

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

&

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

ORGANIZE AN INTERNATIONAL CONFERENCE ON

Digital Perspectives & Global Narratives in NEW MEDIA COMMUNICATION

22-23
January
2025



Virtual

KEYNOTE SPEAKERS



DANIEL STEIN

*Professor of Cultural Studies;
Comics and Graphic Narrative
University of Siegen, Germany.*



PETER BLOOM

*Professor of Film and Media Studies,
University of California,
Santa Barbara, USA.*

KEY TOPICS

- Education and New Media Communication
- Language and Translation in Digital Narratives
- Communication Ethics in New Media
- Cultural Studies and Digital Narratives
- Film, Cinema and New Media Arts,
- Literature and New Media
- Global Dialogue and Diverse Perspectives
- Conflict Mitigation through Storytelling
- Visual Narratives in Digital Advertising
- Storytelling in Digital Marketing Communication

SUBMISSION

- 20 November 2024
- Submission [Form](#)



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BACKGROUND AND OBJECTIVES

New media technologies, including social media platforms and messaging apps, have revolutionized global communication by enabling people worldwide to interact and share information. The reach and scope of communication have drastically expanded through platforms like Facebook and Twitter, facilitating real-time communication and information exchange. These technologies have not only strengthened personal connections but also played a pivotal role in disseminating global news and information.

Beyond the surface-level representation of information, new media communication extends its reach to craft narratives and compelling stories with profound impacts. This transformative power is exemplified by influential social media movements like #MeToo and #BlackLivesMatter, which amplify voices challenging societal norms. Additionally, online activism employs platforms such as blogs and forums to advocate for environmental initiatives and human rights. In the context of virtual reality, experiences like Clouds Over Sidra foster empathy across cultures. Furthermore, global collaborations facilitated by platforms like Google Meet and Zoom, coupled with e-learning initiatives such as Coursera and Khan Academy, underscore the significant role of media communications in cultivating narratives that resonate globally.

Conversely, the potential for interactive engagement and impactful change through various new media communicative tools is accompanied by challenges. Controversial occurrences emerge, such as the spread of conspiracy theories, exemplified by the false association of COVID-19 with 5G-chip vaccines. Visual narratives, including deepfakes manipulating images or videos to alter the speeches of public figures, intensify the complexity and contribute to political turmoil and social unrest. Sensational posts on social media, involving issues like political polarization, religious tensions, online bullying, and targeted harassment, further amplify conflicts. Despite the intended open dialogue, the (un)intentional shaping of narratives occurs through misunderstandings and the spread of misinformation.

Within this dynamic digital context, where governments, institutions, news organizations, NGOs, businesses, and individuals act as storytellers, the narratives they create can either contribute to global harmony or fuel conflicts. The sharing of experiences in global communication, whether institutional or personal, becomes a form of storytelling that influences perceptions on a global scale. Exploring this field requires a delicate balance between free expression and responsible engagement, demanding vigilance, critical thinking, and collaborative efforts to address the negative consequences of these powerful narratives.

This international conference seeks to explore the complexities of new media communications. In doing so, it aspires to contribute to a more refined and harmonious global dialogue. By promoting ethical storytelling and diverse perspectives, the conference aims to responsibly leverage the transformative power of narratives to enhance societal well-being and mitigate conflicts.

DETAILED CONFERENCE TOPICS

The conference welcomes papers related, but not limited, to the suggested topics outlined below:

Education and New Media Communication

- Pedagogical approaches and new media.
- Integrating digital storytelling in educational curricula.
- Assessing the impact of new media on learning outcomes.
- Strategies for promoting critical thinking in digital communication education.
- AI-generated content creation and interactive storytelling tools.

Language and Translation in Digital Narratives

- Linguistic analysis of global narratives in new media.
- Challenges and opportunities in translating digital content.
- Cross-cultural communication and language diversity in the digital age.
- AI language models and inclusivity in online narratives.

Communication Ethics in New Media

- Ethical considerations in digital storytelling.
- Responsible journalism in the era of new media.
- Addressing misinformation and fake news.
- The role of communication ethics in building a harmonious global dialogue.

Cultural Studies and Digital Narratives

- Cultural representations in new media storytelling.
- Impact of digital narratives on cultural identity.
- Exploring subcultures through online platforms.
- Cultural diplomacy and global communication in the digital age.

Gender Perspectives in New Media

- Gender representation in digital narratives.
- Intersectionality in online storytelling.
- Gender biases in new media communication.
- Empowering marginalized voices through digital platforms.

Film, Cinema and New Media

- Digital storytelling techniques in filmmaking.
- Analyzing global narratives in contemporary cinema.
- The convergence of new media and traditional filmmaking practices.
- Audience engagement and participatory culture in digital media.

Arts, Literature and New Media

- Digital art and its role in storytelling.
- Literary expressions in the age of new media.
- Interactive storytelling in digital literature.
- Exploring the fusion of art and technology in narratives.

Global Dialogue and Diverse Perspectives

- Promoting diversity and inclusion in digital narratives.
- Case studies of successful cross-cultural communication.
- Bridging gaps through digital storytelling.
- Strategies for creating a more inclusive global dialogue.

Conflict Mitigation through Storytelling

- Role of narratives in conflict resolution.
- Case studies on using storytelling to mitigate social conflicts.
- Building empathy through digital narratives.
- Strategies for addressing controversial topics responsibly.

Visual Narratives in Digital Advertising

- Cultural sensitivity and visual strategies in global advertising campaigns.
- Digital inclusion and diversity in visual storytelling in advertising.
- The impact of propaganda techniques on visual digital content.
- AI and technology for ethical visual storytelling in advertising.

Storytelling in Digital Marketing Communication

- AI for personalized digital storytelling experiences.
- User-generated content in brand storytelling.
- Integrating sustainable and ethical values into digital marketing narratives.
- Crafting strategic brand stories through social media and influencer collaborations.
- Analyzing the impact of social media campaigns on societal change.

IMPORTANT DATES

- Abstract submission deadline: 20 November 2024
- Abstract acceptance notification: 29 November 2024
- Early Bird Registration: from 1-15 December 2024
- Regular Registration: 16-21 January 2025
- Conference : 22- 23 January 2025
- Full article submission: 28 February 2025

REGISTRATION

Early Bird fee :

- 25 €: for students.
- 50 €: for professors, post-doctoral researchers, and professionals.

Regular Fee :

- 40 €: for students.
- 70 €: for professors, post-doctoral researchers, and professionals.
- ALCS and CEOS.PP members are exempt from the conference fee.

The conference fee will cover the following:

- Full access to all virtual sessions, including keynote presentations, panel discussions, and Q & A session.
- Access to and download of conference materials, abstracts, proceedings, and presentation slides, if provided by presenters.
- Access to recorded sessions for a specified duration post-conference, allowing participants to review or catch up on missed content.
- E-certificate of international conference participation.
- Publication proceedings requirements, processing, and coverage of administrative costs.

SUBMISSION GUIDELINES

Abstract Format

- Abstracts should be 300-350 words in length and in Word format.
- Use a clear and legible font, such as Times New Roman.
- Include a concise and informative title that reflects the content of the abstract.
- Include the names and affiliations of authors, (Maximums number of authors is 3).
- Clearly indicate the corresponding author.
- Provide a list of 5 keywords relevant to your abstract.
- Topic (from the conference) in which you would like your abstract to be included.
- Short Biographical note(s) of the author(s) in English.

Abstract Content Guidelines

- Clearly state the objective or purpose of the study.
- Briefly describe the method(s) used in your study.
- Summarize the main results or findings.
- Present the conclusions or implications drawn from the study.

Submission Process

- Submit your abstract through the conference's online submission form [here](#)
- Authors will be notified of abstract acceptance by 29 November 2024.
- Accepted presenters must register for the conference before 21 January 2024 to secure their participation.

Review Process

- Abstracts will undergo a blind peer-review process.
- They will be evaluated based on clarity, originality, relevance, and adherence to guidelines.
- Authors will receive feedback on their abstracts upon request.

Publication opportunity

- Selected papers will be submitted for publication in reputable partner journals, according to their submission guidelines.
- All accepted papers will be published in a conference proceedings e-book with an ISBN and DOI.
- Submission guidelines for the proceedings will be announced soon.

COMMITTEES

CONFERENCE COORDINATORS

- Karima BOUZIANE, ALCS, FLHS, Chouaib Doukkali University, Morocco & CEOS.PP Center, ISCAP, Polytechnic of Porto, Portugal.
- Ouidyane ELOUARDAOUI, ALCS, FLHS, Chouaib Doukkali University, El Jadida, Morocco.
- Alexandra ALBUQUERQUE, CEOS.PP Center, ISCAP, Polytechnic of Porto, Portugal.

ORGANIZING COMMITTEE

- **Faculty Members:** Daouia LAABOUDI (ALCS, Chouaib Doukkali University, El Jadida); Paula ALMEIDA (CEOS.PP, Polytechnic of Porto); Raja RHOUNI (ALCS, Chouaib Doukkali University, El Jadida); Pedro DUARTE (CEOS.PP, Polytechnic of Porto); Merieme EL AMINE (ALCS, Chouaib Doukkali University, El Jadida); Ana Rita CARVALHO (CEOS.PP, Polytechnic of Porto).
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