Misr International University

Faculty of Al Alsun (Languages) & Mass Communication

Conference Program

2nd International Conference on

" Digital Humanities and Social Sciences: Perspectives on Language, Literature and Media" (Virtual)

May 14-15, 2022

Please note that all times are Cairo Time

Table of Contents

Program at a Glance

Day 1: Saturday, May 14, 2022

9:45 - 10:00	Opening and Welcome
10:00 - 11:30	Session I
11:30 - 12:00	Break
12:00 - 1:30	Session II
1:30 - 2:00	Break
2:00 - 3:15	Keynote Presentation I
3:30 - 4:45	Session III

Zoom Link for Day 1
https://miuegypt-edu-eg.zoom.us/j/97894134893

Day 2: Sunday, May 15, 2022

10:00 - 11:15	Keynote Presentation II
11:15 - 11:45	Break
11:45 - 1:15	Session IV
1:30 - 2:45	Keynote Presentation III
2:45 - 3:15	Break
3:15 - 4:45	Session V
4:45 - 5:00	Closing Session & Recommendations

Zoom Link for Day 2
https://miuegypt-edu-eg.zoom.us/j/97160951239

Detailed Program

9:45 – 10:00   Opening and Welcome

Prof. Laila Galal Rizk, Dean, Faculty of Al Alsun and Mass Communication, Misr International University (MIU)

10:00 – 11: 30   Session I   Data, Media, Knowledge: Interdisciplinarity and Digital Humanities

Speaker	Presentation Title	Chair
Sama Dawood, Misr International University	The Crisis of English/Arabic "Crisis Translation": The Case of COVID-19 Online Resources	Dr. Nihal Abdel Rahman, Chair, Mass Communication Department, Faculty of Al Alsun & Mass Communication, MIU
Eslam Amer, Misr International University	A Framework to Automate the Generation of Movies' Trailers Using only Subtitles	
Marian Morcos, Ain Shams University	Persuasive Strategies in American and Egyptian TV Advertising Discourse: A Contrastive Linguistic Study	
Basma Sayed, Sinai University	Communication Neuroscience:Where Science Meets Humanity	

11:30 – 12:00	**Break**	

12:00 – 1:30 Session II	**Digital Discourse Analysis**	
Speaker	**Presentation Title**	**Chair**
Nihal Abdel Rahman and Maha Salah Eldien Hamed, Misr International University Hend Kandel, Modern University for Technology and Information Aliaa Turafy, Misr International University	Humor in Memes from the Perspective of Relevance Theory: A Case Study A Digital-Pragmatic Analysis of Selected Newspaper Editorials Designing Advergames for Awareness Campaigns: An Engaging Tool	Dr. Enjy Farouk, Associate Professor of Linguistics, Department of Al Alsun, Faculty of Al Alsun and Mass Communication, MIU

1:30 – 2:00   **Break**

Keynote Presentation I   2:00 – 3:15

Digital Humanities in the Time of the Pandemic

Prof. Dennis Yi Tenen, Associate Professor of English and Comparative Literature, Columbia University, USA

Chair: Prof. Laila Galal Rizk, Dean, Faculty of Al Alsun and Mass Communication, Misr International University

Session III   3:30 – 4: 45   Social Media and Online Culture

Speaker	Presentation Title	Chair
Sanchita Srivastava, National Council of Educational Research and Training (NCERT), India	Eat, Pray, Love: Exploring the Everyday Reconstructions of Hindu Nationalism	Dr. Nagwa El Gazzar, Vice Dean for Graduate Studies and Research, Faculty of Al Alsun & Mass Communication, MIU
Rizk Abdel Moaty, Misr International University	اتجاهات الإعلام الدولي بمواقع التواصل الاجتماعي نحو المبادرات الرئاسية في مصر	
Salma Elashry, Egyptian State Radio, Hebatullah Ashour, Egyptian State Radio, and Sherehan ElAzazy, American University in Cairo	The Happy Couple Syndrome: Applying Social Learning Theory to Explore the Effects of Instagram on Romantic Relationships	

Day Two: Sunday May 15, 2022
Zoom Link for Day 2
https://miuegypt-edu-eg.zoom.us/j/97160951239

Keynote Presentation III   10:00 – 11: 15

Digital Humanities, Interactional Expertise and the Digital Transformation of the Cultural Space

Prof. Frederik Truyen, Professor of Digital Humanities, KU Leuven, Belgium

Chair: Dr. Maha Fathy, Chair, Al Alsun Department and Vice Dean for Academic and Students Affairs, Faculty of Al Alsun & Mass Communication, MIU

11:15 – 11:45   Break

Session IV   11:45 – 1:15   Literature and Digital Media

Speaker	Presentation Title	Chair
Amany Eldiasty, Damietta University Shereen El-Shormilisy, Misr International University Esraa Aly Hasab El-Naby, Modern University for Technology and Information Bassant Ayman, Arab Open University	Technical Innovations in the Interactive Fiction of Jon Ingold's *All Roads* Shakespeare in XR Games: A Ludo-narrative Approach A Corpus-Based Lexical Analysis of Contemporary Feminist Short-Story Writers with Special Reference to Alice Munro Shattering Identities Between Drama and Video Games	Dr. Mona Helmy, Assistant Professor of English Literature, Al Alsun Department, Faculty of Al Alsun and Mass Communication, MIU

Keynote Presentation III   1: 30 - 2:45

الحاجة لتأسيس العلوم الإنسانية و الاجتماعية الرقمية في الجامعات المصرية و العربية: الماضى و الحاضر و المستقبل

Prof. Sherif Shaheen, Professor of Library and Information Sciences and Acting Dean, Faculty of Arts, Cairo University, Egypt

Chair: Prof. Laila Galal Rizk, Dean, Faculty of Al Alsun and Mass Communication, Misr International University

2:45 – 3:15 Break

Session V 3:15 - 4:45   Critical Study of Digital Arts, Film, Theatre and Video Games

Speaker	Presentation Title	Chair
Nadine Nasef, Misr International University	Netflix's *Anne with an E* on Indigenous People: Hitting the Dehumanization or the Inclusion Button?	Dr. Nagwa El Gazzar, Vice Dean for Graduate Studies and Research, Faculty of Al Alsun & Mass Communication, MIU
Hagar Moamen, Arab Open University	The Undecidability of the Text: A Deconstructionist Reading of Serge Bouchardon's Mobile App E-text *Do It*	
Manatalah Soliman, Misr International University	Framing of Female Leading Roles in Drama Series on Video Streaming Platforms	

Youssef Sadek, Arab Open University	Disambiguating Absurd Discourses: A Narratological Approach to Samuel Beckett's Play *Waiting for Godot* and Serge Bouchardon's Digital Poem/Game *Loss of Grasp*	

Closing Session & Recommendations   4:45 – 5:00

Abstracts & Presenters' Biographies

Keynote Presentation I

"Digital Humanities in the Time of the Pandemic"

Dennis Yi Tenen, Columbia University, USA

What are the Digital Humanities, and how can they contribute to the understanding of culture and society today? In this talk, Dennis Yi Tenen, the co-founder of Columbia's Group for Experimental Methods in Humanistic Research, will give an inclusive overview of the field, drawing from an award-winning portfolio of projects with real-world impact. The talk will conclude with a case study from the Health Language Lab in discussing a project that seeks to study and counteract anti-vaccine sentiment online.

Dennis Yi Tenen is an associate professor of English and Comparative Literature at Columbia University. His teaching and research happen at the intersection of people, texts, and technologies. A long-time affiliate of Columbia's Data Science Institute and formerly a Microsoft engineer and a Berkman Center for Internet and Society Fellow, his code runs on millions of personal computers worldwide. Tenen received his doctorate in Comparative Literature at Harvard University under the advisement of Professors Elaine Scarry and William Todd. A co-founder of Columbia's Group for Experimental Methods in Humanistic Research and the editor of the *On Method* book series at Columbia University Press, he is the author of *Plain Text: The Poetics of Computation* (Stanford University Press, 2017). His recent work appears on the pages of *Modern Philology*, *New Literary History, A modern boundary2, Computational Culture*, and *Modernism/modernity* on topics that include literary theory, the sociology of literature, media history, and computational narratology. His next book concerns the creative limits of artificial intelligence.

Keynote Presentation II

"Digital Humanities, Interactional Expertise and the Digital Transformation of the Cultural Space"
Frederik Truyen, KU Leuven, Belgium
Digital Humanities come in many guises and flavors, and touches on a wide variety of application domains. In this talk, I will focus on its contributions in the field of Digital Cultural Heritage and pay specific attention to the choices made for the development of the MA Digital Humanities in Leuven, and how this builds on an interdisciplinary research strategy. The talk will focus on the skills needed - based on the concept of interactional expertise - to develop a workforce in GLAM that is able to tackle the 21st century challenges of Heritage institutions, and present a vision on an integrated approach to Digital Transformation in the sector. We will also share our views on the New European Bauhaus initiative, and in particular the central value of aggregated digital collections.
Frederik Truyen is professor at the Faculty of Arts, KU Leuven. He publishes on digitalization, photographic heritage and e-learning. He is in charge of CS Digital. He is experienced in data modelling and metadata development for image databases in the cultural-historical field. He is the president of Photoconsortium, an international membership organization for photographic archives. Truyen is a member of the Europeana Network Association and a member of DARIAH-VL. He currently directs the program of the Master in Digital Humanities. He also teaches online publishing and digital cultural heritage in the Cultural Studies Master Program. His main research focus is the digital transformation roadmap for cultural heritage institutions.

Keynote Presentation III

<div dir="rtl">

"الحاجة لتأسيس العلوم الإنسانية والاجتماعية الرقمية في الجامعات المصرية والعربية: الماضي والحاضر والمستقبل"

</div>

Sherif Shaheen, Cairo University, Egypt

<div dir="rtl">

يبدأ البحث بتتبع تاريخي لتطور العلوم الإنسانية الرقمية وترجع جذورها الي ما كان يعرف بحوسبة الإنسانيات Humanities Computing وقد مر التطور بأربع مراحل، وهي: المرحلة الأولى (البدايات من عام 1949 حتى أوائل السبعينيات) ـ المرحلة الثانية (توحيد الجهود من السبعينيات حتى منتصف الثمانينيات) ـ المرحلة الثالثة (التطورات الجديدة من منتصف الثمانينيات حتى أوائل التسعينيات) ـ المرحلة الرابعة (عصر الإنترنت من أوائل التسعينات حتى الوقت الحاضر). كما يؤسس البحث للأساسيات والبنى التقنية والمعرفية والبشرية اللازمة للعلوم الإنسانية والاجتماعية الرقمية سواء في مجال التعليم أو البحث العلمي، ولهذا الغرض تم استعراض نماذج وتجارب قائمة بالفعل في بعض الجامعات العالمية. ويتم استعراض مجالات الدراسة والتطبيق الفعلي متمثلة في "مبادرة تكويد النصوص Text Encoding Initiative – TEI"، والتحرير الإلكتروني Electronic editing، والاتصال العلمي, والنشر Scholarly communication and publishing, والأدب (النتاج الفكري) الإلكتروني E-literature, وتحليل النصوص وتنقيبها Textual analysis and text mining, والبيئات الإفتراضية Immersive and virtual environments في أبحاث الوسائط المتعددة Multimedia research, والتصوير الرقمي Digital Image, وتحليل الصوت Sound Analysis، وجماليات المعلومات ومناهجها Information aesthetics and approaches للعروض المرئية Visualizations لموضوعات العلوم الإنسانية وأبحاثها، والتطبيقات الجغرافية المكانية المتقدمة Advanced geospatial applications ...إلخ. ويقدم البحث خارطة طريق للجامعات من أجل البداية نحو تحقيق هذا الطموح على المستويين التعليمي والبحثي.

</div>

Sherif Shaheen is Acting Dean of the Faculty of Arts, Cairo University. He is Chairman of the Arab Council for the Arabic Citation Index (ARCI) Project, in cooperation between the Egyptian Knowledge Bank and Clarivate Analytics (Web of Science). He is national advisor to the German Goethe Institute in Cairo as part of a government project for capacity building of school librarians since August 2019. Professor Shaheen is also Secretary of the Permanent Scientific Committee for the Promotion of Professors and Assistant Professors in the fields of Archives and Libraries, the Supreme Council of Universities (October 2019 - October 2022). He is founder and director of the New Central Library of Cairo University, and former President of the General Authority of the National Library and Archives. He was awarded the Sharjah Award for Library Literature (first place) from the Department of Culture and Information, the State of Sharjah in 2018. He received the State Incentive Award in Social Sciences (Libraries and Information) in the Arab Republic of Egypt for the year 2001. Professor Shaheen has more than 180 scholarly works during the period from 1992 to 2021, including books, book chapters, scientific articles, conference work, lectures, symposia, and other scientific contributions. He supervised more than 80 university theses for master's and doctoral degrees in Egypt and abroad.

Day 1: May 14, 2022

Session I   10:00 - 11:30

"The Crisis of English/Arabic "Crisis Translation": The Case of COVID-19 Online Resources"

Sama Dawood, Misr International University

During health crises, addressing the audience in their own native language is crucial for achieving effective communication of information and instructions. This is among the primary concerns of the World Health Organization, and is clearly stated in its Strategic Communications Framework (2017). Therefore, governments during the Covid-19 crisis have been keen on issuing multilingual health awareness material (e.g. posters, infographics, flyers…etc). However, some of these resources have lost their effect as a result of failure to meet the linguistic expectations of the target audience. This study analyzes the Arabic translation of English health material posted online by authorities in multilinguistic communities. The analysis focuses on how far the translators abide by the criterion of "understandability" set by the WHO Communication Framework (2017), as one of the main pillars to achieve effective communication during health crises. Data analysis reveals that poorly-worded health messages and inadequate Arabic translation due to the hegemony of English as the source language can cause serious misunderstanding and confusion. Moreover, it shows that overlooking the linguistic conventions of the Arab minority deepens their feeling of otherness in the new community and threatens their language and cultural identity. The study raises awareness of the significant role played by translation in emergency settings, and recommends giving further attention to research in the field of crisis translation.

Keywords: crisis translation, COVID-19, health awareness campaigns, linguistic hegemony, Arab identity

---

Sama Dawood is Associate Professor of Translation and Interpreting in the Department of English, Faculty of Al-Alsun and Mass Communication, Misr International University (Egypt). She obtained her PhD in 2013 from the Faculty of Al-Alsun, Ain Shams University. She has publications in the fields of simultaneous interpreting, journalistic translation, feminist translation and crisis translation. Dawood's current research interests include computer-assisted translation and interpreting, and the impact of the digital age on translation theory and practice.

"A Framework to Automate the Generation of Movies' Trailers Using Only Subtitles"

Eslam Amer, Misr International University

With the rapidly increasing rate of user-generated videos over the World Wide Web, it is becoming a high necessity for users to navigate through them efficiently. Video summarization is considered to be one of the promising and effective approaches for the productive realization of video content through identifying and selecting descriptive frames of the video. In this paper, a proposed adaptive framework called Smart-Trailer (S-Trailer) is introduced to automatize the process of creating a movie trailer for any movie through its associated subtitles only. The proposed framework utilizes only English subtitles to be the language of usage. S-Trailer resolves the subtitle file to extract meaningful textual features that are used to classify the movie into its corresponding genre(s). Experimentations on real movies showed that the proposed framework returns a considerable classification accuracy rate (0.89) to classify movies into their associated genre(s). The introduced framework generates an automated trailer that contains on average about (43%) accuracy in terms of recalling the same scenes issued on the original movie trailer.

Eslam Amer is currently working as an associate professor of computer science. He earned his Ph.D. in 2012. His main research interests are focused on natural language processing and machine learning, along with their applications. He had two Post-Doctoral positions in top universities in Europe. Eslam is highly interested in embedding natural language processing to find new solutions to current challenges in different domains. Currently, he is working on proposing new paradigms for malware analysis using NLP and deep learning.

"Persuasive Strategies in American and Egyptian TV Advertising Discourse: A Contrastive Linguistic Study"

Marian Morcos, Ain Shams University

The present study undertakes a linguistic analysis of the persuasive strategies adopted in the advertising discourse as shown in American and Egyptian TV commercials. The aim of the study is to analyze the verbal and non-verbal cues encoded in the advertising act which are adopted to persuade the American and Egyptian target audience. The significance of this study is crystalized in the fact that it highlights the differences and similarities in the persuasion strategies adopted in the advertising discourse across the two distinct languages and cultures. The study of verbal cues gives a great insight into the specificities of the linguistic systems of both languages, whereas the study of non-verbal cues unveils how the two different cultures decipher the various non-verbal meaning-making techniques. The analysis of the verbal cues is based on Leech's (1966) model, further elaborated by Cook (1992), Myers (1994) and Goddard (1998). The analysis of the nonverbal cues focuses on the model provided by Dyer (1982). The corpus of the study adopted for analysis is comprised of two American and Egyptian TV commercials broadcasted in 2021 which advertise the same product, namely Garnier color naturals hair dye. The study seeks to answer the following question: How do the persuasion strategies adopted differ across cultures impacting the utilization of verbal and nonverbal cues in the advertising discourse? The methodology adopted is the qualitative descriptive contrastive methodology as the researcher cross-studies the findings in the advertising discourse adopted in American TV as opposed to the Egyptian TV highlighting the cultural and sociological implications. The study shows that although the intended message is the same, the means of persuasion utilized in the English advertisement and its Arabic counterpart differ substantially on both levels the verbal and non-verbal cues so as to appropriate to the norms of the target culture.

Marian Morcos is an assistant professor at the Faculty of Al-Alsun (languages), Ain Shams University based in Cairo, Egypt. Among her research interests are pragma-dialectics, critical discourse analysis, cognitive linguistics, and forensic linguistics. She has acquired her PhD degree in 2020 with an excellent with honors degree.

"Communication Neuroscience: Where Science Meets Humanity"

Basma Sayed, Sinai University

The study aimed to investigate how to build and design an advertising message that serves social issues, by employing a Mixed Methods approach which uses neuroscience techniques, in addition to the qualitative methods represented by focus groups, within the framework of an empirical study that tests The Creative Choices Matrix. Theoretically, the study contained the most important principles and theories associated with what has been called Communication Neuroscience, in addition to discussing the most important elements of building and designing a social advertising message. Methodologically, an experimental study was conducted, concerning female Genital mutilation. A sample of 45 individuals was drawn. The Crucial finding of the study is the effectiveness of the Creative Choices Matrix which can be relied upon by communicators in planning their advertising campaigns in light of the communication neuroscience principles. The study also showed a set of findings that contributes to understanding the nature of receiving advertising messages through neuroscience interpretations.

Basma Sayed is an assistant lecturer, master's holder in advertising and public relations from Cairo University, with more than 9 years of fieldwork experience in media and communications research, planning, and production. Owing to her passion for scientific research and her belief in its crucial role in developing society, she has chosen to explore a new research area in her thesis termed "Communication Neuroscience" to study what neuroscience can provide to communication theory, especially in social change issues.

Day 1: May 14, 2022

Session II 12:00 - 1:30

"Humor in Memes from the Perspective of Relevance Theory: A Case Study" **Nihal Abdel Rahman and Maha Salah Eldien Hamed, Misr International University**
The term ''internet meme'' came to refer to the propagation of content items such as jokes, rumors, videos, or websites from one person to others via the internet which promoted their spread. this research aims to explore the cognitive process of meaning -making as a dynamic process involving the meme user and producer. The relevance theory is applied to explain laughter generation and interpretation.
Nihal Abdel Rahman is Associate Professor of Communication and the Chair of the Mass Communication Department of the Faculty of Al Alsun and Mass Communication at Misr International University. She has 20 years of experience in teaching in various fields of communication, both at MIU, AUC and CIC. She was a visiting professor at Ottawa university in Canada and Metro State University in Denver, USA. Dr. Abdel Rahman graduated from the AUC in 1986, and received her Masters degree in 1989, and her Ph.D. in 2009. Her research area of interest is in the field of modern and digital audience research, how it is measured, monitored or oriented. **Maha Salah Eldien Hamed** is an Assistant Professor of Linguistics in the Faculty of Al Alsun and Mass Communication at Misr International University. Dr. Hamed has a Ph.D. in linguistics from Helwan University and an MA in TESOL from the AUC. She has a wide experience in teacher development as ex-RELO assistant –American Embassy in Cairo, ex NileTESOL board member and initiator of the SIG. Dr. Hamed's research interests are critical discourse analysis, ecolinguistics and cognitive linguistics.

"A Digital-Pragmatic Analysis of selected Newspaper Editorials"

Hend Kandel, Modern University for Technology and Information (MTI)

This paper investigates the qualitative methodology of pragmatics along with the quantitative methodology in corpus linguistics. This is achieved by analyzing the verbs frequently used by the writers in Al Ahram weekly and The New York Times by the AntConc software results. Through verbs, various kinds of speech acts can be identified. This is achieved through two levels. Firstly, by providing a quantitative analysis of the verbs. Secondly, a correlation between the semantic and the pragmatic meaning is done to get the illocutionary meaning of the act. The paper desires to evaluate hidden ideologies and justifies social actions to examine ideological differences in the representation of Middle East politics and more specifically the Palestinian and Syrian conflict. It also comes across the differences and similarities between Egyptian and American ways in handling events and addressing the audience to adopt certain attitudes by investigating the pragmatic tools used in the selected editorials chosen from the two newspaper.

Key words: digital analysis, editorials, pragmatics, speech acts

Hend Kandel has been working in MTI since 2007. She got her bachelor's degree from the Faculty of Al-Alsun in 2006. She received her master's degree in CDA in 2014 and her Ph.D. in Corpus Linguistics in 2019 from the Faculty of Women.

"Designing Advergames For Awareness Campaigns: An Engaging Tool"

Aliaa Turafy, Misr International University

Interactivity and engagement are lacking in awareness programmes, especially when the target audience is children. Gaming can be used as an engagement technique to assist shift audience attitudes, habits, and ideas. "Advergames" could be utilised to more effectively and engagingly integrate information and awareness messages. This study proposes developing an advertisement game as part of a public awareness campaign to engage children and raise their awareness of a severe social problem. Two questionnaires were used to assess the advergame's effectiveness in achieving the campaign's objectives: the first was sent to experts in a variety of fields, including Electronics and Communication Systems, Sociology, Mass Communication, and Animation Design, and the second was given to Egyptian primary students to determine their preferences for the characters created.for this advergame advergame advergame advergame The findings imply that an advergame can be used in awareness campaigns using the suggested structure, taking into account that players prefer to play with people of the same gender and that there is some variance in game character preferences based on age.

Keywords: advergames, awareness campaigns, engagement, gaming, virtual reality

Aliaa Turafy is Associate Professor of Advertising in the Mass Communication Department of the Faculty of Al Alsun and Mass Communication at Misr International University. She has published more than 15 research papers, locally and internationally since she received her Ph.D. in 2012. Dr. Turafy has participated in many conferences inside and outside Egypt. She made two solo exhibitions and participated in many others.

Day 1: May 14, 2022

Session III 3:30 - 4:45

"Eat, Pray, Love: Exploring the Everyday Reconstructions of Hindu Nationalism"

Sanchita Srivastava, National Council of Educational Research and Training (NCERT), India

As Hindu nationalism has attempted to revamp itself as a 'progressive' force, incorporating (or is it engulfing?) the voices of a few of those whose very existence was seen as being at odds with the core of Hindutva, the category of 'Other' itself has become layered and fraught with complexities; for, contemporary Hindu nationalism has found support from the unlikeliest corners imaginable, from Muslim women to queers, to what lay at the heart of this paper, 'ordinary' Hindu women and their use of social media to recruit, mobilise, and propagate the ideology and the politics of Hindutva. This paper, therefore, looks at Hindu nationalism beyond the spectre of the Ram Janmabhoomi movement, by focussing instead on the rhetoric of violence as it unfolds on social media, chiefly, Twitter and YouTube. I draw upon my conversations with, along with a brief overview of the songs and tweets of some of the more popular foot soldiers of online Hindutva, to look at how 'ordinary' women participate in and/or challenge the making of a (digital) Hindu Rashtra. Analysing their articulations of the varied emotions of hatred, anger, and victimhood becomes important, as it not only allows us a glimpse into how the right-wing movement seeps into the everyday and intimate spaces of living and being, into the descent of violence into the ordinary but also sheds light on some of the contradictions that form the women of the 'new age' Hindutva and the ideology that they choose to represent.

Sanchita Srivastava is an early-stage research scholar based out of Delhi, India. Her research interests focus on the intersections between populist politics and digital media in India. She earned her Bachelor's and Master's degrees in History from the University of Delhi and has recently completed her M.Phil in contemporary Indian history, from the University of Delhi. She is presently working on examining the interrelationships between contemporary Hindu nationalism and social media through a feminist lens, in order to further understand the granularities of the politics and ideology of Hindutva as it unfolds in the everyday life.

" اتجاهات الإعلام الدولي بمواقع التوصل الاجتماعي نحو المبادرات الرئاسية في مصر"

أ.د. رزق سعد ، جامعة مصر الدولية

تتسابق دول العالم جميعها في تحقيق أكبر قدر من التقدم والتنمية في شتى المجالات والتخصصات، والإعلام هو أحد الأدوات التي تركز عليها تلك الدول في تحقيق غايتها، فالإعلام هو القوى الدافعة للنمو والتطور حيث إن كلمة إعلام تعني تزويد الجمهور بما يحدث حولهم من أحداث وأخبار بشرط التزام الصدق والموضوعية، مستهدفا تنمية الوعي، وتشكيل الاتجاهات، وتعديل السلوكيات وفي هذا السياق جاءت المبادرات الرئاسية في الاهتمامات الأولى لمشاركة المواطنين وثقتهم بخدماتها المقدمة ، وذلك لكونها اطلقت من خلال رئيس الدولة ، يأتي ذلك من خلال التنوع في الحملات الإعلامية الجماهيرية التي تستخدمها هذه المبادرات، حيث أنها قامت بتقديم رسائل واضحة وفق الهدف التي تسعى إليه المبادرة الامر الذي يؤدى إلى مشاركة شعبية كبيرة ، كما تعدد تصنيف المبادرات الرئاسية المقدمة من خلال الاهتمامات الصحية او المجتمعية او المبادرات الشبابية ومبادرات التكافل الاجتماعي ، فمنها الذي تم تنفيذه فعليا ومنها مازال في حيز التنفيذ وبناء على ذلك فقد قام الباحث بعمل دراسة استطلاعية من الفترة 112022 حتى 3112022من خلال توزيع استمارة استبيان مكونة من (10) اسئلة عرضت على عدد (100) مفردة موزعة على بعض المواطنين بمحافظتي القاهرة ، وقنا ، بغرض التعرف على المبادرات الرئاسية التي ما زالت قيد التنفيذ ، وتعتبر من المبادرات الأكثر رواجاً وانتشاراً في محافظات الجمهورية ، من حيث التكافل الاجتماعي، فجاءت في المركز الأول مبادرة" حياة كريمة "بنسبة (40 %) تليها مبادرة "تكافل و كرامة "في المركز الثاني بنسبة (35 %) وفى المركز الثالث جاءت مبادرة " اطفال بلا مأوى "بنسبة (25%)، وبناءً على ذلك فقد تم اختيار مبادرة "حياة كريمة" كعينة للدراسة وجعلها مرتكزا للبحث ، ليرصد الباحث اتجاهات الإعلام الدولي - بمواقع التوصل الاجتماعي (فيس بوك –) نحو جوانب تلك المبادرة ، وكيف تمت معالجتها عبر مختلف وسائل الا علام الدولي بتلك المواقع.

أ.د رزق سعد عبد المعطي أستاذ العلاقات العامة والإعلان – كلية الألسن والإعلام - جامعة مصر الدولية الأنشطة العلمية والجامعية .1 المشاركة في تطوير المناهج التعليمية بكلية الألسن والإعلام – جامعة مصر الدولية؛ وذلك في الخطة الدراسية التي قدمت للمجلس الأعلى للجامعات –أعوام2013 ، 2014 ، 2. 2021. 2017.الإسهام في تحديث أساليب التدريس بالجامعة، وتدريس بعض المقررات On-Line، 2009 ، 3. 2010 الإشراف ومناقشة العديد من رسائل الماجستير والدكتوراه في كل من جامعات (القاهرة - الأزهر - بنها– المنصورة - حلوان -الزقازيق -المنيا –سوهاج- جنوب الوادي - ومصر الدولية .4 (عضو لجنة تحكيم البحوث المنشورة بمجلة البحوث الإعلامية الصادرة من كلية الإعلام جامعة الأزهر، ومجلة بحوث العلاقات العامة الشرق الأوسط – ومجلة كلية الآداب قسم الإعلام بجامعات المنصورة، والزقازيق، وسوهاج – ومجلة بحوث الإعلام كلية الإعلام جامعة جنوب الوادي .5 عضو مجلس إدارة ومؤسس وزميل بالجمعية المصرية للعلاقات العامة) عضوية علمية .6 (نائب رئيس مجلس إدارة مجلة وعضو هيئة تحرير وسكرتير بحوث العلاقات العامة الشرق الأوسط)دورية علمية محكمة .7 (المشاركة في أكثر من (30) مؤتمرا دوليا ومحليا في مجال الإعلام بشكل عام والعلاقات العامة والإعلان بصورة خاصة .8 رئيس لجنة البحث العلمي وأخلاقياته بوحدة الاعتماد وضمان الجودة بكلية الألسن والإعلام من يناير 2016 وحتى الآن .9 مقرر مؤتمر الدراسات العليا بجامعة مصر الدولية أعوام 2021-2020-2019

"The Happy Couple Syndrome: Applying Social Learning Theory to Explore the Effects of Instagram on Romantic Relationships"

Salma Elashry, Egyptian State Radio,
Hebatullah Ashour, Egyptian State Radio, and
Sherehan ElAzazy, American University in Cairo

Social media plays an essential role in the development and maintenance of people's relationships. Previous research has been done on Facebook and its direct link to the negative disruption of relationships, while little has been conducted on Instagram and its impact on people's romantic relationships. Therefore, this paper examines the effects of Instagram on people's romantic relationships. More importantly, recognizing how Instagram, as one of the most used social media platforms, changes people's perception of reality. Thus, to have a preliminary understanding of such influence, a pilot study was conducted using six in-depth interviews and a focus group of 9 participants as qualitative research, using the social learning theory as a basis for this analysis. The findings of the pilot study suggest that Instagram may have negative effects on people's romantic relationships and indicate that social media is corrupting people's perception of reality.

Salma Elashry, Assistant Lecturer, MA holder in Television and Digital Journalism. She taught various theoretical and practical courses since 2019; Studio production, Mass Media Theories, and News reporting and editing. Currently she's doing her second MA in Journalism and Mass communication to pursue her academic career. Ms. Elashry also works as an editor in Al-Nahar channel.

Hebatullah Ashour is a master's degree holder from the American University in Cairo. Ms. Ashour has also acquired hands-on skills through more than 12 years of experience. She has worked as a broadcast journalist, a reporter, and a producer at many channels. Currentlt, she is a presenter at the Egyptian State Radio.

Sherehan Elazazy is a Teaching Assistant, a MA degree holder and a BEA international award winner. She is studying her second Masters degree in Journalism and Mass Communication to pursue her academic career besides pursuing her passion of Documentary/Film making. She has been working as a TA for both graduate and undergraduate courses from 2018 at the department of journalism and Mass communication at AUC.

Day 2: May 15, 2022

Session IV 11:45 - 1:15

"Technical Innovations in the Interactive Fiction of Jon Ingold's *All Roads*"

Amany Eldiasty, Damietta University

Interactive Fiction (IF) is typically represented by an adventure and a text game through a literary piece of work. This paper investigates the technical innovations that Jon Ingold employed in his novel All Roads as an Interactive Fiction. The paper aims at providing the basics for those who are overwhelmed in the context of interactive fiction through deciphering the main pathways in the selected novel. Through the hero-is-you-approach, the interactor has experienced many locations, around 25 in whole, to get through to the end. The paper shows that the story is quite challenging to understand. It is interactive in detail, having a cultural context with a figurative way of expressing aesthetics. It includes few riddles which are a challenge to the interactor. It also generates texts and accepts them as input. The interactor has to cross the borders of space and time through a number of disconnected situations. The paper shows that All Roads is one guide to interactive fiction games. It has pointed out the significant places and the literary riddles that Interactive literature includes in its part. This paper reveals immense descriptions and crucial information points that enrich the readers' imagination, one of the main ends of fiction. For many years, history has shown that the previous age lacked interactive fiction, but this game stands out as a brilliant narrative model due to the role played by the interactor.

Keywords: interactive fiction, craft, innovation, game, *All Roads,* technique

Amany Eldiasty is a lecturer of English, Department of English Language and literature, Faculty of Arts, Damietta University. She received a Bachelor of Education from Mansoura University in 2000, her bachelor of Arts from Mansoura University in 2004. She studied English Methodology and received a special diploma in this field. She received her MA in Children's Fiction in 2010 and her PHD in South African Novel from Benha University in 2014. She has some published papers on recent topics such as dystopian feminism, ecocriticism, geocriticism. Eldiasty is currenty the head of Damietta University International Rankings and Publishing Unit.

"Shakespeare in XR Games: A Ludo-narrative Approach"

Shereen Ali Mohamed El-Shormilisy, Misr International Universty

Although Shakespeare's works have been continuously reimagined and reintroduced in different media forms over the years, videogames through the immersive technology of late 20th and early 21st centuries have made his works more interactive and more engaging. Videogames, as a medium, reference Shakespeare in their story worlds to add narrative depth while challenging the conventional thinking about narratives. This study adopts an interdisciplinary approach through integrating drama with games in an extended reality (XR) medium. The aim of this study is to examine and analyze narratives in a selection of Shakespeare-themed videogames through the lens of narrative theory of games. Within the context of this theory, a ludo-narrative model is applied to the selected videogames in an attempt to trace the common elements between a narrative and a game and to determine if these videogames are more narrative or more ludic. The study also discusses, within a theoretical frame, the concept of "immersion" and detects the attributes that lead to an immersive experience in these videogames.

Shereen Ali Mohamed El-Shormilisy is an Assistant Professor at the Faculty of Al-Alsun and Mass Communication, Misr International University. She earned her PhD in 2017 in the field of English Literature (Postmodern Absurd Drama and Sci-Fi Movies). She participated in several conferences and published several research papers in the field of literature.

"Shattering Identities between Drama and Video Game"

Bassant Ayman, Arab Open University

This presentation aims at exploring the manifestation of Possible Worlds in drama and video game, namely Death of a Salesman (1948) and What Remains of Edith Finch (2017) to examine the theme of uncertainty in the characters' identity. The study relies mainly on Marie-Laure Ryan's typology of Possible Worlds Theory and the theory of accessibility relations, in addition to Lubomír Doležel's theory of transworld identity and alteregos, highlighting how mental illnesses portrayed in the two media of narrative can contribute to the creation of possible worlds where the characters' identities seem to be distorted and morphed in a limbo of uncertainty.

Bassant Ayman is a lecturer of English Literature at AOU and AAST. She has been a presenter in multiple conferences including MSA, Cairo University and Helwan University conferences and symposiums. She holds an MA with high honours from Open University UK and AOU in Theatre and Digital Arts, and is currently a PhD candidate in Theatre Studies.

"A Corpus-Based Lexical Analysis of Contemporary Feminist Short-Story Writers with Special Reference to Alice Munro"

Esraa Aly Hasab El-Naby, Modern University for Technology and Information (MTI)

This presentation is about a corpus-based study of the lexical features in some selected short stories of the contemporary female Canadian feminist writer Alice Munro (1931-till present) using a computer software. In this context, computational analysis and digital feminism has proven to be powerful addition to feminist movement. The aim of the study is to analyze recurrent themes related to the deteriorated conditions of women throughout the twentieth century, and to show to what extent computational and digital analysis is effective in portraying feminist issues. The lexical analysis is carried out focusing on collocations, concordances of lexical items, patterns, and lexical sets that are frequently used to convey such themes, in addition to the denotations and connotations of the most and the least frequent lexical items with various lexical features. The study attempts a detailed and comprehensive analysis of the collected data in terms of form and function. It helps as an aid to show the common lexical distinctive features that appear in Munro's lexical choices, and can be generalized to all feminist short story writers. It also focuses on the dominating connotations and denotations of the lexical items that Munro adopts, and can be considered common to other feminists. In this context, Corpus Linguistics, as an important area of Computational Linguistics (CL) and helps in digital analysis, provides large quantities of language databases accumulated in a systematic manner from various fields of actual language use following some statistical methods and techniques of data sampling. Furthermore, it provides some sophisticated devices to analyze these corpora to extract linguistic data, examples, and information necessary in applied linguistics. This is processed using AntConc 3.4.4.

Key words: lexical features, denotation, connotation, corpus, digital analysis, digital feminism

Esraa Aly Hasab El-Naby is a Lecturer of English Language, MTI University (2014- to the present), teaching English as a second Language (ESP) at the faculties of Pharmacy, Engineering, and Dentistry. She worked as a language instructor at The Future University in Egypt (2008-2009), and language instructor at The Arab Academy for Science Technology and Maritime Transport (2009-2011). She is an M.A holder in Linguistics and Translation (2014), and Ph.D. holder in Corpus Linguistics (2018), Ain Shams University. She published a paper on Computational Feminism and Childhood in the *International Journal of Childhood and Women's Studies* (October 2021).

Day Two: May 15, 2022

Session V 3:15 - 4:45

"Netflix's *Anne with an E* on Indigenous People: Hitting the Dehumanization or the Inclusion Button?"

Nadine Nasef, Misr International University

Diving into the literary portal of the arts and storytelling, the ways literature reimagines historic masterpieces is beyond captivating. Lucy Maud Montgomery's *Anne of Green Gables* is known to the world as one of the literary masterpieces that moved gazillions of people and gained paramount readership worldwide. Back at that time, heavy issues were ongoing; and apart from the high-spirited, imaginative, daydreaming Anne-Shirley Cuthbert and the historic farm of Green Gables, on the outskirts of Avonlea, Prince Edward Island, the storyline touches on the harsh experiences of abuse, discrimination, prejudices, and residential schools. The CBC-Netflix joint production *Anne with an E* treats marginalized people of all stripes, and adds more diversity to the Green Gables universe after continuing with a bold choice and one worth applauding: indigenous people. Showing the grudges and hatred that were held against them is such a marked effort to bring a variety of lived experiences into Anne's personal journey, changing the narrative to a more current, refreshing one. In the telling, the storyline gets even tenser by involving the forced separation and re-education of the indigenous Canadian children, resulting into generations of abuse and suffering. Frightening and very tense, such struggles serve to both educate the youth about the historical evils of colonialism, imperialism, euro-centrism, and the major failure of human rights. *Anne with an E* promotes including the outcasts and voicing one's opinions, projecting a message that is desperately needed in today's world – no one but you is allowed to dictate your worth.

Nadine Nasef is an Applied Linguistics scholar and researcher and a Teaching Assistant (TA) in the Department of Al Alsun of the Faculty of Al Alsun and Mass Communication at Misr International University, Egypt, where she received her Bachelors in English Language, Linguistics, and Literature. She is interested in interdisciplinary studies to merge all her academic research interests and lifelong passions including sociolinguistics, psycholinguistics, discourse analysis, and intercultural teaching.

"The Undecidability of the Text: A Deconstructionist Reading of Serge Bouchardon's Mobile App E-text *Do It*"

Hager Moamen, Arab Open University

Undecidability or uncertainty is an intrinsic feature in postmodern fiction. It is associated with the indeterminacy of meaning, fragmentation, ambiguity, plurality, decentering, language experimentation and language games. These features generally fall into the principal character of uncertainty. This skeptic attitude towards certainty results from the postmodern condition that is defined by Linda•Hutcheon in her book *A Poetics of Postmodernism*, as the "anarchic, in complicity with chaos, accepting of uncertainty and confusion"(50). One of the factors that lead to undecidability in postmodern fiction is the intentional blurring boundaries between fiction and reality or what Baudrillard calls "hyperreality." This study is concerned with exploring the postmodern feature of the undecidability of meaning as manifested in Serge Bouchardon's Mobile App *Do It*. The study focuses on two major postmodern features, which are hyperreality and gaming that led to the creation of the text's undecidability. It also sheds the light on the ideologies of the examined text by highlighting the traumatic experience experienced by the narrator resulting in the creation of a text characterized by fragmentation, undecidable meanings and non-linearity. The ideologies embedded in the examined text include philosophical and existential questions about choice, fate and destiny and the idea of the what if. In light of the deconstruction theory, the study attempts to find answers to these existential questions and, in turn, add layers of meaning to the examined text. As far as gaming is concerned, the viewer/player actively interacts with the digital text of the mobile app and experiences a state of confusion that eventually results in the generation of meaning. As an intrinsic feature of postmodern narratives, the concept of gaming is examined as an interactive strategy that enables the viewer/player to deconstruct meanings and create new ones.

Keywords: deconstruction, postmodernism, undecidability, digital narrative, gaming

Hager Moamen is an English Literature graduate and an MA student. She works at the Arab Open University as an English instructor. She is currently working on her thesis and hopes to make a great contribution to the research field in academia.

"Disambiguating Absurd Discourses: A Narratological Approach to Samuel Beckett's Play *Waiting for Godot* and Serge Bouchardon's Digital Poem/Game *Loss of Grasp*"

Youssef Sadek, Arab Open University

In *The Architecture of Narrative Time* (2017), Erica Wickerson points out that time, in narratology, raises a lot of questions that are left unanswered, and it lacks any sort of theoretical agreement. (4,5) Accordingly, the study of time as a narratological approach becomes crucial to discourse interpretation. In *Narrative, Games and Theory* (2007), Jan Simons explains that there is a strong interrelationship between narratology and ludology. (5,6) However, the computer-based media challenges the efficiency of narratology: the matter which made ludologists search for alternatives. (1) In other words, the narrative techniques used in conventional narrative become re-contextualized. The objective of this study is expounding the interwoven correlation between absurdism and existentialism. Both philosophical theories are mainly explored by using the narratological approach of time to closely examine Samuel Beckett's play *Waiting for Godot* and Serge Bouchardon's digital poem/game *Loss of Grasp*. The interdisciplinary nature of the narrative theory allows a comparative study of the two discourses through investigating the adopted philosophical ideologies in different mediums of narrative. Furthermore, the study explains some of the significant points of intersection which come into existence as a consequence of the encounter of narratology with ludology resulting in generating new dimensions of meaning. The study of the examined mediums of narrative entails adopting the narratological approach of time which uncovers layers of meaning resulting from the discrepancies between story time and discourse time. This exploration is integrated due to the relatively unnatural/unorthodox narratives of the chosen texts. The unconventionality of narrative techniques of *Waiting for Godot* as well as *Loss of Grasp•* enriches the dimensions of meaning resulting from adopting the narratological approach of time.

Keywords: existentialism, the absurd, narratological time, ludology, story time and discourse time

Youssef Sadek is a Master's candidate at the Arab Open University, Cairo. His interests are in the fields of Metaphysics, Classical Arabic Philosophy and Performance Theory. He completed his Bachelor's degree in 2015 at Misr International University, Cairo. He has held teaching positions at Modern Sciences and Arts University and Arab Open University.

"Framing of Female Leading Roles in Drama Series on Video Streaming Platforms"

Manatalah Soliman, Misr International University

This comparative study examines the female-centered drama series from Egypt, and Spain aired on VOD services from three different genres. The significance of this study relies upon the fact that the series is from VOD services, notably Netflix and Shahid VIP. This study utilizes a content analysis method. Findings revealed that women continue to be portrayed negatively with stereotypical patterns in drama series across both countries. However, this study identified significant differences among countries.

Manatalah Soliman graduated from Misr International University, major RTV in 2017 and started to work as a teaching assistant by Fall 2017. By 2018, she started her masters at AUC journalism and mass communication program. Ms. Soliman is currently an assistant lecturer in the Department of Mass Communication of the Faculty of Al Alsun and Mass Communication at Misr International University, teaching a 200 level RTV course.