant focus of the journalistic coverage of popular music. By comparing these data to music consumption patterns in Denmark and Germany, I demonstrate how the cultural proximity between news media and audience is waning. I suggest that professional popular music journalism is at a crossroad, where it must reconsider its current role and function. I characterize the struggle to remain relevant as a question of renegotiating authority, which I define as “the right to be listened to” (Carlson, 2017). Further, I propose that journalistic gatekeepers are highly influenced by routine forces (Shoemaker et al., 2001) such as album releases, and that this is a main reason for the struggle of music journalism to find a common ground with the audience.

Keywords: popular music journalism, authority, gatekeeping, content analysis, comparative study

P6-6

STUDENT PERCEPTIONS OF MULTILINGUALISM AND THE CULTURE OF COMMUNICATION IN JOURNALISM STUDIES IN HIGHER EDUCATION

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ABSTRACT

The year 2020 marked five years since the watershed #FeesMustFall protests in South Africa. This was a student-led series of protests, at campuses across the country, calling for higher education to be made accessible through free decolonized education for black people". In light of this, the time has come to ascertain how students perceive the developments in the sector following this demand, which among other things, included a call for tertiary education to reflect the country's multilingual context. This study explored how journalism students, at a university of technology in South Africa, perceive the multilingual teaching and learning strategies, and their influence on the culture of communication in this discipline. The study employed a mixed-methods sequential design, beginning with an online survey, followed by focus group discussions. A semantic thematic analysis was undertaken using a 'top-down' approach based on themes identified through James Carey's theoretical framework of communication as culture. The findings are that even though students have been exposed to various multilingual teaching and learning strategies, they perceive the way language is used in this discipline as perpetuating a culture of communication that is still predominantly monolingual. They see the multilingual interventions as being inadequate in addressing the challenges created by this particular culture of communication. They expressed mixed views on the influence of multilingualism on their academic performance. The culture of communication used in this discipline continues to make students feel out of place in lectures and higher education as a whole and perpetuates certain student-lecturer power dynamics. For journalism students in particular, this has further implications in how they perceive their professional prospects as aspiring communications practitioners.

Keywords: multilingualism, journalism education, culture of communication theory, #FeesMustFall

P6-7

CORPUS-DRIVEN APPROACHES TO THE REPRESENTATION OF PAKISTANI CULTURE IN NEWSPAPERS' BLOGS

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ABSTRACT

Blogs have become a notable part of online communication culture. They have grown into a massive communication tool of various themes prevailing in society and ultimately represent culture. Blogging allows people to be a part of a substantial communication system. Blogs facilitate researchers in bringing out cultural diversity and practices of masses of a region. The present study explored the representation of Pakistani culture through blogs. Pakistani bloggers use different lexical items to portray the culture of Pakistan. The data for this study has been collected from the blogs published in 2016 and 2017 in two different English online newspapers of Pakistan, 'The Express Tribune', and 'The Dawn' through purposive sampling. The data comprised of 48,513 words. Hofstede's (1991) Onion Model provided the foundation of this study. This study explored the different layers and themes of Pakistani culture in blogs and provided a platform for readers to know about the culture of Pakistan. This study is both quantitative and qualitative. Quantitative method dealt with numerical data i.e. wordlist (number of words related to themes) and collocates (number of collocates) while the qualitative method dealt with collocation in context. The corpus was cleaned through an online text fixer and analyzed through software; named Antconc and Lanxbox. Antconc helped us in compiling a wordlist and exploring its collocates and Lanxbox was used to explore the relationship of node words with different lexical items. The findings of the study reveal various themes related to Pakistani culture like women sufferings and killings, child abuse, students' politics within Pakistani universities, the superiority of English over Urdu, jirgas injustice, vicious spending's on Eid ul Azha, lifafa culture on eid ul fitar, Pakistani feminocentric dramas, inequality in marriage certificates, dowry and so on. This study will also be helpful for the international as well as a national community of scholars in obtaining a picture of Pakistani culture portrayed through blogs.

Keywords: Collocates, Hofstede's Onion Model, Pakistani Cultural Blogs

P6-8

EXPLORING TELEVISION IN THE EVERYDAY LIVES OF THE TAGAKAULO OF DAVAO DEL SUR: A PHENOMENOLOGICAL STUDY

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ABSTRACT

Television reaches culturally and ethnically diverse audiences. Meanings that audiences attach to television depend on factors such as individual taste, age, personal circumstances, cultural background, and ethnicity. The Philippines is home to various ethnic and Indigenous Peoples group and one of these groups is the Tagakaolo. The idea of Tagakaolo as television consumers has yet to be fully explored in the realm of media audience studies and scholarship in the Philippines, thus this phenomenological study aimed at exploring on how the Tagakaolos make sense of television in their Indigenous Cultural; and how their television experiences complicate their struggles in the context of cultural self-determination. A six-week fieldwork was conducted in three households of Tagakaolo women living in the mountainous area of the province of Davao del Sur. Ethnographic research methods were used in the context of Filipino indigenous research method under Sikolohiyang Pilipino namely pagtatanung-tanong (asking around), pakikipagkuwentuhan (exchanging stories), and pakikilahok (act of joining/participating). It was found that the participants' everyday television experiences fostered culture of affinity among neighbors, and culture of connectivity among family members. More importantly, the information they acquired from public affairs program empowered to defy everyday struggles that they experienced as marginalized group such as discrimination, and threats of physical violence and displacement. Thus, their television experiences, since the day television was introduced in their respective households, were already woven in their everyday lives not only as a medium of information and entertainment but most importantly as a medium for cultural self-determination.

Keywords: Media Audience Studies, Indigenous Peoples, Cultural Studies, Tagakaolo

P6-9

A CORPUS-BASED STUDY OF CHIBOK GIRLS' DISAPPEARANCE AS REPORTED IN SELECTED NIGERIAN NEWSPAPERS

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ABSTRACT

The better understanding and formation of mobilized opinions of our society are greatly influenced by the media. In this research paper, an investigation and analysis of the Nigerian newspaper reportage of the Chibok girls' abduction by the militant Islamic group, Boko-Haram, were carried out. The content analysis of the data was done using the WordSmith Tools (version 6), particularly the Wordlist and Concordance functions of the programme, and Critical Discourse Analysis to analyse the details of the data and the broader social, political and cultural implication of the newspaper reportage of the incident to determine other layers of meaning. It is our hypothesis in this paper that the systemic textual choices of the selected newspapers resulted in the Boko-Haram gaining more prominence in the context of the abduction, a situation that resulted in the diversion of the public gaze from the victims of the atrocity. Consequentially, it made the victims diminish in the story while making the perpetrators to gain identity and recognition through their captivators. The corpus linguistic approach will help to explicate the hypothesis.

Keywords: Nigerian Newspapers, Boko-Haram, Chibok Girls, Content Analysis, Critical Discourse Analysis

P6-10

DIFFERENCE EXPERIENCES IN JOURNALISM TRAININGS AS PART OF MEDIA DEVELOPMENT & COMMUNICATION FOR SOCIAL CHANGE

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ABSTRACT

Journalism training is an integral part of Media Development (MD). It's legitimacy and quality are discussed differently. The funds and offers come mainly from the "global north", such as the USA, UK, and Europe. The receivers are in the "global south", focusing on Sub-Saharan Africa and South Asia for example. This justifies the debate on one-sided directionality, cooperation on equal terms and the dominance of western approaches. Moreover, different working and living environments ("journalism cultures", norms and values) have so far been little reflected. There is a lack of research on the influence of differences on the negotiation processes of the trainings. Regarding the discourse about their legitimacy and quality, the dissertation aims to investigate the following core questions: When and how could difference experiences become significant in journalism trainings? What are they based on? I am analysing two organizations: One in Europe, and one in South-Asia. With this, I can compare different training approaches and one organisation from the "global north" with one from the "global south". I focus with participant observation on the dialogues and interactions of trainers and trainees. In addition, I will analyse the difference experiences of the subjects based on interviews, group discussions and other collected field material, like work sheets and readers. Following an ethnographic explorative approach, I spent 6 weeks at each organisation between 2018 and 2021. Now I am analysing the observation protocols from the European organisation. Until the conference I will be able to presents first insights and to explain the process of an explorative approach. I am convinced that the first (even preliminary) results cam clarify some challenges of the trainings.

Keywords: Media Development, Journalism Training, Difference Experiences, journalism cultures, Postcolonialism, Ethnographic Approach

P6-11

DECODING THE 'PURSUIT OF AUTHENTICITY' IN WOMEN'S GLOSSY MAGAZINES

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ABSTRACT

Recent studies noticed that representations of women in popular culture outlets shifted from representations of women as weak and passive, to discourses which highlight women's self-reliance and emphasise the need for women to present and express their true authentic self (Gill, 2009; 2011; Harris, 2004; Helke, 2002; Machin & Thornborrow, 2003). However, there is a gap in literature regarding the way audiences of these outlets perceive and interpret such discourses circulated in popular culture outlets. This paper addresses this gap by identifying and analysing the ways audiences of women's magazines decode discourses of the pursuit of authenticity -through which women are prompted to be and freely express themselves – embedded in British glossy women's magazines This examination was done through the actualisation of four focus groups comprised by a total of fifteen participants who were invited to discuss and interpret representative magazines' articles which encompass discourses of the pursuit of authenticity. Through this analysis it became apparent that participants of the focus groups were ambivalent towards the premise of authenticity embedded in women's magazines. Specifically, some participants were positive towards the authenticity discourses circulated in women's magazines due to perceiving them as forms which open the conversation around fears and anxieties which are relative to their own reality. Other participants' positive evaluation of the authenticity discourses relied on their ability to use them as forms for self-reflection which consequently, facilitate the imagination of their ideal self. Conversely, some participants challenged the premise of the pursuit of authenticity embedded in women's magazines. Participants resistance of discourses of authenticity in women's magazines highly relied on their perception of such articles as limiting the ways in which women can negotiate gendered identities. As they argued, the limited avenues of authenticity disseminated in women's magazines can lead to feelings of insecurity and competition once the readers feel that they do not follow the prescribed avenues of femininities depicted in the women's forms.

Keywords: authenticity; media; mediated representation; discourses; reception analysis; women's magazines

P6-12

WEB ANALYTICS IN JOURNALISM: A REVIEW AND SYNTHESIS OF THE LITERATURE

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ABSTRACT

The development of online journalism across the last two decades together with the recent advances in information technology has had a significant influence on basic journalistic work processes and routines. Online news consumption is now widespread and as content is being consumed in many different devices and contexts, the interest in monitoring web traffic numbers has been intensified for news companies and anyone who publishes online newsworthy content. In this context, a great body of literature shows that newsrooms have embraced the use of web analytics and utilize them to gain a better understanding of their readers as well as valuable insights about their news content. These traffic reports enable journalists and media professionals in general understand how people find, consume and interact with online content. Building on an extensive and systematic review of academic articles published in the English language scholarly press, the purpose of this paper is to explore, identify and synthesize the key elements of how news organizations are using various audience metrics and quantitative measures along with their impact on news content and publishing practices. Finally, the review and analysis of the literature offers the basis for future research directions in the field of digital journalism.

Keywords: Online journalism, Digital journalism, Web analytics, Web metrics, news content, media websites

P7-1

FROM “AUTHENTICITY” TO “iThenticity” – THE QUEST FOR “TRUTH” IN A POST-PATRIARCHAL WORLD

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ABSTRACT

For centuries, the concept of “authenticity” (in its etymological sense of “being self-accomplished”) has been at the heart of Western culture. In patriarchal Indo-European societies, the father/author had to “certify” that his paternity was “authentic” (Campanile 1994; Martinet 1994). This was the unavoidable precondition to hand down power to the next male generation and preserve patriarchal supremacy. Nowadays, patriarchy is slowly being substituted by a more egalitarian social structure and all those voices which for centuries had to remain silent (women, homosexuals, ethnic minorities, etc.) are challenging the former hegemonic monophony of “IMPARTIAL truths”. However, the multiplicity of contrasting points of view coexisting in the new emerging global polyphony clashes with the old logic of binary oppositions, leaving the postmodern (and post-patriarchal) human being “stranded” in a world of Derridian “undecidables”. To tackle this problem, we could resort to the concept of “iThenticity” (“i” = “interactivity”) (Pisci 2017). Within this framework, individual discourses (each striving for hegemony) are not regarded as independent entities but rather as INTERACTING constituents of a larger system which assimilates each single “authenticity” into a polyphonic negotiation of new meanings that heterogeneously merge into an “iThentic” representation of reality (a superordinate multifaceted macro-discourse) (cf. Bakhtin 1934-35, 1963). By its mere existence, each single sub-discourse (biased by default) proclaims the PARTIALITY of every “authenticity” within the system and, thus, the inevitably PARTIAL nature of each signified. In the “iThentic” discourse, the individual signifiers and signifieds conflate into “bigger” super-signs capable of “storing” more meaning. This PARTIALLY narrows the distance between signifieds and their referents, it undermines binary oppositions and, consequently, minimizes undecidability, as in the novels by Vázquez (2007) or Rushdie (1981).

Keywords: authenticity, hegemony, iThenticity, undecidability, différance

P7-2

IDENTITY PRACTICES OF YOUTH BELONGING TO ETHNIC COMMUNITY IN SOCIAL MEDIA

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ABSTRACT

This paper examines the online identity practices of youth from an ethnic tribal community in Kerala, India. The youth belonged to 'Paniyan tribes', a socio-economically backward tribe inhabiting the north-east mountain regions of Kerala. Through analyzing the online identity practices of the 20 respondents in two online platforms (Facebook and Whatsapp) the study explores their experience of belonging in the digital space. The paper addresses the existing gap in the self-presentation of ethnic minorities in new media, although their presence and absence have been extensively studied. The study adopted qualitative approach, including semi-structured interviews along with the analysis of the social networking sites of the respondents. The results uncover remarkable differences in the online identity performances of the youth across gender. The youth projected a 'visual self' through photographs while there were no narrated descriptions of self. Cultural self, where the users display their consumption tastes, movies they watch or the songs they listen to are also displayed in the facebook profile. An analysis of the 'cultural self' elucidate that the youth had been influenced by market driven choices.

Keywords: Identity, ethnic minorities, self-representation, social networking sites

P7-3

IDENTITY AND PARTICIPATION OF “NEW ITALIANS” IN A SOCIAL CAMPAIGN

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ABSTRACT

This paper deals with the OLTRE project (ISF - DG Migration and Home Affairs, EU) funded for preventing the radicalization of the second-generation migrants in Italy. This article shows the results of a study about the engagement of second-generation youths in the co-production of the online communication social campaign realized as output of the OLTRE project.

The guidelines for the campaign came from our in-depth sociological field research (42 qualitative interviews of 2G youths, 18-30 years, in 7 Italian towns; theatre laboratories made by second-generation youths collecting narratives, representations, stories and emotions about their representation of the radicalization risk and protection factors, etc.). This corpus was useful for the social communication campaign to prevent radicalization, engaging the research participants as key players, co-designing the counter-narrative contents and studying their viral dissemination with the support of second-generation moderators on the social network in order to promote cultural change.

The paper illustrates the building of a socio-cultural identity and the different forms of participation acted by the second-generation migrants (self-defined “new Italians”) and their peers in the project. We analyzed informal and formal meetings (online and offline), focus groups, documents produced and other sources. This paper shows how the young moderators interacted each other creating new contents, highlighting how counter-narratives can represent useful tools for deconstructing complex issues such as radicalization. Finally, this study elucidates the content analysis results, in order to compare narratives and counter narratives, identifying different meanings, specific vocabularies and relevant thematic clusters.

Keywords: Second-generation migrants, participation, prevention of radicalization

P7-4

SOCIAL MEDIA AND EROSION OF CULTURAL NORMS AMONG YOUNG NIGERIANS: THESIS, ANTI-THESIS AND SYNTHESIS

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ABSTRACT

The media are generally seen as purveyors of culture. With the advent of the new/ social media (mobile technologies, Electronic communication and social networking media/sites), there have been heightened discussions on how communication affect or lead to cultural change or acculturation. In Nigeria, it is held that there is high penetration and use of the social media among young people (Onwumechili, 2018, Wilson, 2019) and fast eroding cultural norms/values (Agbaedo, 2017, Onukawa 2019 among others). However, research on Nigerian culture-related issues has been unable to provide adequate and sufficient analysis of the whole spectrum of issues that need to be addressed in terms of finding out the extent such cultural erosion could be attributed to the social media use or not and more importantly advancing a way forward. The study posits that with the claims of high penetration and utilization of the social media particularly among young people in Nigeria, the questions are: in what specific ways have the use of social media aid or not aid the erosion of cultural values and norms among young Nigerians? How do we combine answers to these questions in projecting the way forward? Qualitative survey research method was adopted and two data gathering instruments namely: Focus Group Discussions (FGD) and Key Informant Interviews (KIIs) involving informants chosen from different professions namely, cultural studies, community service, media educators and practitioners as well as students. Hence, findings are in the lines of the opinions/ideas/views that attribute cultural erosion to social media acculturation in Nigeria (thesis), ideas/views against the attribution of cultural erosion to social media acculturation in Nigeria (anti-thesis) and the way forward/solution (synthesis).

Keywords: Social media, Cultural erosion, Culture, Acculturation, Media use, Media penetration

P7-5

(SEEMINGLY) LIGHT FRAMING FOR HEAVY ISSUES: INVESTIGATING THE USE OF ILLUSTRATIONS ON DIGITAL PLATFORMS TO MITIGATE RADICALIZATION IN AFRICA

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ABSTRACT

The growing use of sophisticated communication by violent extremist organizations (VEOs) has resulted in a growing number of potential recruits being lured to join these organizations. Gone are the days when tools used for radicalization would be distant and dull. VEOs now have fully fledged communications departments and are using a mix of social, new media and traditional media to push their agenda. For example, Al Shabaab has the Al Kataib media foundation that is charged with content development for the outfit. Boko Haram and ISIL have active YouTube channels used to spread fake news, misinformation and propaganda. The communication by VEO has arguably been successful in reinforcing ideological narratives, connecting potential recruits with like-minded individuals, concealing identities, and normalizing radical behavior.

The challenge is now on civil society organizations and state actors to innovate their communication with alternative and counter narratives that match and surpass this trend. Cartoons and illustrations on digital platforms are now considered. The satire, inert messaging and nuances in the characters and storylines are now being considered as vital tools to communicate against radicalization to violent extremism.

The research question is 'To what extent has the use of illustrations mitigated radicalization to violent extremism in the Horn of and East Africa?'

My research will investigate visual communication for messaging against radicalization. The paper will outline the merits and demerits of cartons and illustrations, and highlight the successes and gaps in their use so far.

Keywords: Community participation, media, messaging, framing, fake news

P7-6

PERPETRATOR AS COMMUNICATOR: THE ROLE OF MEDIA ETHICS IN FOSTERING VIOLENCE-FREE LIFESTYLES IN ZAMBIA

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ABSTRACT

Background: Incidents of violence in Zambia were relatively ignored by the media (Kaunda, 1980; Kasonde, 1999; Habasonda, 2018). The media in the country was timid, reluctant or inhibited in its coverage of different categories of violence, in incremento fashion starting from personal, interpersonal to collective violence (WRVH, 2002). Physical injuries and deaths particularly became objects of silence but other forms of violence were also undocumented. When major media channels were owned and controlled by Government prior to the media liberalization policy, it was routine to apply understatement or blackout (Kasoma, 1986). Exponential growth in mass communication in the country due to digital technologies transformed the media landscape. The traditional public printed daily newspaper together with one radio and TV channel gave way to online news, community radios and private TV stations. In the new media landscape, the victim became instant hero or heroine and the perpetrator assumed the role of communicator. Violence against lover, spouse or political rival became major attractions for the media show. **Purpose** The purpose of the study therefore was to analyze the programming and channeling practices from a media ethics perspective in order to assess their effectiveness in containing the escalation of violence. **Methodology:** Personal observations were informed by review of literature on the subject. Key questions included: What is the subject presented? Who is the subject presented? Why is the subject presented necessary? When is the presentation? How is the presentation? **Results:** The findings showed that by depicting violence in a lavish manner without applying media ethics, current media programming and channeling practices played a significant role in glorification of violence instead of fostering violence-free lifestyles in the country. **Conclusion:** Media practitioner needed to systematically adhere to the principles of media ethics in their coverage of violent incidents.

Keywords: communicator, lifestyle, media ethics, violence-free, Zambia

P7-7

PORTRAYAL OF THE SACRILEGIOUS CARICATURES IN PRESS: A COMPARATIVE STUDY OF THE NEW YORK TIMES AND DAILY DAWN

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ABSTRACT

Each religion has its own reservations about their beliefs. Islam gives the lesson of peace, equality and good relations with other religion's nation. For peaceful relation, it is very important for each religion should respect sensitivities of other religions. No doubt the media play a big role in shaping people's opinion but media should be responsible for its coverage and when the issue of ethnic, race and religion its responsibilities become larger. The basic purpose of this research was to know about the coverage of American and Pakistani press about the issue of sacrilegious caricatures published in Jyllands-Posten. This research study was based on content analysis of two leading newspapers of America & Pakistan (The New York times and Daily Dawn). Editorials and Articles were selected for this purpose to know about the treatment, coverage and to evaluate the commonalities & differences in both newspapers. Sample was taken from September 2005 to September 2006. This research conducted under the light of Agenda Setting Theory and Framing Theory. The research found that Daily Dawn gives more coverage on sacrilegious caricatures and more interested to sort out the caricatures conflict, Daily Dawn insists western media should understand Muslims has great reverence towards the Prophet Muhammad (PBUH). The western media must show religious & ethnic sensibilities and do not confuse freedom of expression to ridiculed a religion or religious personality in the name of freedom of speech. The New York Times highlight the issue well, its stance also clear and neutral approach but sometime negate against the issue and insists European media needs to take some lessons from the sacrilegious caricatures issue.

Keywords: Beliefs, Editorials, Press, Religion, Sacrilegious caricatures

P7-8

SOCIAL AMPLIFICATION OF MALE RAPE: RISKS AND ONLINE DISCOURSES

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ABSTRACT

In many societies, male rape remains obscure and constantly juxtaposed against its much publicised counterpart, female rape. Victims of male rape suffer numerous physical, sexual, emotional and mental health risks as well as lack of much-needed support systems. Social Network Sites (SNSs) have provided a democratic space to facilitate discourses about risky problems, enabling polarised perspectives for such matters to be discussed where few such platforms previously existed. This study explored what is discussed in online social media discourses about male rape. During sexual assault awareness month, 122 tweets on male rape were collected and analysed using a netnography approach. The study found that male rape is trivialised through oversimplification of its definition and undermining of victims' experiences. In addition, prevailing gendered online conversations centred on and amplified female rape, barely acknowledging the trauma and suffering of male rape victims. The risks that male victims face are attenuated through muddling of discourses about crime in general. Of note were some voices online calling for more awareness about male rape and calls to stop gendered norms from deterring survivors from sharing experiences. The findings underscore that although conversations highlighting male rape continue to be suppressed in societies, SNSs have the potential to be used as instruments of awareness and support for victims as they have successfully been utilised for risky health problems such as HIV.

Keywords: Male rape, online discourses, social amplification, male rape awareness, Social Network Sites

P7-9

FEMINICIDE. SOCIAL DISCOURSES AND REPRESENTATIONS BETWEEN MEDIA AND POLITICS

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ABSTRACT

In recent decades, the issue of violence against women has become a subject of discussion in the public debate (Radford & Russell 1992; Meyers 1997; Spinelli, 2008; Monckton & Smith 2012; Karadole, 2012; Gius, Lalli 2014). Even the arise of femicide in Europe (Weil, Corradi & Naudi, 2018) and the spiral of aggression associated with it, has led to an increase in journalistic coverage of this type of events, because the majority of murders of women are today perpetrated by men whom they know from family ties or that live very close to them. Thus, the representation of gender violence in the media has become a strategic issue from a social and cultural point of view (Capecchi, 2006, 2018, Ross, 2010; Padovani, 2014; Giomi & Magaraggia, 2017; Ross & Padovani, 2017).

Starting from some results from the PRIN project (Projects of relevant national interest - Ministry of Education, Italy) "Social representations of violence against women: the case of femicide in Italy", the paper discusses the data collected through the interviews with privileged observers (media professionals and politicians). The qualitative interviews were analyzed using the ATLAS-ti software and the results highlight the importance of the narrative and representation styles that prevail in the media (press and TV journalists, managers and presenters of news programs, infotainment, docufiction) and in the political arena. There is a lack of convergence and communication between the two semantic worlds, even if collaboration paths could be identified and enhanced. Furthermore, the importance of working on education, training of professionals and building a new civil and political awareness emerges strongly from our findings.

Keywords: femicide, gender violence, media representations

P7-10

ITALIAN TEENS, DIGITAL MEDIA AND MASCULINITIES

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ABSTRACT

Digital media has made ample room for a range of activities related to gender and sexuality (Döring, 2009; Mowlabocus, 2010): researching, seeking out erotic interactions, accessing explicit material and expressing ourselves. The main goals of this paper are to study Italian young men's engagement with digital media and the implications this might have for masculinities as well as to analyse gender relations more generally.

This research focuses on how young men take up or subvert hegemonic masculinity (Connell, 1993) through the main digital platforms of WhatsApp, Telegram, Facebook, Instagram and TikTok. I will concentrate on what Light (2013) has referred to as 'networked masculinities', the masculinities co-produced with the digitally networked public, and the forms of expression made through digital platforms. This paper is based on ongoing research, and the collection of empirical material will be concluded by May 2020. This research involves thirty-six Italian male teens aged from fourteen to eighteen years old that live in two different regions of Italy (Sardinia and Veneto) and that frequent three kinds of schools (the lyceum, a technical school and a professional school). I used semi-structured interviews that has been analysed using thematic analysis (Clarke & Braun, 2006).

Starting from the research question illustrated above, this research will respond to four specific questions: (a) what are the platforms teens use the most to construct their masculinity? (b) are there digital spaces dedicated exclusively to boys? (c) how do boys shape their gender identity through digital platforms (using humour, offending other men, women or LGBT people, etc)? and (d) which forms of male peer culture are recognisable in digital platforms?

Keywords: Masculinity, Digital media, Teens, SNS

P7-11

REASSEMBLING MASCULINITY THROUGH PARODY: THE CASE OF "PLAY IT AGAIN, SAM"

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ABSTRACT

Cinematic representations of identities in popular culture are never arbitrary; they work negotiating political meanings with their publics (Weedon). Media images can aid to emancipate or constrain the potentials of those represented. Parody may function as a popular strategy to resignify gender in films if we assume with Jhally and Hall that white masculinity has always been a floating signifier ready to be fulfilled with meaning. Masculinity remains fundamentally fluctuating at the same time it endeavours for stability as an advantaged social category. Woody Allen film "Play it again, Sam" (1972) depicts an example of a parody of masculinity in which Allen reassess maleness after times of the feminist movement, the civil rights campaign and May of 68. We examine at what extent this reconstruction of male identity proposed an equal role with women.

On the one hand, the parody of Bogart may be decoded ambivalently, both as a condemnation and a homage of stereotypical masculinity, as befits a parody. On the other, the main character keeps on being a traditional man as long as needed have a woman to be an entirely male (Badinter). Also, some aspects of the film point out to the so-called "white male injury" (Carroll). This discourse blame women and people of colour for the loss of some of the hegemony's men. Regardless of all this, the film interpellates successfully to the first generation socialized with electronic media.

Keywords: Masculinity; Film Studies; White male injury; Floating signifier; Identity; "Play it again, Sam"

P7-12

AGE AND REPRESENTATION ON THE CATWALK: ONE STEP FORWARD AND TWO STEPS BACK

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ABSTRACT

In modern US society, the fashion industry worships youth, playing a substantial role in creating standards of beauty that do not allow for age diversity. In response, a new cadre of older female models is trying to draw attention to the issue of aging hoping to provide a more inclusive image of beauty, Is their attempt successful? Informed by Frame Theory (Goffman 1974) and Positive Aging (Gergen 1994; 2001), we conducted an exploratory discourse analysis of 27 articles published in major US media in 2016 and 2017 to address the research question, What are the media narratives surrounding women, aging, and representation in modeling? Our study is grounded on the assumption that presence on the catwalk influences cultural understanding, as this is a preferred platform where the standards of beauty surface and solidify. Exploring media narratives discussing the catwalk, we wondered whether older women did actually find greater and more positive media representation in the US, and whether this was a shift or a fad. Our study revealed some evidence of greater representation, though media narratives are not truly welcoming for older women. When inclusivity is allowed, its depiction is ambivalent as it often simply extends unrealistic standards of beauty to older models, rather than providing our cultural landscape with a more realistic image.

Keywords: Frame Theory, Positive Aging, Media Representation, Gender Stereotypes, Catwalk

P7-13

THE DIGITALIZATION OF HOLY PLACES: A NEW SENSE OF THE SACRED

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ABSTRACT

The current digitalization process of everyday life affects all the aspects and areas in which the human being moves. The religious sphere is no exception since it is touched by technological innovations as well.

Over the last 15 years, the development of web 2.0 has meant that cyberspace could take on the characteristics of a holy place as a community united, even if through electronic means, by a single faith. Nowadays, the development of 3D technology raises new questions about the concept of holy place. The digitalization of buildings and places of worship allows a new way to experience the sacred through the electronic medium. The 3D models allow the faithful to be present, albeit not physically, in the holy places of their respective religions, to go on virtual pilgrimages and to honor the graves of their saints and martyrs.

In this perspective, an investigation has been conducted to understand the different facets and implications of this new way of living the sacred in the main monotheistic religions (Christianity, Judaism, Islam). The research has involved the Christian, Jewish and Islamic communities present on the Italian territory.

Keywords: 3D Model, Digitalization, Holy Place, Religion

P7-14

ELIMINATING FEMALE GENITAL MUTILATION IN NIGERIA: THE CULTURE-CENTERED APPROACH TO COMMUNICATION

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ABSTRACT

Female genital mutilation is not only a crime against womanhood; it is a crime against humanity. Nigeria records the highest prevalence in Africa. Efforts channeled at curbing the practice have been futile because such efforts have not taken cognizance of the role of culture in engendering attitudinal change. This study's purpose is to examine the multiple communication approaches that are being used to communicate the health risk of FGM to the people of Nigeria. It pays particular attention to the people's preferences for health communication on FGM. Additionally, it focuses on the extent to which communication about FGM has induced attitudinal change. The conceptual view of the culture-centered approach was deployed as a theoretical foundation. Further, the study used a mixed research design where ethnographic observation and focus group interview were deployed to collect data. Results indicate that perceived degree of partnership, collaboration, dialogue with change agents predicted the degree to which people perceived health information about FGM to be useful. The study highlights the need for more culture-centered communication infrastructures as a priority in eliminating the menace of FGM in Nigeria. It further suggests that such culture-centered communication approaches should be disseminated on social media platforms to enhance general attitudinal change.

Keywords: Attitudinal Change, Eliminating, Female Genital Mutilation, Culture-Centered Approach, Communication

P7-15

BRIDGING DEVELOPMENT DIVIDE: A LOOK AT THE DIGITAL FLOW OF INFORMATION AND COMMUNICATION BETWEEN CHINA AND EAST AFRICAN COMMUNITY

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ABSTRACT

Solving the communication gap issues contributes to the closing of development divide. Previous researches show that the communication gap and the digital divide are consequences of a more general development divide. This research paper examines the role information and communication technologies play in China-East African Community (EAC) relations in the fields of Internet development, cyberspace and e-commerce. The research will use van Dijk's Theory of Digital Technology Access and Societal Impacts and Adoption-Diffusion Theory to examine how ICTs contribute in the reduction of the development divide that exists between China and EAC. The main questions for this research focus on trends and areas of cooperation between China and EAC, the achievements, challenges and the way forward in as far as Information and communication is concerned. To answer the above research questions official documents, media articles, news reports will be reviewed alongside with a short survey that will be conducted in EAC and China. The researchers' expectations based on the already existing China-Africa cooperation suggest that the results will put an emphasis on an existing collaboration that already yielded tangible results and there is a strong conviction that the survey outcomes will as well complement the documents review. As a conclusion, this research will confirm the hypothesis that the digital flow of information and communication between China and EAC bridges the development divide by acting as tools that help to achieve internet development, cyberspace and ecommerce targets due to their unique characteristics, opportunities they offer and benefits they create.

Keywords : development divide, cyberspace, ecommerce, China, EAC

P7-16

INTEGRATION OF MINORS FOREIGNERS IN TURIN CPIA. FORM OF REPRESENTATION THROUGH IMAGES

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ABSTRACT

This article focuses on the integration of minor foreigners, a process that takes place mainly at school, with the aim of promoting social inclusion. In particular, this article draws the attention of the reader on the issue of integration of minor foreigners in CPIA (Local Centers for Adult Education). The article presents the results of a research requested by the Foundation for the School of the "Compagnia di San Paolo, Turin" to assess effectiveness of the activities performed in Turin CPIA during the school year 2017-2018. The target groups are minors and young adults aged between 15 and 18, in difficult socio-economic conditions and low level of education, belonging to 24 different nationalities.

A survey has been distributed to the targeted students and some focus groups have been conducted with the purpose to evaluate the efficiency of educational activities. The semi-structured survey is made up of different thematic areas: respect of the rules, relationship between peers, the use of technology, the use of the Italian language in different contexts, the perception of the usefulness of learning this competence, relationships with (their) teachers, relationship with (their) educators, the level of appreciation of the performed activities, expectations and dreams for the future. Interviews were also conducted with educators and teachers.

Finally, with reference to the paradigms developed by visual sociology and media education, students were asked to provide a representation of themselves through an image, in order to develop a critical understanding of media communication and an active participation.

As a result, CPIA seems to be an inspiring place for training, in particular, thanks to the role of professors and educators.

Keywords: Inclusion, CPIA, monitoring, representation of themselves

P7-17

BEING A MUSLIM WOMAN IN ITALY: IDENTITY, AGENCY, AND EVERYDAY CULTURAL PRACTICES

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ABSTRACT

In this contribution we propose an analysis of the everyday life of young Islamic women in Italy based on the narration of their daily experiences, collected through eighty-eight qualitative interviews in the framework of two research projects.

In the social space that stands between the family and the State – and where education, work, and loisir take place – women fabricate and experience an identity that tries to reconcile belonging, traditions and expectations. This contribution explores how Islamic women build themselves as social actors by interacting with the structural and cultural devices of host societies.

What does it mean to be a Muslim woman in Italy? How do young women reinvent their identity, mediating between tradition and cultural changes? What happens when a veiled woman participates in public life?

The testimonies of young Muslim women living in Italy were gathered as part of two research projects.

In the first project, “The pretext of the veil”, 68 testimonies of Muslim women aged between 18 and 30 have been collected.

The second project, “Beyond the horizon. Counter-narratives from the margins to the centre”, provides for a partnership between universities, Third Sector organizations and communication agencies. Researchers have conducted 20 interviews with young Muslim women, aged between 19 and 26, living in Rome, Palermo, Cagliari, Bologna, Milan, Turin, Padua.

Testimonies collected through qualitative interviews have been examined (using interpretative analysis) to identify recursive patterns and biographical similarities.

The analysis suggests profiles of pragmatic women claiming their autonomy of choice. On the other hand, the persistence of discrimination and prejudice reveals the difficulties of building up political, cultural, religious and gender identities. Islamic women negotiate the meanings of their choices as well their capacity to establish themselves as social actresses, in a relational dynamic.

Keywords: culture, gender, Islam, veil, everyday life, migrations

P7-18

FEATURES OF COMMUNICATION OF REPRESENTATIVES OF DIFFERENT NATIONALITIES IN THE CONDITIONS OF TEACHING A FOREIGN LANGUAGE IN A MULTICULTURAL GROUP

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ABSTRACT

The problem of communication of representatives of different countries and peoples is particularly relevant in the modern world. The authors of the article presumed that certain national and cultural specifics implemented in the stereotypical rules of speech and non-speech behavior can complicate the process of communication itself, as well as lead to negative perception of all cross-cultural communication. The way reality is conceptualized in a language is partly universal, partly national-specific, so speakers of different languages can see the world in different ways, namely through the prism of the features of their mother tongue. The purpose of the present research is to determine the differences in communicative behavior, the specifics of speech behavior of representatives of different nationalities. The authors of this article used the method of Free Association experiment. The material of the study was a set of associative series of lexical units associated with the verbal expression of the meanings of various communities, original codes, and concepts of the language. Based on the results obtained during the research (which will be presented in the article) it can be concluded that differences in the language pictures of the world and in the language consciousness of different peoples can significantly affect the process of language acquisition and interpersonal communication. When working in a multicultural language group, the teacher must take these differences into account so that students can clearly understand the communicative behavior of native speakers and the linguistic characteristics of the language being studied.

Keywords: intercultural communication, multicultural and multinational world, concept, associative series, linguodidactics

P7-19

**R/EXREDPILL.
THE EXPERIENCES OF MEN
ENTERING AND LEAVING THE MANOSPHERE**

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ABSTRACT

The manosphere is the set of online platforms composed of communities like anti-feminists, alt-right, incels (involuntary celibate), men's rights activists, and pickup artists. What brings all these conservatives, atheists, and Christian communities together is a specific ideology called The Red Pill (TRP), born in Reddit forums in 2012. This theory supports the idea that feminism has put in crisis contemporary men, deleting their identity with political correctness and promoting women's economic and reproductive interests. The current literature presents no researches about men that leave the manosphere. This study wants to fill this gap to understand how to prevent young boys' misogynistic radicalization and help those already involved in these platforms. The focus is one of the most frequented communities of former red pillers, the subreddit r/exredpill, using the constructivist grounded theory to analyze 30 stories of men that left or are leaving the manosphere. The first findings show that men leave the manosphere mainly by themselves, noticing the inconsistency of TRP rationally or because its claims go against their biographies. These men do not seek support, in line with national studies about men and mental health. Their detoxifying process can last years, and their stories show urgency to politically and educationally contrast the manosphere and TRP movement.

Keywords: manosphere, incel, red pill, men's rights, antifeminism

P8-1

“NADÌ-NATI DIGITALI”, FOR AN EARLY CHILDHOOD MEDIA EDUCATION

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ABSTRACT

The last years have seen a massive diffusion and pervasiveness of screen technology and mobile devices in our lives, witnessing a phenomenon that has been called media revolution. The aim of this work is to review scientific publications dealing with the topic of the relationship between mobile devices and children aged between zero to three. In the face of numerous alarms and popular articles published on the subject, scientific and specialist literature is very cautious in judging the use of new technologies during early childhood, highlighted two crucial aspects of the use of screen technology throughout infancy: digital content and context of use. It's our task to translate these variables into the concrete project “NADì-Nati Digitali”, developing an early childhood media education. Conceptual framework of this research: evidence based education (EBE) and systemic pedagogy. Given the peculiarity and rapid evolution of touch-screen technologies, this work examines published literature after the year 2012. The corpus of research are also based on the analysis of the American Academy of Pediatrics, Canadian Paediatric Society, Italian Society of Pediatric and American Academy of Ophthalmology conclusions. The importance of reasoning the Evident Based Medicine (EBM), turning eyes to the field of pediatric medicine is dictated by the fact that medical implications related to the use of mobile devices are today verifiable and demonstrated.

Keywords: EBE, EBM, media education, early childhood, screen technology

P8-2

MEDIA CRISES IN PAKISTAN AND CHALLENGES TO MEDIA EDUCATION

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ABSTRACT

A large number of newspapers, TV channels and radio stations are a greater source of information to the masses of Islamic Republic of Pakistan. The government had reduced the advertisement quota for newspapers as well as reduced the rates of advertisement for print and electronic media, which results a downfall of media industry in country. The alarming situation is that leading newspapers of the state has reduced copy size of the pages from 12 to 8 and many leading media outlets have downsized their staff and also applied a cut on employs salaries. Overall situation is creating threats, problems and challenges to media industry and media education in Pakistan. So this study is aimed to dig out the factors behind the media crises in the state. This situation is creating greater concerns among mass communication graduates as well about their careers in media industry. Keeping these circumstances this study has been designed to analyze the situation created after media crises in the country. This research is based on personal interviews of media graduates and intensive interviews of media professionals. This study is expected to dig out causes of media crises in the country so it can be a suggestive and policy model to overcome the crises. It can be a guideline document for the government to formulate a uniform media policy.

Keywords: Media Crises, Challenges, Media Education, Future, Pakistan

P8-3

THE METHODOLOGY OF DIGITAL STORYTELLING TECHNIQUES IN MEDIA EDUCATION FOR LEARNING DIGITAL CITIZENSHIP SKILLS AS PART OF A UNIVERSITY COURSE

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ABSTRACT

This study investigates how a group of university students perceived their actual achievement of a series of media, digital and critical reflection skills together with critical reflection (information, media and digital literacy) developed during a Media Education Workshop conducted through the use of Digital Storytelling techniques. The study carried out at the University saw the participation of 176 students of the average age of 21 who live within an "Infosphere", i.e. an eco-system dominated by media frameworks and a continuous flow of information (a mediatization context). In this workshop, the students were organised into workgroups and they designed 76 videos that were published on the Network. Four thematic areas were addressed: digital life, the environment, volunteering, the association movement and active citizenship. At the end of the activities, the students were presented with a questionnaire that analysed their perception of the effectiveness of Digital Storytelling in the development of digital and media skills from various perspectives; in particular, critical thinking on concrete and experiential issues. The quantitative and correlational assessment was conducted on the basis of an initial hypothesis that the Digital Storytelling approach enables participants to learn both technical skills in the use of digital tools (video in particular) and also reflective practice and meta-cognition skills, thus stimulating awareness and recognition of the students' ethical, social and value-related dimensions as well as their contextual meaning.

Keywords: digital storytelling, media education, information literacy, media literacy, digital literacy, digital skills

P8-4

WE ARE A GLOBAL COMMUNITY: COMMUNICATING KNOWLEDGE THROUGH MOOCS AND TEACHER TRAINING PLATFORMS

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ABSTRACT

A sociorhetorical discourse community (Swales 1990: 24) consists of a group of people who come together to pursue objectives that antecede those of socialization and solidarity, aiming to develop and maintain their own discursual characteristics. MOOCs (Massive Open Online courses) and teacher training educational platforms are investigated here in this respect, in order to ascertain whether and to what extent they may be identified as networked learning tools and discourse communities characterized by a commonality of goals, mechanisms and procedures of intercommunication, exchange of knowledge and information, and specialized genres and terminology (Swales 1990: 24-27). MOOCs have dramatically changed the way the world learns (<https://www.mooc.org/>). Starting from ongoing research carried out by Giordano and Marongiu (forthcoming), an ad hoc corpus of online filmed lectures drawn from two MOOC providers (FutureLearn and Coursera) is analysed for features of its metadiscourse, both interactive resources (to guide the listener through the texts) and interactional resources (to involve the listener in the subject), in order to discover whether these features are used to control, evaluate and negotiate the communicative goals and impact of the ongoing talk (Hyland 2019). The quantitative and qualitative analysis shows a massive use of metadiscourse markers with a higher frequency of interactional features such as self-mentions, engagement markers, hedges and boosters, rather than interactive ones. These commentaries in the lectures signal the instructors' attitudes towards the texts and their listeners. Additionally, they perform a rhetorical function since they persuasively reinforce the instructors' attitude and stance, by engaging the participants as members of a digital community, where commitment, dedication, and common goals seem to be fundamental and essential features.

Keywords: MOOC courses, teacher training platforms, metadiscourse, rhetoric, web-mediated communication

P8-5

A FRAMEWORK ON MEDIA-EDUCATIONAL STRATEGIES TO CONTRAST ONLINE HATE SPEECH

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ABSTRACT

Online hate speech is receiving more and more attention in the present society as a great concern: this phenomenon is rapidly increasing, mainly through the widespread use of social media that expose young people to dangerous content. This makes it urgent to define an integrated and interdisciplinary strategy for preventing and contrasting hate speech since childhood. Starting from an analysis of international literature on initiatives and approaches undertaken to educate youth to face online hate speech, this study aims at defining a theoretical framework that could inspire media education initiatives providing students with a sense of civic responsibility and actively involving them. The framework was designed adopting the perspective of socio-cultural ecosystems; it maps the possible strategies and actions to prevent and contrast hate speech considering the involved actors and social structures as well as the levels of reciprocal influence. The taxonomy deriving from this approach considers as main coordinates the axis digital-real life and the formal-informal continuum, taking into account that agency developed within a sphere affects the other side and that the main focus of media-educational initiatives should be on how to bridge these spheres.

Keywords: Hate speech, media education, formal and informal education, active citizenship, socio-cultural

P8-6

THE ENGAGEMENT OF TEACHERS AND STUDENTS IN ELEARNING ENVIRONMENT: DIGITAL INTERACTIVE STORYTELLING IN MATHEMATICS

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ABSTRACT

In this communication we present an analysis of the engagement among students and teacher involved in an experimentation of a digital storytelling in mathematics. The activities we analyze are carried out within the project PRIN 2015 “Digital Interactive Storytelling in Mathematics: a Competence-based Social Approach”, aimed to provide a model of educational organization of digital platforms for the development of competence oriented mathematical activities, based on virtual social interaction within a story. The instructional design is based on collaborative scripts (King, 2006) within a digital storytelling framework, where the story follows the interactions among the characters played by the students and an expert. We analyze, by means of suitable tools, the interactions among the peers and with the expert, in particular considering the involvement/participation of the students, in order to carry out a Social Network Analysis. The experimented activity, online and in the presence, with 10th grade students during the curricular activities, sees the involvement of teachers, researchers and students, all of them taking on a key role in the use of digital storytelling (Albano et al., 2018, 2019).

Keywords: Mathematics education, Digital Storytelling, e-Learning, engagement, collaboration script

P8-7

SHARING ARCHAEOLOGY IN THE MESS-AGE. ARCHAEOLOGY AS MATTER OF COMMUNICATION EXCHANGE AT THE SERVICE OF SOCIAL COHESION

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ABSTRACT

The opportunities (and the criticality) emerged with web 2.0 innovations required a radical reconsideration of the rules which presided scientific communication in the archaeological field until recently. The strong relevance in terms of social cohesion of the archaeological scientific domain, and the need to ensure viability to the research outcomes in a systemic perspective, gave a boost to a wider enhancement of local communities, called to contribute in generating questions and meaning in history, as active and jointly responsible parts in the cognitive and interpretative processes, rather than passive recipients of expert's historical narratives. In this new social configuration, when considering "authenticity" as a guiding principle in evaluation of cultural stratification complexity, archaeological communication becomes an effective tool for the recognition and the management of cultural diversity. From use to abandonment, until a new reuse, when intertwining with life of communities, material culture could be considered as a matter of communication exchange, capable of giving enduring recognition to cultural biographies of objects. The challenge now is to reinforce the spaces where "connection" among material culture and people become "relationship", starting a mutual and reciprocal exchange.

In the last few years, in addition to the several trajectories that characterize the international scientific research on public archaeology, some relevant experiences of participative archaeology took place in Italy; among that is possible to distinguish some peculiar community-powered research sited in Sardinia.

Keywords: Public Archaeology, Crowdsourcing, Sardinia, Community

P8-8

EDUCATIONAL INVISIBILITY AND MEDIA COMMUNICATION. THE EDUCATOR BETWEEN ACTION AND REPRESENTATIONS

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ABSTRACT

In the interconnected and hyper-complex society (Giddens, 1991; Beck, 2013), the growth of the opportunities for information transfer does not yet correspond to a real and equal increase in the possibilities of communication (Dominici, 2014). It is necessary to wonder if and how communication emerges as a “social process of sharing knowledge that involves equality and reciprocity (inclusion)” (p. 9). The reciprocity of the communication process is questioned by the perception of the educator who feels “invisible” to the eye of public and media attention (Milani, in press). The media only give a partial picture of the complex world of the reception of unaccompanied minors (Traverso, 2018) and largely overlook the wide range of projects which, if highlighted, would contribute to the affirmation of a different vision of the migratory phenomenon and of good management practices of the same. From the research conducted by L. Milani, whose object of study was the concept of invisibility related to unaccompanied minors, it emerged that educational action and its real and perceived scope do not find an effective confirmation in media communication. The media refer to a stereotyped representation of difference and the users often lack sufficient critical tools to evaluate the credibility of the information (Calvanese, 2011). The research results ask for a reflection on the media communication methods relating to the educational system of reception of unaccompanied minors to whom education provides a competent response that needs to be recognized. For this purpose, a brief review of the printed paper (La Stampa historical archive) and of the RAI archives was conducted, useful for the construction of a knowledge framework, in order to promote the visibility of pedagogical action, its professionals and its social implications (Milani, 2017; Iori, 2018; Santerini, 2019).

Keywords: Unaccompanied minor, educator, invisibility, social representations, media communication

P8-9

THE NOTION OF REPRESENTATION IN STUART HALL'S THOUGHT. A CRITICAL REVIEW

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ABSTRACT

Stuart Hall had the merit of inserting the notion of representation into a broader theory of media and culture. Although its meaning of representation is highly cited and mentioned, there is a lack of critical studies today on the relevance it has had in today's debate in the field of Media Studies and Social and Humanities in general. This paper aims to critically examine the notion of representation given by Stuart Hall and its influence in the field of media and culture studies. In particular, the following are examined: 1) on the one hand, the original conceptualization of the author; 2) on the other its application in empirical research by analyzing the marked and unmarked aspects by scholars. The research is based on the theoretical framework elaborated by Wayne Brekhus (1998) on the sociology of marked and unmarked and includes a review of 90 papers dedicated to the theme selected by consulting the Google Scholar, Scopus and Web of Science databases. Research shows that the notion is now very widespread and used in heterogeneous studies among them to demonstrate, its fertility in the contemporary debate. The centrality of the notion of "Power" in Hall's conceptualization, however, contributes to a widespread tendency to apply the category to particular empirical cases, weakening its analytical usefulness. The forms of representation analyzed are mainly those ranging from subjects with power to subjects without power, highlighting the notion exclusively on the top-down dimension and neglecting the bottom-up dimension.

Keywords: Stuart Hall, Representation, Media representations, Literature Review Summarizes, words

P8-10

KNOWING THROUGH METAPHORS: METAPHORICAL DEVICES FROM SCIENCE COMMUNICATION TO SCIENCE EDUCATION

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ABSTRACT

Preparing students for life in an increasingly technical, global population is a focus for current educational reform. To this end, international education researchers and practitioners are focusing on improving the persistence and success of students in scientific disciplines. The connections between science education and science communication, intended as a cultural activity that produces meanings about science, are receiving growing attention and have relevant educational potentialities. There are scientific evidences showing that the use of metaphorical devices can improve learning processes involving scientific concepts (Amin, 2018; Fuchs, Contini, 2019). The project's main research hypothesis is that metaphorical-narrative learning processes are characterized by: a deeper understanding of scientific contents; the development of the ability to recognize implications; more effective and constructive learning structures (in terms of activating new connections and supporting interaction); an easier access for students with special educational needs. Such hypothesis were tested by developing experimental lesson plans that use metaphors in a systematic way. Such lesson plans were tested in six classes. In specific, two classes of the fourth grade (elementary school), two classes of the fifth grade (elementary school); two classes of the first grade (middle school) were involved. For each grade, two parallel classes took part to the project. One acted as an experimental group, and the other as a control group. A first analysis of the data gathered, both qualitative and quantitative, will be presented in order to discuss the efficacy of using metaphorical devices in different educational contexts. The emerging results suggest that this approach supports students with learning impairments to learn better, and guarantees a more solid functionality in developing competences such as problem solving/posing and critical-creative autonomy.

Keywords: Communication, Metaphors, Science Education, conceptual innovation

P8-11

SOCIAL4SCHOOL: A GAMIFICATION APPROACH FOR DIGITAL CITIZENSHIP

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ABSTRACT

“Social4School” is a project developed at the University of Turin and co-funded by Fondazione CRT. Social4School addresses the problem of enhancing young people’s awareness of the mechanisms of online social networks interaction by presenting an innovative approach based on gamification.

In particular, we propose a web application that allows kids and teenagers to experience the typical dynamics of information spread through a realistic interactive simulation. We will present three extensions. The first allows children to simulate different choices (and related consequences) w.r.t. privacy settings when sharing information in social networks. The second activity proposes different scenarios on cyberbullying, online reputation management and hate speech and let children to choose on how to behave. Finally, the third extension let teens perform a fact checking analysis on a set of news in order to examine critically information they receive online through websites, social media, pictures and data in order to develop skills and methods to help determine what is real. We used the first two activities for an experimental study involving more 75 children (11-12 years) in two Italian school institutes.

The experimental sessions with schools demonstrate that participating teachers were positively impressed by the way children lead the discussion and by the high cooperation spirit they showed.

The first suggestion we got is about parents training on online issues. The second suggestion was about training materials for teachers as a complementary aid for conducting Social4School sessions and participatory activities. They feel the need for dedicated training to face students who are immersed in the world of online social networks.

Keywords: digital literacy, social media, privacy, misinformation spread, school, educational support

P8-12

PEER-TO-PEER SUBJECTIVATION AND TRANSMEDIA SKILLS

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ABSTRACT

This paper proposes some results and a specific theoretical interpretation of the Transmedia Literacy project (2015-18) which has been granted by the EU Horizon program (<https://transmedialiteracy.org>). The project, which involved eight countries, has crossed the fields of formal and informal education, showing how “peer to peer” interactions through social media and digital platforms (van Dijck, Poell & De Waal, 2018) unfold an unexplored and stratified set of transmedia skills performed by teens from 12 to 18 years, when they use social media and cope with participatory cultures (Jenkins, 2006).

Starting from a general framework based on transmedia literacy (Scolari, 2018), this contribution aims to explore how teens are subjectified and, at the same time, subjectivate themselves developing knowledge, skills and identities in their digital (but so real) life.

Recalling Foucault’s (1983) emphasis on the vanishing of the care of the self in contemporary western societies, the theoretical perspective shows how such ways of governing themselves reappear when individuals are made subjects by the overwhelming diffusion of social media. The methodology of this section of the project includes:

1. 58 workshops, on participatory cultures and videogames.
2. 311 in-depth interviews.
3. 90 media diaries that reported teenagers’ media routines (watching tv, playing videogames, etc.).

For data analysis the team relied on “NVivo 11 Pro For Teams”, a server-based software for qualitative data analysis which allows several users to work simultaneously.

The restoration and enhancement of the peer to peer dimension can give us the opportunity to increase trust in institutions and socialization agencies, and to rebuild confidence and empowerment, at school and in informal environments, promoting “ethics of sharing and collaboration”.

Keywords: transmedia literacy, transmedia skills, technologies of the self, peer to peer culture

P8-13

THE POTENTIAL OF BLOCKBUSTER VIDEOGAMES IN COMMUNICATING CULTURAL HERITAGE: THE CASE OF NIOH

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ABSTRACT

Videogames are very popular products of mass consumption nowadays. It could be argued that their diffusion on a worldwide scale is constantly re-shaping our way of thinking and interacting. Their effects on the players have been observed both in a positive and a negative way (Ceccherelli, 2012), as videogames share with other media the ability to influence users' abilities and behaviors (De Kerckhove, 1991). From this perspective, it is possible to see a potential in using videogames for didactic purposes, by taking advantage of their specific patterns of interaction (Squire, 2006; Bogost, 2008). During the years, many attempts have been promoted to use videogames for learning. However, it is interesting to observe the ability of videogames in influencing players' knowledge outside any given classroom or formal context; studies on the connection between classic antiquity and videogames (Rollinger, 2020) show that games meant for entertainment have a great impact in forging the users' expertise on the subject. The case of Nioh (Team Ninja, 2017) is a great example on how the ludic simulation and portrayal of Japanese folklore can contribute to successfully communicating a given cultural heritage.

P9-1

VIRTUAL INFLUENCERS AND CORPORATE COMMUNICATION STRATEGIES

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ABSTRACT

In twenty first century, social media influencers have gained a prominent role both for companies and for consumers. Indeed, they are able to gain attention and build a personal brand, which companies and advertisers use to connect and engage consumers.

In the last years, social media – specifically Instagram – are hosting, beside “traditional” influencers, also some virtual influencers. Virtual influencers are non-human online celebrities crated by digital artists –employed by companies - responsible for all the content that they post on their profiles. Compared to human influencers, the virtual ones are more reliable for companies confiding in them for the promotions of their products; they cannot be involved in any scandal, they cannot promote a competitor product, they are always following the companies’ indications. In addition to the charm that comes from their image, the virtual influencers then have a story, almost always extremely well built and truly credible.

Like their human colleagues, some virtual influencers collect many followers – i.e. imam.gram has 128,000 followers, noonouri 323,000, Lil Miquela 1,600,000 (itp. live, 2019) – and famous brand like Balmain or KFC have created their virtual brand ambassador able to perfectly represent their brand values.

The paper presents the first result of a qualitative research aimed at exploring the main features of these new virtual influencers and the relationship between them and their followers in order to understand how they endorse products, engage consumers and elicit wide consensus.

Keywords: Virtual Influencer, Endorsement, Engagement, Instagram, SNS

P9-2

INVESTIGATING EMPLOYEES' VOICES AND INTERNAL COMMUNICATION STRATEGIES: THE CASE STUDY OF LEM INDUSTRIES SPA

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ABSTRACT

The study aims at investigating the quality of relationships between companies and their employees, highlighting the value of internal communication strategies, and the perception of what communication tools and practices could be planned and implemented to inform and better engage internal publics. Indeed, the quality of employees' relations are considered strategic in order to increase the efficacy of the communication flows, but also to increase company reputation with prosocial activities (Dalton, 2010) or positive megaphoning behaviors (Mazzei et al., 2019; Kim & Rhee 2011), and to prevent or mitigate possible crisis (Heide & Simonsson, 2011, 2018).

Adopting a qualitative approach, the study focuses on Lem Industries SpA, an Italian corporation with the headquarter in Tuscany, involved in the development of companies active in accessories and finishes of international and national luxurious brands.

Based on theories in corporate communication, public relations and employee communications (e.g., Jiang & Men, 2015; Mazzei, 2015, 2018), eighteen in-depth semi-structured interviews were conducted in person with a non-probabilistic sample of employees, selected according to specific criteria (age, type of company, positive/negative attitude, date of hiring, nationality), on a total of 400 current ones. Thematic analysis of findings (Lindlof & Taylor, 2002) shows interesting path of loyalty, a rare emotional attachment for the corporation, emerging bottom-up communication practices, as well as a different approach on using digital platforms and social media for employees' communication. Practical implications for top managers and communication officers are critically discussed.

Keywords: employee communication, public relations, internal communication, corporate communication

P9-3

ADVERTISING AS 'DISTORTED MIRROR': CULTURAL VALUES IN TV ADVERTISING IN IRELAND FROM 1960S TO 1980S

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ABSTRACT

Since audiences of advertising communications have been found to respond positively to messages that closely reference their culture (Kalliny and Gentry, 2007), advertising 'appeals', which relate to strategies used by the advertising industry to motivate consumers to make purchasing decisions (Wah, 2005), will often rely on tapping into the cultural specificity of the market. Set in a context before digital marketing, sponsored content and influencer culture, this paper considers the shared cultural dialogue between advertisers and audiences by documenting the dominant cultural values in TV advertising in Ireland from the 1960s to the 1980s, and specifically whether those adverts reflect the prevailing cultural values of the time. Utilising adaptations of Richard Pollay's methodology for measuring the cultural values that are contained in advertising texts (Pollay, 1983), this study conducts an interpretive content analysis of 214 TV adverts archived by the Irish Film Institute and funded by the Broadcasting Authority of Ireland under the 'Irish Adverts Project'. Findings show that throughout the decades surveyed the dominant cultural value referenced in these adverts is Enjoyment/ Leisure; followed by Success/Status, with the third most prominent cultural value being Modernity/ Technology. Given that Ireland in the 60s was emerging from decades of inward-looking, protectionist policies and was growing in confidence (economically, politically and culturally), advertising appeals that focused on topics such as holidaying, social status and technology align with the cultural changes Ireland was experiencing and arguably add some credence to the claim that advertising acts a 'distorted mirror' (Pollay, 1986), reflecting a marketable version of society back to itself. The question of whether advertising and commercial communications strategies continue to harvest prevailing cultural values remains important to consider.

Keywords: advertising 'appeals'; cultural values; audiences; consumers; commercial communications

P9-4

THE INFLUENCE OF TELEVISION PROGRAMME SCHEDULING STRATEGIES ON AUDIENCE PREFERENCES OF TELEVISION STATIONS IN NIGERIA

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ABSTRACT

The study 'The Influence of Television Programme Scheduling Strategies on Audience Preferences of Television Stations in Nigeria' is set out to analyze television scheduling strategies in order to determine which influence audience preference of programmes and television stations. The study is anchored on Uses & Gratification and Consumer Behaviour theories to establish what gratification influences the audience chose of television Station and programme most as TV consumers. Survey was employed to determine audience preference of television stations and possibly the strategies that influence these preferences. Using census, random, purposive and stratified sampling techniques, the study surveyed 385 audiences. To analyse the data from the study, Statistical Package for the Social Science (SPSS) was employed. The study found out that; the audiences most preferred television station in Nigeria is Channels TV, followed by Nigerian Television Authority (NTA) and then African Independent Television (AIT) due to the television stations' programmes and a number of programme strategies. This means that, the need for information which is audience gratification is not enough to influence the choice of a television station they will watch again and again. The study concludes that; audience depend on the service quality parameters which influences their choice and return to the television station. Therefore, the study recommends the combination of Uses & Gratification and Consumer Behaviour theories when trying to determine audience influence and that television stations in Nigeria should use the influential programme strategies realized from this work to increase audience patronage of their television stations.

Keywords; Audience, Television, Programmes, Audience Preference and Scheduling Strategies

P9-5

METAPHORICAL MEANING OF CULTURALLY-MOTIVATED METAPHORS – LOST OR PRESERVED IN ECONOMIC PRESS ARTICLES TRANSLATED FROM ENGLISH INTO ROMANIAN

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ABSTRACT

The present paper explores the implications of the use of metaphorical expressions motivated by culturally-specific concepts in economic press articles for the process of translation into Romanian. There has been considerable interest in the pervasiveness of metaphor in economic and financial discourse since Lakoff and Johnson (1980) developed their theory of the conceptual metaphor. Therefore, literature has largely acknowledged that metaphors play an essential role in the description, explanation, understanding, interpretation and communication of economic and financial phenomena. When dealing with metaphors in the process of translation, different studies have identified and characterised culturally-specific aspects as obstacles, which make the translation process more problematic. Various studies have shown that metaphor translation does not imply only a simple transfer of meaning or concepts from a source language to a target language at linguistic or conceptual level, but it also requires translators to find correspondences in the target text, where possible, for the cultural references used in the source text. Thus, the present paper carries out a qualitative analysis and investigates whether metaphors motivated by culturally-specific concepts in the STs are rendered as metaphors into the TTs or not. The analysed examples have been taken from a corpus of 80 articles published by *The Economist* between 2011 and 2013, which was compiled to investigate the translation of metaphors into Romanian. For the identification of metaphors in the source texts, the MIPVU procedure (Steen et al., 2010) has been used. The analysis reveals that translators need to take into consideration not only the linguistic or cognitive dimension of metaphor, but also its cultural dimension if they aim to render the ST effectively into the target language and culture.

Keywords: conceptual metaphor, metaphorical expressions, metaphor translation, cultural differences

P10-1

ART AND NEW MEDIA GOOD PRACTICES IN SARDINIA (ITALY)

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ABSTRACT

The use of artistic (visual) means of expression (elements) in modern visual communication is diverse. The diversity of their use in artworks is constantly evolving. Watching the creative performance of an individual (student) can reveal new visual communication solutions with the use of recognizable (traditional) and unrecognizable (new) visual means of expression and organizational principles in the artwork. They can identify captured (perhaps unwittingly) factors and local cultural contexts (marks, symbols, archetypes, messages, etc.) associated with the performance of artwork, or confuse their diversity (in other ways), which makes it difficult to understand the image of art and thus hinder visual communication between the performer of art and the viewer in this – in the case of a student and educator (Kadiķe, 2019) . In addition to changing the conditions imposed by the era (instruments, materials, performance techniques, technology, time available, etc.), the language of visual communication and aspects of its application also change. Therefore, the development of visual literacy as an individual's expertise (competence), or visual intelligence, is increasingly topical in order to successfully recognise ideas about how to create new models or restrictions on visual communication. Also confirmed by the issue of creating a common visual literacy quality level in society (Recommendation 2006/962/EC of the EP and of the Council of 2006 on key competences for lifelong learning), as set out in the European visual literacy guidelines (Wagner, Schönau, 2016). This is one part of a larger study on the use of visual means of expression in creative works (pupils, students, artists). The study will use quantitative (survey) and qualitative (interview, observation) study methods.

Keywords: Latvia, visual literacy of students, means of expression in visual arts

P10-2

IDENTIFYING VISUAL MEANS OF EXPRESSION IN STUDENT VISUAL COMMUNICATION

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ABSTRACT

The use of artistic (visual) means of expression (elements) in modern visual communication is diverse. The diversity of their use in artworks is constantly evolving. Watching the creative performance of an individual (student) can reveal new visual communication solutions with the use of recognizable (traditional) and unrecognizable (new) visual means of expression and organizational principles in the artwork. They can identify captured (perhaps unwittingly) factors and local cultural contexts (marks, symbols, archetypes, messages, etc.) associated with the performance of artwork, or confuse their diversity (in other ways), which makes it difficult to understand the image of art and thus hinder visual communication between the performer of art and the viewer in this – in the case of a student and educator (Kadiķe, 2019) . In addition to changing the conditions imposed by the era (instruments, materials, performance techniques, technology, time available, etc.), the language of visual communication and aspects of its application also change. Therefore, the development of visual literacy as an individual's expertise (competence), or visual intelligence, is increasingly topical in order to successfully recognise ideas about how to create new models or restrictions on visual communication. Also confirmed by the issue of creating a common visual literacy quality level in society (Recommendation 2006/962/EC of the EP and of the Council of 2006 on key competences for lifelong learning), as set out in the European visual literacy guidelines (Wagner, Schönau, 2016). This is one part of a larger study on the use of visual means of expression in creative works (pupils, students, artists). The study will use quantitative (survey) and qualitative (interview, observation) study methods.

Keywords: Latvia, visual literacy of students, means of expression in visual arts

P10-3

PRODUCING AN "OTHERNESS" IMAGE OF IRAN IN US VISUAL CULTURE; THE CASE OF CNN NEWS PHOTOS

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ABSTRACT

CNN is one of the world's leading news agencies with a global audience. The news agency regularly publishes news related to Iran on its website in covering news around the world. Most of the news is accompanied by news photos that contain symbolic implications for managing the image of Iran in the mind of the audience. Therefore, it can be the subject of research studies that has a critical attitude towards such images, a topic that has yet not been studied through research form. The present study analyzes CNN news photos related to Iran using the semiotic method, adopting John Fisk's three-level cryptographic analysis approach. The results of the analysis show that CNN, like other mainstream news agencies, uses the capabilities of technical codes such as camera angle, view size, color, light, etc. to have a greater impact on the audience. As about the content, however, the nature of the influence is established on the two axes of 'otherness-producing elements' and 'creating separation and contrast between the government and the people'. The result of the approach is the construction of an 'other' out of Iran that is violent, inefficient, and anti-people. It justifies the US' interference in the Middle East and Iran for a global audience.

Keywords: Iran, CNN, Image Management, Semiotics, news photos

P10-4

THE SOCIAL FUNCTIONS OF SHERLOCK HOLMES IN THE LATE MODERN IMAGE

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ABSTRACT

The paper aims to reflect on the character invented by Conan Doyle at the end of the nineteenth century, on how this figure quickly rose to modern and late modern myth, able to cross the media over the years: literature, theatre, cinema, radio, television, comics, video games. By analysing the texts of Sherlock Holmes canon (4 novels and 56 short tales), the 13 episodes of BBC drama series, and the 2 films by Guy Ritchie, this study suggests a possible interpretation. Holmes' way of reasoning, memorizing, elaborating comparisons, quickly reaching hypotheses; his multiformity (since he is a very able actor and impersonator); his strict connection with the homeless, used as extensions in the territory of the metropolis for gathering information: everything seems to foreshadow something not existing at the time of his birth, that is digital and network technology. This particularity may be one of the reasons why this character meets nowadays sensibility, leading to some final reflections about the possible reasons of his enormous success, even recently. The conclusion of the paper focuses on one complex question: what is the (social) role that this character of almost infallible rationality played at the time of his invention and still plays in the imagination of our time, particularly characterized by irrationality, precariousness, changeability, falsifiability?

Keywords: media, prefiguration, collective imagination, literature, cinema

P10-5

A EUROPEAN VISION: SHARING IMAGES, FUNDING VALUES

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ABSTRACT

We live in an era increasingly linked to images: this link has culturally deep roots, which were strengthened during the twentieth century thanks to the development of audiovisual mass media. Cinema in particular redesigns the collective imaginary, giving shape to a visual story capable of building and nurturing imagination, ideas, culture and memory. The images are therefore able to cross geographical boundaries and social differences in a much more effective and immediate way than other forms of expression.

This intervention aims to outline the deep and lasting relationship that binds shared European values and cinema in Europe, starting from the second postwar years, when a political project of a European film union had been hypothesized, even before the European Economic Community, up to the analysis of the different actions taken by the European institutions, thirty years after the establishment of the Council of Europe fund Euroimages and the establishment of the European Union Media Program, wondering about the involvement and the effects of these actions in a critical moment in which European cultural heritage seems to falter due to the rise of new nationalisms.

Keywords: Europe, European Cinema, European Institutions, European identity, MEDIA Programme

P10-6

FROM DISSEMINATION TO ENGAGEMENT IN THE POPULARIZATION OF SCIENCE: STRUCTURE AND AESTHETIZATION IN THE CASE OF “GRAVITY AND ME”

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ABSTRACT

Trying to appear objective, the writing pattern of the scientific reviews accustom to use passive voice, long words and a compressed style hard for the public to read. This pattern was already well established around the beginnings of the twentieth century (Knight). Although most of the actual scientific specialized reviews conserve traces of that style, there are other spheres where modern institutions like public broadcasting services have strived for popularising Science through documentaries. Our aim here is to highlight the advantages and drawbacks of a mediatized Science through the storytelling of television documentaries. In doing so, we will explore the case of the BBC documentary “Gravity and me”, taking into account for my content analysis a theory of engagement, focalization and attachment developed primarily for Film Studies (Kovács) and applied in this investigation to the television genre of scientific documentaries. The results show that the documentary follows a structure that can be assimilated to that of a scientific review and, at the same time, unfolds rhetoric based on the aestheticization in its primordial greek sense. The documentary begins with a couple of questions addressed the audiences. Since that moment, the rest of the storytelling contends to respond. This answer employs plenty of mechanisms to appeal to the human sensibility, ranging from the personalization of the story to the use of timelines. We conclude that these examples fit well with the evolution of the models of the relationship between Science and media; from the public understanding of Science (PUS model) to a more Public Engagement of Science and Technology (PEST) paradigm.

Keywords: Aestheticization; Personalization; Public Understanding of Science; Public

P10-7

POPULISM AND ITS MEDIATIZATION: THE CASE OF THE HANDMAID'S TALE

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ABSTRACT

Not a day goes by without a reference made to populism – both within the scientific community and within the political context – to define the attitude or characteristics of parties, movements and political context as a whole. Despite the fact that the object of study has its roots in a remote past, the real “boom” of interest is very recent. In the last decades there has been a succession of monographic works, both of theoretical and comparative political science and history with an impulse to study especially the populist language, strategies for the conquest of power and propaganda, the relationship with democratic procedures and political representation, the social content of populist policies and, finally, the structure of populist movements. Such attention also seems to be echoed in the media system, as, in our case, the TV series. This work has the purpose of investigating how the phenomenon of populism has affected the serialized fictional production. Even if the Atwood’s book “The Handmaid’s Tale” was published during the cyberpunk wave of the 80s, belongs to late 2017 its adaptation in the homonymous Tv show. It not only expresses a dystopian near future but shows the populism appeal of governors and people. The show was analyzed through a grid searching for the main themes of populism: results that many of the scenes are related to populist behavior, supporting the increase of interest in the topic even by the worldwide success.

Keywords: Populism; phenomenology; mediatization; tv series; fiction; reality

P10-8

POSSIBLE WORLDS, TECHNOLOGIES OF THE SELF AND ENGAGEMENT IN CINEMA: THE USE OF DIARIES IN MODERN FILMS

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ABSTRACT

From its beginning as a literary genre, the personal diary has shared many features with the essay (Timothy Corrigan). The most outstanding example is Montaigne's writings, where the sixteenth-century author recorded his daily activities to analyse them over time. With the advent of Cinema, some pioneers like Dziga Vertov, reappropriated of the cultural form of diary for the cinema environment. In his analysis of Classic and Modern Cinema, András B. Kóvacs underlines that "the idea of the film as personal self-expression or personal diary is the lowest common denominator of the French new wave".

This text examines how Modern Cinema has used the personal diary for the engagement of the public. We take as cases of analysis films by Robert Bresson (*Pickpocket*, 1959), Martin Scorsese (*Taxi Driver*, 1976) and Paul Schrader (*Light Sleeper*, 1992).

We employ a comparative methodology based on the content of the film texts considering mainly two dimensions of the personal diary: as a technology of the self (Foucault) and as a stimulus to generate possible worlds. The diary may work as a technology of the self to contribute to the construction of the social persona. On the other hand, the diary may be a tool to widen the imagination of alternative identities and worlds.

The results indicate that the depiction of personal diaries in films may increase the public's engagement with fictional characters through feelings of empathy and appealing to the moral judgement of the viewers. Consequences for future developments are considered.

Keywords: Possible Worlds; Technologies of the Self; Diary; Cinema; Engagement

P10-9

TRAILER AS MEDIATIZED PERFORMANCE: THE PLACE OF PROMOTIONAL VIDEOS IN INTERMEDIAL PERFORMANCE ECOLOGIES

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ABSTRACT

Since the beginning of the 2000s, video trailers have become a popular tool for the online promotion of contemporary performing arts. Numerous companies, festivals and organizations have integrated this modality into their relational routines. The use of trailers in the field of theatre is undoubtedly driven by the expansion of social media and by the increasing accessibility of video technologies. However, it also reflects the general need from theatre companies to find effective ways to promote their work combining creative autonomy and economic efficiency. Despite this diffusion, theatre' trailers have received little attention in the academic literature, with the only exception of Vollans [2015]. No study, yet, has been dedicated to the relationships between promotional videos and intermedial performances, or to companies' production and distribution practices of such video-objects. This paper tries to address this gap by investigating: 1) how contemporary theatre artists involved in screen-based practices manage the production and the dissemination of promotional video materials, and 2) which place trailers occupy in companies' intermedial ecologies. To approach these questions, we conducted in-depth interviews with 16 of the most significant companies of the Italian contemporary theatre scene which are involved in intermedial practices. Using a theoretical framework which combines mediatization studies [Boccia Artieri 2017; Couldry & Hepp 2013], analysis of media paratexts [Gray 2010] and theories on mediatized liveness [Auslander 2012, Gemini 2016], we will examine how trailers constitute a crucial (but often neglected) part of the current intermedial ecology of performance. The use of trailers, ultimately, emerge as part of more general trends of postdramatic theater and deep mediatization of performance, where the integration of scree-based practices substantiates the rethinking of theatrical specificity.

Keywords: Contemporary theatre, Promotional video, Trailer, Liveness, Intermediality, Mediatization

P10-10

UN(SETTLING) NARRATIVE CONVENTION OF THRILLER GENRE. REVISITING PANDEMIC FILM

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ABSTRACT

Generic conventions aid audiences to comprehend a film framework, identify characters, settings and narrative trajectories. Thriller according to few film critiques is about real life mystery, criminal conspiracy, suspense and image of blood, as the dominant component. Pandemic films according to film critic, Roger Ebert, has science aspect that presents about people and how their life and existence have suddenly become problematic by virtue of virus outbreak. This study aimed to investigate the rigidity and canonical structure of film genre theory by examining the contrast in the pandemic film conventions as it is unmatched thriller films from Hollywood's industry-made canon. This study will revisit and revise the four pandemic films released after year 2000 by considering the decade as an inception to global pandemic era. This paper proposes an in-depth analysis of pandemic films and also examines the narrative conventions of the thriller films, to find out why the pandemic films is utterly dissimilar with those conventions. This study employed Chatman's five elements of Plot Constituents and analyses pandemic films corpus of (Contagion, 2011, The Crazies, 2010, Carrier 2009 and The Happening 2008) which is dissimilar to thriller narrative conventions. The finding found that all four narrative conventions in pandemic film are consistent that amplified the issue of pollution that link to infectious disease.

Keywords: Narrative conventions, Pandemic film, Plot Constituents and Thriller Genre

P10-11

DIGITAZION OF TRADITIONAL GAMES AS A STRATEGY FOR CULTURAL HERITAGE

A. Piano

ABSTRACT

It is argued that games are products of the cultural context in which they were created: they reflect cultural values (Barr, 2008; Hashimoto et al, 2011) or political views (Deskins, 2013), represent history and behaviors, and are also used as tools for learning (Bogost, 2008). Hence, traditional games constitute an important part of any given cultural heritage, as they carry on relevant aspects that could be observed and studied to better understand different societies. However, as traditional analog games are often handed on orally, documentation and historical record of many ludic activities risk being forgotten. Plus, the advent of digital media reduced the interest around traditional games, relegating them to museums or ancient narratives. This paper explores the possibility of preserving traditional analog games through a process of digitization, respectful of both embodied cultural values and digital platforms' specific language. Using a theoretical framework that takes into account the cultural context by extrapolating its values, this paper outlines a game design method applicable to any given culture or game. The resulting product is a digital game that embodies the same characteristics (cultural values, forms of interaction, socialization frameworks) of the original, re-mediating them in a language understandable by digital natives.

Keywords: traditional games, cultural heritage, re-mediation, preservation

P10-12

EMMA APPROVED: TRANSMEDIA, SOCIAL MEDIA PLATFORM AND INTERACTIVE STORYTELLING

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ABSTRACT

Transmedia proves to be a strategic resource for micro-productions (Bernardo, 2014). However, the logic of platform affordance (Hutchby 2001), applied to distribution (Van Dijk 2018), influences content creation and user interaction through the transmedia interface (Ciammella, Ciofalo, Leonzi, 2019).

This paper presents the analysis of a case study that is the webseries Emma Approved (YouTube, 2013-2014). It was produced by a small company and managed to win the Emmy award for Best Interactive Program. The project developed across eight different social platforms and it encompassed videos, blog posts, songs and even photoshoots.

A content analysis was carried out (Krippendorff, 2018) to define the transmedia storyworld (Ryan, 2014). The transition from primary world to secondary world via social platforms becomes an element of the narrative itself (Wolf, 2014). Careful examination of all these media platforms allow us to interpret the storytelling and

transmedia configuration of the project, which created a complete world and managed to connect it with previous shows by the same production company. In addition, in-depth interviews were conducted with the creator, screenwriter and transmedia producer of the series, in order to reconstruct the creative, decision-making and management processes that fostered audience engagement and interactive storytelling. What emerges is a construction of interactive storytelling based much on the framework given by social media, even if, at the same time, the transmedia dimension allows users, as well as content, to migrate between the various platforms. The participatory dimension and content distribution at the basis of transmedia storytelling (Scolari, 2013) is part of the logic offered by social platforms, redefining business models for distribution, production strategies and narrative grammar.

Keywords: transmedia storytelling, narrative engagement, interactive audience, platform social media, webseries

P10-13

THE FEMALE GAZE OF ARMENIAN WOMEN FILMMAKERS: OVERCOMING THE CHALLENGES FOR INCLUSION WITH CINEMATIC STORYTELLING

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ABSTRACT

A new generation of Armenian women filmmakers is emerging in the former Soviet Republic of Armenia who may offer new ways of examining and shaping the world through the Female Gaze. The Female Gaze is a conceptualization in Feminist Film Studies as a response to Laura Mulvey's Male Gaze, an understanding of filmic representations of women as the objectification and dismissiveness by male filmmakers. This research examines representative film stories and the production context of Armenian women filmmakers. It further investigates their challenges in film production and media market access for their work. It uses a qualitative research approach with an interview methodology of women filmmakers and key individuals involved with film production, education and government policy. Furthermore, this research applies the Female Gaze as a theoretical lens through a content analysis of representative film stories. It concludes that the female gaze shifts to a diverse representation of story characters, with a wider and more inclusive range of female representations; their stories are more relationship focused rather than action centric. The themes and film stories are focused on human suffering, family abuse, war, economic exploitation and societal corruption. It also concludes that there is a need for new jobs creation, greater access to economic resources for creating inclusive representations and media education for the business, financing and marketing of their film stories as creative products.

Keywords: Armenia, Cinema, Feminist, Gender, Caucasus, Representation

P11-1

PUBLIC COMMUNICATION AND THE FAKE NEWS RISK

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ABSTRACT

This paper intends to analyze how disinformation production is deeply determining the progressive weakening of institutions. The lack of political and social representation have deeply destabilized individuals who, in an attempt to reconstruct an at least an apparent riverbed, aggregate in closed communities in which they recognize each other according to their primary needs or common enemies.

The field of public communication appears today as one in which these discursive effects generate the greatest consequences. We are witnessing a wide debate on law 150, the polarizing effects and the transformation of political communication into propaganda, the fragility of social communication. The research that led to outline the fake news hexagon (Altinier Pira, 2018) highlighted some peculiar features among these: virality and crossmediality are the basis of the ability to persist some information with respect to others in function of the perfect combination of the elements included in the fake news hexagon.

A clear reference to the topic of the research is the today use of social networks by Local Polices as a tool for listening to and sharing, a case study showing the positive evolution from the critical position they affirmed in the past about the use of social media tools (Pira, Gamberini, 2013).

Keywords: Public communication, fake news, Local Police, crossmediality, propaganda

P11-2

**COVID-19 POST-TRUTH.
MISINFORMATION/DISINFORMATION LANGUAGE AND SYMBOLS IN
COMMUNICATING THE PANDEMIC.
A COMPARATIVE STUDY BETWEEN ITALY AND SAUDI ARABIA**

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ABSTRACT

The present comparative study reports the preliminary stages of a larger analysis on the discursive and narrative aspects of the language of misinformation/disinformation used in communicating Covid-19 after the first data and scientific outcomes were shared worldwide. Starting from recent semiotic of communication studies of post-truth, our proposal analyses a corpus of articles and related user-generated content in the Italian and Saudi Arabian social media and national press. The comparative facet of the research allows us to reflect on similarities and differences between diverse socio-cultural contexts. The study analyses a variety of post-truth discourses through the semiotic analysis of the discourse, not limited to verbal language but consider the complexity of the syncretic texts. Post-truth discourse divergences from the forms developed by the scientific inquiry in the particular case considered with the aim of creating a counterargument that can influence people's opinions and persuade them in assuming other theories. The changes experienced by people over the past months, in the case of Italy, is linked to the uncertainties in communicating Covid-19 throughout the media. After a first phase in which the problem has been downsized, there has been a growing dramatization of the tones, which became more strident. On the other side, in the case of Saudi Arabia, where the Sars-Cov-2 arrived later compared to Italy, the media agenda has been in contrast with a misinformation of post-truth in counter-augmenting the influential newspapers by spreading contents and a mistrust in the scientific discourse. In such a context, investigating these fluctuations in communicating Covid-19 between two socio-cultural contexts enables us to reflect on the constants of the rhetoric, narrative and discursive strategies.

Keywords: Post-truth discourses, Language, Symbols, Misinformation, Disinformation

P11-3

MANIFESTATION OF PANIC IN MASS MEDIA: COVID-19 CASE IN LITHUANIA

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ABSTRACT

The present comparative study reports the preliminary stages of a larger analysis on the Mass media has a huge influence on masses. It shapes peoples' mindset, attitudes, and often their actions in certain situations. Mass media has massive control over the mindset especially during the crises and emergencies. Mass media provides most important source of information in our society about: politics, economics, health care, entertainment, crime, and so on. Existing modern larger television broadcast networks and news portal news components known from the global COVID-19 pandemic. The key research question-whether the use of mass media power was used just for the COVID-19 news spread or it was used to the intimidation of public in order to increase the media ratings overall. This topic is very sensitive, and then various recommendations are made to the media: economic recessions, health care courses, political rankings, and so on. Having manipulative power, media channels, their editors and journalists, headlines, reports, videos that could easily raise fear and moral panic among all members. The purpose of the research is to analyze panic manifestation case of COVID-19 in Lithuanian and global mass media channels. Qualitative content analysis research method was selected because ot was suitable for long-term observation of the sample in 2020 March 21 to April 21, four Lithuanian and foreign channels (Delfi.lt, CNN, TV3, CBS news) were examined: headlines, visual and textual content, comments, reports, characteristic baskets, pulling, provocative and panic-causing elements, traits The results of the study revealed that manifestation of panic was observed in all selected channels, but news of a global media organizations were more constructive and accurate and local media channels were more focused on intimidation and to the amount of news.

Keywords: panic manifestation, intimidation, mass media, covid-19

P11-4

DIPLOMACY AND NATIONAL BRANDING IN COVID -19 ERA

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ABSTRACT

The main purpose of this paper is to highlight the role of digital diplomacy and nation branding in which hinge on how a country responded actively to the crisis. Based on a case study of Viet Nam and South Korea, the paper will clarify these successful national responses to explore pandemic public diplomacy which is grounded in a framework of information, communication trust, collaboration and mutual benefit. The paper analyses social media and international news media suggest that how these countries are perceived as a model on how to deal with pandemic by international audiences. Unlike other public diplomacy contexts, pandemic public diplomacy and nation branding play out in the pandemic crisis when most socially disruptive event in modern history helps to highlight the role of public diplomacy and nation branding on the dynamic of mutual interdependence in an interconnected competitive world fighting with fear, disinformation, uncertainty. Therefore, the paper will aim to explore the relationship between and public diplomacy and nation branding as well as suggest the strategy to promote its national branding and effectiveness of public diplomacy.

Keywords: nation branding, public diplomacy, COVID- 19 pandemic

P11-5

LANGUAGES AND SYMBOLS IN COMMUNICATING COVID-19 IN SARDINIA (ITALY)

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ABSTRACT

The spread of the Covid-19 (Novel Coronavirus) in Italy and across the globe, starting from February 2020, has unleashed a communicative tsunami oriented on the metaphorical frame 'The virus is an enemy/a war to fight' with its bulletin of 'military' languages and images.

This is not surprising: often, throughout history, society has privileged this kind of narrative to explain global pandemics such as HIV (Sontag, 1989) and to talk about the most serious diseases, charging the sick and their family members with a psychological burden that is difficult to sustain.

World leaders during coronavirus pandemic invoked wartime metaphors in order to communicate the seriousness of the problem and activate their communities. According to John Baugh, a linguist at Washington University in St. Louis, when politicians and health officials invoke this language, it's often because «they feel that the public has not yet taken the problem seriously» (Yasmeen Serhan, *The Atlantic*, March 31, 2020).

But this wartime imagery can damage communication and provoke misbehavior between people.

Is it possible to change course and promote language as an antidote?

This is my research:

- analyze textual sequences and visual languages (pictures, drawings, billboards, cartoons) collected during the first 'wave' of coronavirus, in order to explore the metaphorical construction of textual and visual narratives in Sardinia;
- detect, in data collected, the presence of different narratives and counter-narratives that strengthen the sense of identity in Sardinia;
- suggest alternatives to war metaphors for Covid-19 in language.

In conclusion, the data reveal that new perspectives are possible able of leading us in the present and in the future (Davide Cassandro, *Internazionale*, March 22, 2020), to safeguard words and concepts that will be necessary to restore meaning to our existence after the emergency (Paolo Iabichino, *Medium*, March 20, 2020).

Keywords: war metaphors, counter-narrative, visual narratives, covid-19, Sardinia

P11-6

PANDEMIC VS SOCIAL NETWORK SITE

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ABSTRACT

The pandemic we are experiencing has a substantial difference, the world completely interconnected on the Net, compared to others of the past including recent ones. This environment has its "champions" (Facebook, WhatsApp, Twitter, Instagram, etc.) which have pervaded our daily lives. Suddenly Covid-19, which imposed physical distancing on us, as a primary form of contrast to the pandemic, with the re-discovery of the Net as a context in which to transfer all our activities. The observation is that we were not ready to exploit all the useful potential of the Net, especially in the field of institutional communication. The proposal builds on established assumptions, such as stating that when an infectious disease explodes, public health structures must increase the level of awareness, perception and support of the common public for government actions. All this was the basis on which to build an adequate response from all players on the field, there was not. The proposal focuses on a theory of communication, developed to study people's motivated communicative actions when they encounter problematic life situations - The Situational Theory of Problem Solving – STOPS. It is proposed to conduct an investigation to predict the communicative action of the identified public and its behavioral intentions to follow the instructions of the public health structures within the framework of the theoretical instrumentation of STOPS. If the communicative actions of institutional communication lead an audience willing to promptly follow the instructions of health organizations, the environment of the social network sites - SNS can be crucial in pandemic contexts.

Keywords: Institutional Communication, Citizens, Institutions, Social Network Sites

P11-7

OF PIETIES AND PANDEMICS : THE ROLE OF FAITH IN FOSTERING ONLINE COMMUNALITY IN MALAYSIA

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ABSTRACT

This paper considers how the Malaysian mediascape saw an unprecedented rise of online Islamic communality during the Movement Control Order (the MCO), the nationwide lockdown imposed by the government to contain the spread of COVID-19. This amounts to rallying a sense of collective Islamic identity as a way to cope with the anxieties caused by the loss of lives and the rapidly declining economy. My paper demonstrates this by examining the interactions between Malaysian citizens through Facebook posts and comments during the early period of the MCO. Particular focus shall be directed to the posts and comments section of Astro AWANI, a Malaysian cross-platform news organisation whose Facebook account amassed nearly 4.1 million followers. My close reading reveals expressions of support, solidarity, and ultimately an accordance of meaning in “making sense” of the pandemic, all of which bearing a strong element of piety. This paper concludes that despite the physical limitations of stay-at-home orders, religion had facilitated a virtual, disembodied, yet formidable discourse of unity and support in negotiating acceptance of this pandemic.

Keywords: Malaysia, piety, identity, solidarity, anxieties, cope

BIOGRAPHY

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P1-5

JOHANNES LANGGUTH is a Research Scientist at Simula, where he has been working since 2012. His research focusses on computational social science, and the analysis of social networks. He is currently leading an interdisciplinary project on the use of graph algorithms in the detection of fake news.

P1-6

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P1-6

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P1-7

CHITRA TANWAR is currently working on Social media for her PhD. She is also working as an Assistant Professor at Government Post Graduate College Panchkula , India. Her area of specialization is Electronic Media and New Media. Her interests include documentary film amkin and photography.

P1-8

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Since 2017, after receiving his MSc certificate in Development Communication from Universiti Putra

Malaysia, Adamkolo has focused on social media, cyberbullying, online shopping and journalism studies. Currently, he is pursuing a PhD programme at Bayero University, Kano and as an accomplished reviewer, he received Publons Top Reviewer award in 2018.

P1-9

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I am doing research on visually challenged people as how technology promotes greater independence by enabling them to perform their daily task, to support their learning, problem solving build skills etc. I worked as an assistant professor for two years at private institution (2012-2014), before stepping into research.

P1-10

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P1-11

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P2-1

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Giovanni Ragone is currently a Professor of Media Sciences at La Sapienza University of Rome. Past Director of the DigiLab Center, he has crossed media, arts, literature and imagery, education, publishing, advertising, digital heritage and enhancement of cultural heritage. Last published book: *Per la mediologia della letteratura* (2019).

P2-3

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Melania Talarico is a PhD candidate in Psychological, Anthropological and Educational Sciences of the University of Turin. Her studies are mainly focused on new digital languages. Currently, it is conducting research on the analysis of images and metaphors in the digital storytelling.

P2-4

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Before joining University, Paola Pennisi worked on autism from a philosophical perspective at CNR as fellow researcher. Since joining the University of Messina she studied the relationship between theories of mind and pathologies of language. She has a PhD in philosophy and a PhD in Cognitive Sciences.

P2-4

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Sebastiano Nucera is Assistant Professor at Messina University and teaches Cognitive Sociology. He is honorary member of ACMS (Asociación Castellano-Manchega de Sociología). His research activity has been concerned with the following topics: Wearable Technologies; Virtual and Augmented Reality; Evolution, changes and applications of modern communication technologies.

P2-4

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P2-5

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Larisa has been working at the People's Friendship University of Russia since 1995 as an associate Professor. She also worked for 15 years at the Moscow state pedagogical University at the Department of Russian literature of the twentieth century. Research interests: literature of the Russian Diaspora, Russian as a foreign language.

P2-6

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Robert Heckert graduated in Corporate Communication in 2016. Previously he studied philology, literature, public relations, change and brand management at several Dutch universities. He has been working as a communication manager for profit and non-profit organizations, the last thirteen years at Sanquin Blood Supply Foundation

P2-7

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P2-8

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P3-1

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P5-5

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P3-1

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P3-1

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P3-2

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P3-4

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Communication Area Coordinator, Italian National School of Public Administration, Rome, Italy Since entering the Presidency of the Council of Ministers as a communication expert, Nicola has dealt with the conception and design of the training activities in public communication skills of the Italian National School of Public Administration of which he then became area coordinator. For the past three years he has been a advisor to three ministers of the Republic of Italy and a communications consultant for important companies and institutions.

P3-5

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P3-6

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P3-7

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Più che ventennale esperienza professionale nel campo della scrittura per i media (giornalismo, tvseries, web), social media management e storytelling digitale in relazione alle culture di convergenza (social network).

P3-8

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P11-6

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Communicator, journalist, contract university professor. My competence in institutional / political communication and study / research is reflected in previous experiences in private and public activities (Municipalities - Union of Municipalities - Regional Council - Industrial District).

P4-1

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P4-3

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Biography: Working at RMIT for over 5 years, Liem lectures and researches crisis communication with Vietnamese cases and attends PR events as an invited speaker. Before joining this workplace, he worked as a scriptwriting freelancer. Now he works in both Department of Professional Communication and Department of Digital Film and Video.

P4-5

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Manager, Marketing Communications and Stakeholder Relations

Human Resource Development Council of Botswana, Africa

Faith Tuelo has an award-winning experience which entails overall strategic direction of HRDC's image, brand optimisation, reputation management, stakeholder management and engagement, digital marketing communications, branding, corporate social responsibility and promotion of the HRDC services. She also delivers measurable success through smarter, more effective and interactive communications across all channels.

P4-8

TAN POH LING

Assistant Professor, Department of Advertising,
Xiamen University Malaysia

Tan Poh Ling received her doctorate at the Universiti Sains Malaysia on Tourism Communication with a focus on interpretation. Her undergraduate and postgraduate qualifications are in Public Relations and Environmental Communication Her research interests include persuasive communication, heritage communication, environmental communication.

P5-3

HANNA LUETKE LANFER

P5-4

PhD candidate

Department of Media and Communication Science, University of Erfurt, Germany

In her PhD research, Hanna Luetke Lanfer has conducted three studies related to challenges and opportunities for health communication interventions in the context of poverty. Before starting her PhD in 2017, she worked in the different industries of the communication sector, including advocacy for not-for-profit organisations, media and marketing.

P5-3

PAULA STEHR

PhD candidate

Department of Media and Communication Science, University of Erfurt, Germany

In her PhD research project, Paula Stehr conducted several studies on the communication of social support and its influence on well-being. She has worked in different research projects dealing with evidence-based health communication, health information behavior and mobile health.

P5-3

PROF. DR. CONSTANZE ROSSMANN

P5-4

Vice Dean for Research of the Faculty of Philosophy

Vice Director of the Erfurt Laboratory for Empirical Research

Department of Media and Communication Science, Faculty of Philosophy, University of Erfurt, Germany

Constanze Rossmann focuses on research in the areas of health communication as well as media use and effects. Since 2014 she is professor for social communication at the University of Erfurt. Prior to that, she completed her doctorate and habilitation thesis at the University of Munich and worked as a guest professor at various universities in Germany and Switzerland.

P5-3

TABEA KREMER, M.A.

PhD candidate

Department for Media and Communication Science, Philosophy Faculty, University of Erfurt, Germany

Tabea Kremer has been a doctoral student at the University of Erfurt since 2018. She received a scholarship to study the determinants of sustained mHealth use in her dissertation. Prior to that, she studied communication science (M.A.) and journalism (B.A.) and temporarily worked for several newspapers and agencies.

P5-3

JOHANNA GEPPERT

Department for Media and Communication Science, Philosophy Faculty, University of Erfurt, Germany

Johanna Geppert studies health communication at the University of Erfurt and is currently writing her master thesis about effective communication targeting the reduction of meat consumption.

P5-4

GIOVANNI BOCCIA ARTIERI

Department of Communication Sciences, Humanities and International Studies, University of Urbino Carlo Bo, Italy

Giovanni Boccia Artieri, Ph.D. is Full Professor in Sociology of Communication and Digital Media and Coordinator of the Ph.D program on Humanities. His main research interests revolve around media theory, with a specific focus on social network society and participatory culture. Current research projects include social history of the Internet.

P5-6

ALICE SIMONETTI

Member of the National Executive Committee of AVIS, Milano, Italy

Alice Simonetti, 30 years old, from Italy, is a member of the National Executive Council of AVIS as head of the International relations. She's also a member of the Executive Council of the International Federation of Blood Donor Organizations (IFBDO/FIODS), created in 1955 and nowadays including more than 80 countries in 4 continents promoting the message of Voluntary and Non Remunerated Blood Donation, founding partner of the World Blood Donor Day. In the Federation she also serves as Secretary of the European Continental Committee.

P5-7

BORIS ZUCCON

Press Office, AVIS, Milano, Italy

Boris Zuccon has been working as a social communication specialist for more than 15 years. Graduated in Sociology with a master in PR and Communication, he has been working as AVIS press officer since 2007 and has a long-time experience as a journalist, graphic designer, radio speaker and audio-video editor.

P5-8

ANDREA VOLTERRANI is a Sociologist of Cultural and Communication Processes at Department of Enterprise Engineering, University of Rome Tor Vergata. After graduating from the Faculty of Political Science Cesare Alfieri of the University of Florence, she is a fellow student at the Italian Foundation for Volunteering.

P6-1

ALDONA GUZIK

PhD / Institute of Philosophy and Sociology / Pedagogical University of Cracow / Poland

Guzik Aldona is a doctor of Philosophy in Sociology (Jagiellonian University, Cracow, Poland), a lecturer in sociology at the Pedagogical University of Cracow (Institute of Philosophy and Sociology), Poland. She is interested in mass media, mass communication, popular culture, public opinion and experts one media

- P6-2
P11-1 **FRANCESCO PIRA**
Aggregate Professor
University of Messina, Department of Ancient and Modern Civilization, Italy
Professor of Communication and Journalism. His studies has focused on Political and Public communication dynamics. Now his main research area is on social media dynamics and the connected new social relationship models. He is author of more than 40 publications in the fields of Public, Political, Social communication, Digital and Social Media.
- P6-3 **NOWAK-TETER EWA**
Maria Curie-Skłodowska University / Institute of Communication and Media Studies
Ewa Nowak-Teter dr habil., associate professor at Maria Curie-Skłodowska University in Lublin – Faculty of Political Science and Journalism, Institute of Communication and Media Studies Journalism Department; scientific interests: political science, media studies; the author of over 60 articles and books concerning political communication, public opinion, political marketing, immigration.
- P6-5 **TROELS GREGERSEN ØSTERGAARD**
Associate Professor and PhD Fellow, Department of Journalism
Danish School of Media and Journalism, Aarhus,
Denmark
Biography: (Only 50 words)
After working as a journalist, I have been an associate professor at the Danish School of Media and Journalism since 2006. I am currently finishing my PhD dissertation on popular music journalism in the digital age. My teaching topics include analytical journalism, journalistic language, and science-based journalism.
- P6-6 **SISANDA NKOALA**
Academic and Curriculum officer: Media Department
Sisanda Nkoala is an academic and a former award-winning journalist with expertise in media and communication, rhetoric and higher education. Her work has been published and presented to local and international audiences. She serves as the Curriculum Officer of the Journalism Programme at the Cape Peninsula University of Technology.
- P6-8 **RALPH JAKE T. WABINGGA**
Instructor/Head-Public Affairs Office, Davao del Sur State College
Matti, Digos City, Davao del Sur
Philippines
He has a master's degree in Media Studies major in Broadcast from University of the Philippines Diliman. Prior to joining the academe, he he worked as a television writer and producer. His research interests include media audience studies, gender and media, English for Specific Purposes, and Philippine broadcast histories.

P6-11

MIRA KESSLER

PhD Student & Scientific Associate & Graduate of MEDAS 21 Institute for Media Studies, Chair Comparative Media Systems, Ruhr University Bochum/ Germany

Since joining the Graduate School “Media Development in the 21st century”, Mira has been working on challenges and discourses of Development Communication and Media Development Work in theory and practice. Before the PhD, Mira was working as a filmmaker, journalist, press officer, research assistant, media pedagogue and in a film distribution company.

P6-12

DIMITRIOS GIOMELAKIS

Post-doctoral researcher

Media Informatics Lab, School of Journalism & Mass Communications, Aristotle University of Thessaloniki, Greece

Dimitrios Giomelakis, post-doctoral researcher, received his PhD in journalism from the School of Journalism & Mass Communications at Aristotle University of Thessaloniki, Greece. Among his research interests are journalism studies, online journalism, SEO, Web Analytics and social media. His work has been published in scientific journals, edited volumes and conference proceedings.

P7-1

ALESSIO PISCI

Adjunct Professor

Faculty of Humanities, University of Cagliari, Cagliari, Italy

Since joining the University of Cagliari in 2014, Alessio has been involved in studies related to the field of comparative literature: “iThentic” writing (PhD thesis, 2017), historical novel and Zombie Studies. From 2008 to 2012, Alessio taught English L2 and Italian L2 at the Universidad Industrial de Santander (Bucaramanga, Colombia).

P7-2

SHIJINA AV

Research Scholar

Department of Electronic Media and Mass Communication Pondicherry Central University, India

I am currently a research student in the department of Electronic Media and Mass

Communication in Pondicherry University working in the area of new media and cultural studies.

My research topic addresses the mobile phone usage of an ethnic minority community in India.

Present paper is a part of my research work. I have been actively involved in attending workshops and conferences to enrich my academic career. I am now in a finishing stage of my work within a few months.

P7-3

MARILENA MACALUSO

Associate Professor, Cultures and Societies Department, University of Palermo, Italy

Marilena (Ph.D.) is Associate Professor in Political Sociology in the Cultures and Societies Department of the University of Palermo, Italy. She is the responsible of the double degree title between the courses: Public, Business and Advertising Communication Sciences (Unipa, Italy) and Trilingual Negotiation in International Export (UTM, Tunisia).

P7-3

MARIANNA SIINO

Research fellow, Cultures and Societies Department, University of Palermo, Italy
Marianna (Ph.D.) is research fellow, with a grant founded by OLTRE project, in the Cultures and Societies Department. She is currently working on projects about social research methods, in particular her main research interest deals with composite indicators building, measurement of attitudes, scaling techniques and narrative analysis.

P7-3

GIUSEPPINA TUMMINELLI

Research fellow,
Dipartimento di Scienze Politiche e delle relazioni internazionali, University of Palermo, Italy
Giuseppina (Ph.D.) is a sociologist, a researcher who mainly deals with migrants. She is responsible for the Observatory on Migration of the Arrupe Institute in Palermo. Among her last publications: Sovrapposti. Processi di trasformazione degli spazi ad opera degli stranieri (2010).

P7-4

CHIMAOBI DICK ONWUKWE

Lecturer, Department of Linguistics and Communication studies
Faculty of Humanities, Abia State University, Uturu, Nigeria
Since joining the Abia State University in 2008, Onwukwe has been involved in studies related to the use of social/new media, impact on developing Nigerian Indigenous languages and reviving Nigerian culture. He has been a research scholar, UNESCO global project on indigenous and marginalized Youth in sub-Saharan Africa from 2017-date.

P7-5

GRACE OMONDI

Head of Strategic Communication
IGAD Centre of Excellence for Preventing and Countering Violent Extremism, Djibouti / Kenya
Grace has vast experience in developing, implementing and monitoring communication strategies, leading communication and media production projects and brand management with several regional and global organizations. She holds an MA in International Communication from Hanze University of Applied Sciences in the Netherlands. She won the European Public Relations Education and Research Association (EUPRERA) 2013 MA award and is a member of the International Association of Business Communicators.

P7-6

ALEX KASONDE

Senior Lecturer, Department of Humanities
Africa University, Mutare, Zimbabwe
Fluent in English, French and German, Alex is interested in research pertaining to media-communication related challenges and strategies in Africa. Before joining Africa University (Zimbabwe), he worked at University of Zambia (Zambia), Collège La Pajotterie à Chateauneuf-en-Thymerais (France), Emory University (USA) and Royal Museum of Central Africa (Belgium).

P7-7

MUHAMMAD MUDASSAR RIAZ

PhD Researcher, School of Journalism and Communication,
Shaanxi Normal University, Xi'an, China

I am PhD researcher in Shaanxi Normal University. I won fully funded scholarship here and my major is "Literary and Cultural Communication". Before starting my PhD I worked as a "Communication Officer" in NGO back in my home country Pakistan almost 4 years and worked 1 year in different media houses.

P7-8

KARABO SITTO

Lecturer /Department of Strategic Communication/University of Johannesburg/South Africa

Karabo Sitto is a lecturer at the department of Strategic Communication at the University of Johannesburg. She is also a digital marketing, advertising and communication professional, with active industry links in addition to her academic activities. She has recently submitted her doctoral dissertation for examination at the University of Johannesburg.

P7-9

MARINELLA BELLUATI

Associate Professor - Department of Cultures, Politics and Society
University of Turin Italy

Marinella teaches Sociology of Media and Media Analysis at University of Turin. She is director of Public and Political Communication Master Degree course. She was local research leader of the Project Social representations of violence against women: the case of femicide in Italy. Since 2019 she has been the coordinator of Jean Monnet module: Communicating Europe.

P7-9

SIMONA TIROCCHI

Associate Professor - Department of Philosophy and Educational Sciences
University of Turin Italy

Simona has been local PI of the "Transmedia literacy" project (Horizon 2020) and she currently is coordinator of the Italian unit of Alfamed. Red interuniversitaria euroamericana de investigación sobre competencias mediáticas. Her main research interests focus on Media literacy, Media education, youth and media, cyberbullying, gender and media.

P7-10

COSIMO MARCO SCARCELLI

Invited Lecturer, University of Padova, Italy

Cosimo Marco Scarcelli, PhD, is Chair of ECREA's Gender & Communication section. He is adjunct professor in Sociology of media at the University of Padova, and his research deals with: youth studies; sexuality, gender and digital culture; internet studies; and digital literacy. He is particularly interested in qualitative and participatory research.

P7-11 **JOSÉ L. VALHONDO-CREGO**

P10-6 Assistant Professor, Faculty of Sciences in Documentation and Communication
P10-8 University of Extremadura, Badajoz, Spain

José L. Valhondo-Crego works as an Assistant Professor at the University of Extremadura. In 2008, he received his Ph.D. in the Rey Juan Carlos University (Madrid). He also studied a Bachelor's Degree in Psychology and further training a Master's in Journalism. His line of research is related to Political Communication and Film Studies.

P7-13 **JESSICA CAVALAGLIO CAMARGO MOLANO**

Postgraduate student
University of Salerno, Italy

After graduating in Multimedia Publishing at "La Sapienza" University in Rome in 2013, she worked as a journalist for International publications and became an art critic, specializing in film and television criticism. In 2019 she has deepened her background, graduating in History and Art Criticism at the University of Salerno.

P7-15 **DONATIEN NIYONZIMA**

PhD student (2018-2021)

Institute of Communication Studies, Communication University of China-CUC
Donatien, (M.A International Communication - CUC, 2017), has extended experience in Media and Communication in both Private and Public sectors. He has worked as a Communication Consultant, Journalist and later as a Central Government Official. His research interests are New Media, Media Literacy, Political Communication and International Communication.

P7-16 **RENATO GRIMALDI**

Ordinary professor of Methodology of social research
Department of Philosophy and Educational Sciences (DFE), University of Turin, Italy
Ordinary professor of Methodology of social research at Department of Philosophy and Educational Sciences (DFE), Director of School of Human Sciences, Scientific referent of Laboratory of behavior simulation and educational robotics "Luciano Gallino", University of Turin. He deals robotics in particular in school, social transformations of small communities, behavioral strategies expressed in devotional settings.

P7-16 **MARIA ADELAIDE GALLINA**

Researcher in Sociology
Department of Philosophy and Educational Sciences (DFE), University of Turin, Italy
Researcher in Sociology at Department of Philosophy and Educational Sciences (DFE), University of Turin. She teaches general sociology, her research activities concern socio-educational issues related to the discomfort of adolescents and young people, situations of deviance and risk.

P7-16

EMANUELA MARIA TERESA TORRE

Associate professor of Experimental pedagogy

Department of Philosophy and Educational Sciences (DFE) University of Turin, Italy

She deals with research activities related to planning and evaluation in the educational and training field, school success in difficult contexts, orientation and tutoring in University, training of teachers and educators, bullying.

P7-16

SIMONA MARIA CAVAGNERO

Research fellow in Sociology

Department of Philosophy and Educational Sciences (DFE), University of Turin, Italy

Research fellow in Sociology at Department of Philosophy and Educational Sciences (DFE), University of Turin. Her research interests concern social behaviors expressed in socio-educational context and behavioral strategies expressed in devotional settings.

P7-17

GAIA PERUZZI

Associate Professor /Coris-Communication and social research Department/Sapienza University of Rome/Italy

Gaia Peruzzi is Associate Professor of Sociology of culture and communication at the Department of Communication and Social Research of Sapienza University of Rome. Her main interests of research include: media and diversity, media and migration, gender questions, journalism, communication of social issues.

P7-17

MARCO BRUNO

Associate Professor / Coris-Communication and social research Department/Sapienza University of Rome/Italy

Marco Bruno is Associate Professor of Sociology of culture and communication at the Department of Communication and Social Research of Sapienza University of Rome. His main interests of research include: media, diversity and migration; media, culture and muslim world; journalism, political communication.

P7-17

ALESSANDRA MASSA

Research fellow/ Department of Political and Social Sciences/ University of Cagliari

Alessandra Massa holds a Phd in Communication Science from Sapienza University (Rome). She is Research Fellow at the University of Cagliari, Department of Political and Social Sciences. Her work focuses on online platforms, international communication, and journalism.

P7-18

OLGA KOUTSONI

Senior teacher, Russian language department №3,
Faculty of the Russian Language and General Educational Disciplines, RUDN University, Moscow,
Russia

After graduating from Moscow State Pedagogical University Olga Koutsoni works as a teacher of Russian as a foreign language (RFL) in multicultural groups at the Faculty of Russian Language and General Educational Disciplines. Her research interests are intercultural communication and Mnemonics. Koutsoni is an author of about 30 publications.

P7-18

ANNA KEYKO

Senior teacher, Russian language department №3,
Faculty of the Russian Language and General Educational Disciplines, RUDN University, Moscow,
Russia

After graduating from RUDN University with a degree in philology Anna Keyko works as a teacher of Russian as a foreign language (RFL) in multicultural groups at the Faculty of Russian Language and General Educational Disciplines. Her research interests are intercultural communication and blended learning. Keyko has about 60 publications.

P7-19

MATTEO BOTTO

Ph.D. candidate in Sociology, Department of Educational Sciences, University of Genoa, Italy
Since joining the University of Genoa, Botto studied themes related to hate online, feminism, and queer rights. He is part of the scientific committee of CIRSDe, the research center of gender and women's studies at the University of Turin. Also, his Ph.D. research is about misogynistic radicalization in the manosphere.

P8-1

DI LEVA ALICE

Department of Philosophy and Educational Sciences, Università of Turin, Turin, Italy
Since her master degree in Pedagogical Sciences in 2018, Alice is a researcher scholar at University of Turin. Her main areas of study are early childhood education and media education. In 2017 Alice created Nadi-Nati Digitali, project for dissemination and formation on early childhood media education.

P8-2

KOKAB SHAHZAD RATHORE

Student of M.Phil Mass Communication,
Department of Mass Communication, Allama Iqbal Open University, Islamabad, Pakistan.
Kokab Shahzad Rathore is a student of M.Phil Mass Communication in Islamabad Pakistan. Kokab is a research scholar and have keen interest to participate Media Conferences nationally and internationally. He had already attended many research conferences.

P8-3

MATTEO ADAMOLI

University lecturer in Pedagogy and Digital Storytelling - Department of Communication and Education /IUSVE University/Italy

University lecturer in Pedagogy and Digital Storytelling at the Iusve University. Business consultant and trainer for communication activities aimed at the design and strategic, narrative and social use of the media. Creator of the creative format Bookasface and freelance journalist.

P8-4

MICHELA GIORDANO

Associate Professor

Department of Humanities, Languages and Heritage, University of Cagliari, Italy

Michela Giordano has worked at the University of Cagliari since 2006, teaching BA and Master courses in the Faculty of Humanities and the Faculty of Economic, Legal and Political Sciences. Her research focuses on the language of politics, legal English, academic discourse, ESP, teaching methodology, specialized translation.

P8-4

MARIA ANTONIETTA MARONGIU

Appointed Lecturer

Faculty of Economic, Legal and Political Sciences, Department of Humanities, Languages and Heritage, University of Cagliari, Italy

With a Ph.D. in Applied Linguistics from the University of Illinois, USA, she has a long experience in foreign language teaching and in teacher training. She presently has contracts as independent lecturer for ELT and ESP at the University of Cagliari. Her research focuses on teacher training and sociolinguistics.

P8-5

BARBARA BRUSCHI

Full Professor, Department of Philosophy and Education, University of Turin, Italy

Barbara Bruschi is full professor of educational technology and digital storytelling. She has focused her research activity on faculty development, e-learning and digital storytelling in education and health care settings. She is the author of several essays on the use of narrative strategies for education and on the technologies in the faculty development

P8-5

MANUELA REPETTO

Senior Researcher, Department of Philosophy and Education, University of Turin, Italy

Since joining the University of Turin, Manuela has been involved with studies related to educational technology and maker education. Before joining this University, she worked at INDIRE as researcher (from 2015) and as research fellow at CNR-ITD (from 2001).

P8-6

POLO MARIA

Professor Dipartimento di Matematica e Informatica, Università degli Studi di Cagliari.

Since 2001 Maria Polo is associate professor has been involved with activity principally focused on the Didactic of mathematics; in particular she investigates how the teacher's epistemology influences the didactical practice in mathematics education. Moreover, Maria Polo has worked in the teacher's continuing and initial training.

P8-7

FABIO CALOGERO PINNA

Associate Professor

Department of Letters, Languages and Cultural Goods /University of Cagliari/Italy

Fabio Pinna received his Ph.D. in “Postclassical archaeologies” from the University of Rome ‘La Sapienza’. He teaches the courses of “Christian and Medieval Archaeology”, “Postclassical Archaeologies” and “Tourist and Cultural Itinerary”. He has been involved in many archaeological research projects. In 2019 published the book ‘Luogosanto medievale. Archeologia e comunità’.

P8-7

MATTIA SANNA MONTANELLI

Phd Student /Department of Letters, Languages and Cultural Goods /University of Cagliari/Italy

Biography. Mattia Sanna Montanelli is an “industrial” Ph.D. Cand. at the University of Cagliari with the research project “Quality processes and performance assesment in heritage crowdsourcing”; “Honorary Fellow” for the teaching of Postclassical Archaeology in the University of Cagliari he’s currently visiting at the Instituto de Cultura y Tecnologia (UC3M – Madrid).

P8-8

LORENA MILANI

Full Professor, Department of Philosophy and Educational Sciences,
University of Turin, Italy,

Lorena is full professor of general and social pedagogy at the University of Turin. Lorena deals with issues such as juvenile deviance, justice in education, the skills of educators and teachers, the training of PhD, the Collective Mind in a pedagogical key, the pedagogy of the marginality and inclusion in a social key.

P8-8

FEDERICA MATERA

PhD Candidate, Department of Philosophy and Educational Sciences,
University of Turin, Italy

Since beginning her PhD in Psychological, Anthropological and Educational Sciences, in 2018. Federica has been dealing with the educational practices of hospitality of unaccompanied minors. Federica deals with issues such as the protection of the minor, justice in education, immigration, listening to the minor and the pedagogy of marginality and social inclusion.

P8-9

PANARONI DANIELE

Phd, Department of Communication and Social Research, University “La Sapienza” of Rome, Italy

I am a doctorate in social research methodology at the Faculty of Communication and Social Research of the Sapienza University of Rome. My doctoral thesis focuses on a comparative key on the media representation of the Roma in Italy and the Mapuche in Chile.

P8-10

ANNAMARIA CONTINI

Deputy Director for the Department of Education and Human Sciences
University of Modena and Reggio Emilia, Italy

Annamaria Contini, PhD, is associate professor of Aesthetics and Director of the Research Centre Metaphor and Narrative in Science at the University of Modena and Reggio Emilia. Her research interests include the cognitive power of metaphor and its applications in education, the development of children’s creativity through digital storytelling.

P8-10

LORENZO MANERA

Post doc fellow, Department of Education and Human Sciences
University of Modena and Reggio Emilia, Italy

Lorenzo Manera, after having attended the Doctoral School in Human Sciences at the University of Modena and Reggio Emilia, is currently post doc fellow in Aesthetics and experimental pedagogy at the Department of Education and Human Sciences of the University of Modena and Reggio Emilia, tutored by Professor Annamaria Contini.

P8-11 **SIMONA TIROCCHI**

P8-12 Associate professor, Department of Philosophy and Educational Sciences
University of Turin, Italy

Simona Tirocchi is Ph.D. in Communication Sciences and works at the Department of Philosophy and Educational Sciences of the University of Turin (Italy). Her main research interests are Media literacy, young people and media, cyberbullying, media and gender.

P8-11 **SARA CAPECCHI** is Assistant Professor at the Department of Computer Science, University of Turin since 2010. She is involved in many activities concerning teacher professional development in Computer Science and Digital Citizenship. She is the coordinator of the project social4school www.social4school.net

P8-11 **AURELIA DE LORENZO**

PhD student, Department of Psychology,
University of Turin, Italy

Has a master degree in Clinical Psychology; she is a second year PhD student in Psychological, Anthropological and Educational Sciences in Turin. Her doctorate project is about the digital assessment of creativity in middle school. Other research interests focus on school well-being promotion and digital citizenship interventions.

P8-11 **VALENTINA DI NOI** graduated from D.A.M.S in new media, holds a Masters in Multimedia Design and Management for Communication at the University of Turin. Currently she has a research fellowship at the Computer Science Department of Turin and she works in the sector of 3D graphics, Web Design and E-learning.

P8-11 **RUGGERO G. PENSA**

Associate professor, Dept. of Computer Science, University of Turin, Italy

Ruggero G. Pensa received the M.Sc. degree in Computer Engineering from the Polytechnic University of Turin in 2003 and the Ph.D. in Computer Science from INSA Lyon in 2006. Since 2019, he is Associate professor at the University of Turin. His main research interests include machine learning, privacy and social network analysis.

P8-11

EMANUELA RABAGLIETTI

Associate Professor in Developmental Psychology
Department of Psychology, University of Turin.

Her main research interests are: social relationships among peers during childhood and adolescence; adolescent risk behaviors; optimal adjustment processes of the elderly in normative and non-normative conditions. In these areas, the common focus regards Life Skills, such as creativity and socio-emotional competencies. She is the author of numerous publications on these topics

P8-11

MICHELE SETTANNI

Associate Professor,
Department of Psychology, University of Turin, Italy

Has a PhD in Psychometrics; he is a professor in Psychometrics at the University of Turin, where he teaches Research methods in clinical psychology. His research interests focus on the development and validation of instruments to measure psychosocial constructs and on the evaluation of the effectiveness of psychological interventions.

P8-11

GIULIA VENTURINI graduated in Communication Studies at the University of Turin, with a thesis on web accessibility. She was a research fellow at University of Turin, dealing with the design and production of multimedia content for distance learning in the technical-scientific field. Currently she works for Solve.It Srl as an Instructional Designer.

P8-12

ROBERTO SERPIERI

Full Professor - Department of Social Sciences
University of Naples "Federico II", Italy

Roberto is full professor of Sociology of Education at the Department of Social Sciences of the University of Naples "Federico II". His interests in Foucaultian and governmental studies have recently resulted in the edited (with S. Ball and E. Grimaldi) issue of the magazine "Foucaultian Materials" dedicated to "The final Foucault and Education"

P9-1

ARIELA MORTARA

Assistant Professor, Department of Business, Law, Economics, and Consumer Behavior
IULM University, Italy

Her research topics are sociology of consumption, corporate communication, advertising, branding and new media. She has published many papers on national and international journals and chapters in national and international books; she has also co-authored some national books.

P9-1

GERALDINA ROBERTI

Associate Professor, Department of Human Sciences University of L'Aquila, L'Aquila, Italy

Geraldina Roberti, Ph.D. in Communication Sciences at Sapienza University of Rome, has focused her research mainly on the fundamental aspects of consumption, youth subcultures and the relationship between young people identity and consumption practices.

Among her works, Vite da Millennials. Culture e pratiche comunicative della Generazione Y, Guerini, 2017.

P9-2

CORSO BIAGIONI

General Director

LEM INDUSTRIES SPA, Italy

Since 1996 Corso Biagioni has been involved in management activities of companies belonging to sectors both industrial and commercial. In the past 20 years he has dealt with general management control, strategic planning, market analysis and competitive intelligence strategic options for the development of corporate business plans.

P9-2

MAURIZIO MASINI

Assistant Professor

University of Siena, Siena, Italy

Masini is Assistant Professor at the Department of Social, Political and Cognitive Science, University of Siena, Italy. He teaches Information Technology and Digital Communication at Communication Sciences Degrees. Expert in design and development of multimedia products for communication and training. He is the coordinator of the Master program in Corporate Communication.

P9-2

OMAR ANTONIO CESCUT

Chief Marketing & Communication Officer

LEM INDUSTRIES SPA, Italy

Cescut works for the strategic design, conception and management of institutional and advertising communication programs for medium and large companies, entities and institutions. He works as communication consultant with companies and public administrations for all aspects of information and communication. Trainer on the subjects of communication, problem solving and creativity.

P9-2

GIUSEPPE SEGRETO

Adjunct Professor

University of Siena, Siena, Italy

Segreto is Adjunct Professor of Social Media Marketing and Contract Researcher at Social, Political and Cognitive Sciences Department of the University of Siena, Italy. He carries out research on digital branding and he is a member of the board of the Master Course in Corporate Communication, University of Siena.

P9-2

ALESSANDRO LOVARI

Assistant Professor

University of Cagliari, Cagliari, Italy

Lovari is Assistant Professor of Sociology of Communication at the University of Cagliari (Italy). Lovari's research focuses on health communication, public communication and social media. He was visiting research scholar at Purdue University, University of Cincinnati, University of South Carolina (US). His works appear in several books and international journals.

P9-3

AILEEN O'DRISCOLL

Assistant Professor, School of Communications
Dublin City University, Dublin, Ireland

Aileen's research concerns the Cultural and Creative Industries, with her current work focused on gender, media and advertising. She has contributed to research for the Global Media Monitoring Project, as well as documenting women's voices on Ireland's airwaves. Aileen is currently Chair of the BA in Communications Studies programme.

P9-4

PATIENCE ACHAKPA-IKYO

Lecturer/Station Manager

Mass Communication Department, Benue State University, Makurdi, Nigeria.

Patience holds a Master degree in Media and Communication from London Metropolitan University, UK and a PhD at Benue State University Makurdi, Nigeria where she works as a lecturer and Campus Radio Station Manager. Patience has interest in media audience, social media, research misconduct and has published several papers in these research areas.

P9-4

ANDREW OGAH IJWO

Associate Professor/Deputy Centre Director, Gender Studies

Mass Communication Department

Benue State University, Makurdi, Nigeria.

Dr. Ijwo holds a PhD, MSc and BSc in Mass Communication from Benue State University Makurdi, Nigeria and has served in various capacities in the university including action Head of Department. He is interested in Health and developmental communication and teaches broadcast courses.

P9-4

MICHAEL AONDOAVER KOMBOL

Professor

Mass Communication Department, Benue State University, Makurdi, Nigeria.

Prof. Kombol holds a PhD and MSc of Mass Communication from Benue State University Makurdi, a BSc of Mass Communication from Nigerian University Nsukka, both in Nigeria. His research interested is ICT, African Communication and New Media and has published several articles as well as attended many international conferences and presented papers.

P9-5

DANIELA DĂLĂLĂU

Teaching Assistant /Department of Sciences and Letters / George Emil Palade University of Medicine, Pharmacy, Science, and Technology of Târgu-Mureş / Romania

PhD student / Lucian Blaga University of Sibiu / Romania

Daniela Dălălău is a teaching assistant at George Emil Palade University of Medicine, Pharmacy, Science, and Technology of Târgu Mures and is interested in Cognitive Linguistics, Corpus Linguistics, Translation Studies and ESP. Her research and the various articles she has published in specialised journals or conference proceedings focus on Metaphor Studies and Corpus-based Translation Studies.

P10-1
P11-5

ALICE GUERRIERI

PhD Student, Department of Pedagogy, Psychology, Philosophy
University of Cagliari, Italy

Alice Guerrieri is a PhD student in 'Philosophy, epistemology and history of culture' (University of Cagliari, Italy). She is graduated in Art History and she is specialized in master's degree in Communication management. Her research interests are focused on visual arts, visual communication, imaginary, promotion of cultural heritage.

P10-2

ILZE KADIKE

Student, PhD program in Art, Latvian Academy of Culture, Latvia

Since joining the Latvian Academy of Culture, Ilze has been explore students' visual literacy. She works at the National Center for Education, and teaches visual arts language training at the Latvian Distance Learning Professional Center. Ilze is a painter and is interested in contemporary art.

P10-3

MOHAMMAD REZA TAGHAVI POUR

Researcher at Research and Polling Center of I.R.I.B, Iran

Since joining the IRIB University, Taghavi pour has been involved with studies related to Journalism. After joining University, Taghavi pour worked at a Research company as a News Editor and then Research Director.

P10-3

SIAVASH SALAVATIAN

Media Management Department, Media and Communication Faculty,
IRIB University, Tehran, Iran.

I have earned my PhD. in media management and currently I work as an assistant professor at communication and media faculty of Islamic Republic of Iran Broadcasting University (IRIBU), Tehran, Iran. My field of interest is focused on management in public service broadcaster and new technology and its effects on media management. I have several publications in the field of communication and media management that published in national and international Journals.

P10-4

ALESSIO CECCHERELLI

Researcher

University of Rome Tor Vergata, Italy

After graduated in Letters in 2001, he obtained his PhD in Sociology of Communication and Performing Arts from the University of Urbino in 2006. In the same university, and always in 2006, he obtained a Master in E-Learning Management. After two years of research grants (2007-2009), he became a researcher with a short-term contract (2009-2012). From 2013 to 2019 he is again a research fellow. Since 2019 he is a researcher with a short-term contract in Sociology of Communication and Cultural Processes. For years he has been involved in storytelling, media and teaching, with a particular focus on distance learning. His main research interests are storytelling and the educational potential offered by the latest technologies, from the Internet to video games. Since 2007 he has been teaching at the University of Rome Tor Vergata and collaborates with other universities as a teacher or tutor (University of Rome La Sapienza, University of Cagliari). He is the author of more than 20 publications. He has participated and is participating in several national and international projects. He is currently involved in projects concerning counternarrative, the fight against stereotypes and discrimination, and the creation of an educational academy for the professional figures of clinical trial centres in Europe.

P10-5

AGNESE BERTOLOTTI

PhD, Department of Humanities, Communication and Tourism DISUCOM, Tuscia University, Viterbo (Italy).

Agnese Bertolotti is a PhD researcher at the Department of Humanities, Communication and Tourism at Università della Tuscia. In 2016, she obtained the title of Doctor Europaeus in "History of Europe: society, politics, institutions (19th-20th century)". In 2015, she was Visiting Research Student at the University of Warwick in England. Since 2017 she has been the editor of the online history magazine *Officina della Storia* (www.officinadellastoria.eu).

P10-6

GRAZIA QUERCIA

PhD candidate, Department of Communication and Social Research, Sapienza University of Rome, Italy

Grazia Quercia is PhD candidate in Communication, Social Research and Marketing, Communication curriculum, at Sapienza University of Rome. She is a member of the editorial board of Armando Editore's "Transmedia" series. Her research interests are focused on television, digital media, seriality, transmedia studies, cultural products and audience research.

P10-6

DARIO GERMANI

PhD candidate, Department of Communication and Social Research, Sapienza University of Rome, Italy

Dario Germani is PhD student in Communication, Social Research and Marketing, in the curriculum in Methodology of Social Sciences, at Sapienza University of Rome. His research interests are focused on sociological classicism, populism, peer influence processes through agent based models and network analysis.

P10-9

LAURA GEMINI

Department of Communication Sciences, Humanities and International Studies,
University of Urbino Carlo Bo, Italy

Laura Gemini PhD is Associate Professor in Cultural and Communicative Processes - Department of Communication Studies and Humanities - University of Urbino (Italy). She teaches Languages and forms of theater and performing arts. Her research interests deal with the field of the performance in relationship with the media, technological languages and the audience studies.

P10-9

STEFANO BRILLI

Department of Communication Sciences, Humanities and International Studies,
University of Urbino Carlo Bo, Italy

Stefano Brilli, PhD, is a Postdoctoral Research Fellow at the University of Urbino Carlo Bo, where he works in research projects on digital cultures and performing arts audiences. His main research interests revolve around the study of fame in digital cultures, online ridicule and performative practices.

P10-11

ANDREA PIANO

P8-13

Assistant Lecturer, Communication Sciences

Università degli Studi di Cagliari, Cagliari, Italy

Andrea has been involved with studies related to games since he joined the University of Cagliari. After graduating in Digital Games at the University of Malta he started exploring the impact of games in culture and society. Since 2019 he is Assistant Lecturer at the University of Cagliari.

P10-12

ANA ÁVILA

PhD candidate, Facultad de Ciencias de la Información

Universidad Complutense, Spain

With a clear interest in storytelling, Ana's research main focus is the evolution of what is called "quality drama" in Spain. She is also applying her training as a writer to her research. Before joining Universidad Complutense, Ana worked as a Teaching Assistant at Loyola Marymount, where she obtained a Master's degree thanks to a Fulbright scholarship.

P10-13

LUCYANN KERRY

Professor /Faculty of English and Communications

American University of Armenia, Yerevan, Armenia

Lucyann's research work at the American University of Armenia has been focused on the Armenian creative industries, most specifically the film industry, film tourism, and intercultural communication. Prior to AUA, she had been an associate professor at Xiamen University Malaysia and a senior lecturer at Middlesex University Dubai.

P11-2

CRISTINA GRECO

Vice-Dean, Assistant Professor, Department of Communication, Jeddah College of Advertising, University of Business and Technology, Jeddah, Saudi Arabia

Cristina Greco is vice-Dean and Assistant Professor in Communication at the Jeddah College of Advertising, Head of the Communication Research Unit and Research Operation Office at the UBT (KSA). Her research interests include cultural semiotics, visual culture, and emerging media with a focus on the theories of collective memory.

P11-2 **MARIANNA BOERO**

Adjunct Professor, Faculty of Communication Sciences, University of Teramo, Teramo, Italy

Marianna Boero is Adjunct Professor of Semiotics of Consumption and Advertising at the University of Teramo (UNITE, Italy) and Adjunct Professor of Semiotics for Design at the D'Annunzio University (Chieti-Pescara, Italy). Dr. Boero deals mainly with semiotics of the text, semiotics of advertising and consumption, semiotics of culture, social-semiotics, and communication studies.

P11-2 **ASSMA ATTIAH HAKAMI**

Lecturer, Department of Management, Jeddah College of Advertising, University of Business and Technology, Jeddah, Saudi Arabia

Assma Hakami is a lecturer and Research Assistant at Jeddah College of Advertising (UBT) and Head the Department for General Courses (girls' campus). She studied Bachelor's degree in linguistics and English translation at King Abdulaziz University and Master's degree with first class honors in business administration (UBT). Her interests are strategic marketing, strategic branding and management.

P11-2 **SALEH TAKROURI**

Lecturer, Department of Management, Jeddah College of Advertising, University of Business and Technology, Jeddah, Saudi Arabia

Saleh Takrouri is a lecturer at Jeddah College of Advertising (UBT) and Head the Department for General Courses (boys' campus). He is a PhD student in Computer Vision and Deep Learning at the Universiti Teknologi Malaysia. He is a research assistant for the Research Operation Office and the Communication Research Unit (CRU) at Jeddah College of Advertising.

P11-3 **MIGLĖ ELEONORA ČERNIKOVAITĖ**

Lecturer at Vilnius Gediminas Technical University, Creative Industries Faculty, Department of Creative Communication, Lithuania

Since joining Vilnius Gediminas Technical University, Miglė has been involved with studies related to mass media, marketing and creative communication related challenges and strategies. Before joining University, Miglė 15 years worked as Marketing Project Manager in various business sectors in Lithuania . Since 2010 Miglė is board member in LIMA (Lithuanian Marketing Association).

P11-7

MUHAMMAD FARHAN SHAHMI BIN ABDULLAH

Student, School of Media, Languages and Cultures
University of Nottingham, Malaysia

Farhan is a media and sociology student interested in the intricacies of Malaysian media discourse, as well as its issues. Active in advocacy work pertinent to media literacy and internet governance. Currently researching usage of memes for advocacy and its impacts, under Projek Dialog.