



Institut de Presse
et des Sciences de l'Information



AREACORE

الجمعية العربية الأوروبية لباحثي الإعلام
Communication Researchers



Scientific international conference

Social Media in a Changing Media Environment Lessons from the Arab world



Tunis,
16-18
October
2014

Mouradi Hotel, Tunis

The program

Financed by:

DAAD

Deutscher Akademischer Austausch Dienst
German Academic Exchange Service

Invitation

The Press and Information Sciences Institute and The Arab-European Association of Communication and Media Researchers are honored to invite you to the scientific international conference on :

Social Media in a Changing Media Environment Lessons from the Arab world

On October 16-18, 2014 in Mouradi Hotel, Tunis

Press and Information Science Institute

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The Arab-European Association of Communication and Media Researchers

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Introduction

The beginning of 2011 was marked by the considerable contribution of the new social media in mobilizing and rallying Arab streets, and in inducing changes in the political, social, educational, media and other sectors. While conventional media have long been mirrors reflecting the marginal role played by recipient audiences as consumers not participants or active players, new media are able to enforce new debating, exchange and participation opportunities by offering people broader windows to look for information and the right to contribute to communication operations, and by making the virtual space an alternative to the conventional public space.

The need-driven interaction between technology and the public enabled new media to recognize that the communication democracy requires participation of all individuals with no exclusion. Social networks, blogs, video-sharing websites and satellite channels that have chosen to stream on the Internet, have enforced another type of social freedom and the right of individuals and groups to free communication. In particular in the Arab world, social media have played a tremendous role in the political awakening marked by the Arab spring.

However, social media do raise a number of issues of heated debates and controversies; issues that are multidimensional and relate to epistemological, technical, cultural and historical factors reflecting two major trends. The first is skeptical due to the technology's ability to muddle social life with no consideration to technical contexts, the importance of social innovations and the communicative and cultural usages of these technologies. The second trend is optimistic considering that new media have induced positive change in culture, economy, science, politics, etc... This view considers the virtual world to be an extension of real social life, and that identity can be constructed both socially and virtually.

From a political perspective, technology offers new tools for political life although it does not constitute the only factor inducing political change.

Arab media discourse is still disturbed and anxious in dealing with the impact of the new media on culture and innovation. On the one hand, this discourse looks at Arab users as being active and engaged in "alternative media" reflecting a new culture based on freedom, diversity, and creativity on the other hand, it considers them victims of new powers subjugating the online space.

What is then the guarantee to ensure safe usage of new media? How can we prevent against risks raised by the new media in the Arab World now witnessing a number of political, social, cultural and information transformations?

This conference will try to understand various approaches dealing with the new media and to identify the role of online stakeholders in dismantling the sets of values and developing them again. It thrives to comprehend transformations induced by the use of new media in the political, social, cultural, and economic spheres. It will also tackle the changes affecting the work of media and communication professionals, and also their influence on professional ethics and the need to respect individual privacy

Presentations dealing with the issues mentioned above will be welcomed and should be integrated into one of the following panels :

Topic 1: Social Media in the Arab World: Theoretical and Historical Approaches

Topic 2: Social Media, Democratic Change and Political Participation

Topic 3: Social transformations in the Arab World and the role of the elite:
disaggregating and emerging elites

Topic 4: New media and communication practices: Violations against ethics and
privacy of individuals

Thursday October 16, 2014

Opening session

08:30 Welcoming the participants and their registration

09:00 Opening speech by Dr. Salwa Sharfi, director of Press and Information Sciences Institute

09:15 Speech of Dr. Carola Ritcher, member of the Arab European Association of Information and Communication Researchers

09:30 Speech of Dr. Chokri Mabkhout, President of Manouba University

09:45 Introduction of the themes of the conference by Dr. Moez ben Messaoud, the scientific cooperorator of the meeting

The first scientific session

Social media in the Arab world : Theoretical and Historical Approaches

President of the session : Dr.Mhamed Hamdane (Press and Information Sciences Institute)

10:00 « Social media, the research challenge »,
Dr. Sadek Hammami (University of Manouba, Tunisia)

10:20 « Social media : New Rhetorical Tools of a Fifth Estate »
Dr. Abdullah Ezzine Al Hidri (Qatar University, Qatar)

10:40 « Study of Social Networking Websites in the Arab Region between Epistimology and Ideology »
Dr. Nasr Eddine Laayadhi (University of Alger 3, Algeria)

11:00 Discussion

11:20 Coffee Break

11:40 « Echomedia after the Arab Spring: Revisions »
Dr. Jamel Zran (University of Qatar, Qatar)

12:00 « Critical Appraisal : Arab World in Social Change and Social Media »
Dr. Wael Ismail Abdel Bari (Ain Shams University, Egypt)

12:20 « Social Media in Palestine and the Confusions of the Concept of Change »
Dr. Mohamed Abu Errab (Birzit University, Palestine)

12:40 Discussion

13:00 Lunch

Second scientific session :

Social Networking Websites, Democratic Transition and Political Participation

President of session : Dr. Carola Ritcher (AREACORE)

14:00 « The New Press and Arab Virtual Public Space : Creating Democratic Values or Destroying them »

Dr. Jamel Ben Zarrouk (Skikda University, Algeria)

14:20 « The Democratic Potential of New Media Revisited : A Theoretical Outline of the Reconfiguration of Public Mass Media and Social Media »

Dr. Dr. Florian L. Mayer, Ina von der Wense (Bamberg University, Germany)

14:40 « Virtual Democracy via the Blogging Space : between empowering political participation and privacy protection under professional ethics »

Dr. Abdullah Mlouki (Stif University 2, Algeria)

Dr. Kamel Bouguirra (Betina University, Algeria)

15:00 « Can Social media Induce Political Participation and Democracy in Arab Spring Countries ? »

Dr. Mohamed Guirat (Qatar University, Qatar)

15:20 « Communicative Strategies Used in Electoral Advertising on Social Networks : Example Egyptian Elections 2014 »,

Dr. Salwa Sliman El Jondi (Ain Shams University, Egypt)

Dr. Ines Abdel Hamid Khribi (Canadian Pyramids University, Egypt)

16:40 « Social Networks, Youth and the Democratic Transition in Tunisia »,

Dr. Nour Eddine Miledi (Qatar University, Qatar)

16:00 Discussion

16:20 Coffee Break

16:40 « Lessons from the Arab World : The New Forms of Hatred Propaganda Through Social Media »

Dr. Renaud de la Brosse (Lenos University, Sweden)

17:00 « The role of social networking websites in empowering communicative democracy in Yemen »

Dr. Sabeh Khichni (Sanaa University, Yemen)

17:20 « Social networks and political participation : Obama 2008 experience »

Alwi Shawki (Researcher, Tunisia)

17:40 « Changing patterns of political organizing among Palestinians : the role of social media and online communications »

Dr. Abir Kobti (Freedom Berlin university, Germany)

18:00 « The political role of social networking websites in Palestine : a practical study on Palestinian political elites »

Dr. Tahseen Abdel Hamid el Astal (Alger University, Algeria)

18:20 Discussion

Friday 17 October 2014

Third scientific session :

Information and Communication New Practices ? Breaching ethics and violating individual privacy

President of session : Dr. Abdelkarim Hizaoui (CAPJC, Tunisia)

09:00 « New media, new participants, new ethics »

Dr. Christopher Holt (Leneayous University, Sweden)

09:20 « Information ethics and the new media : the concepts, practices and editing »,

Walid Hayouni (Manouba University, Tunisia)

09:40 « Roadmap of Egyptian Information Studies in New Mass Media in the 21 Century ; A critical analytical study »

Dr. Ines Abu Youssef (Cairo University, Egypt)

Dr. Mouna Majdi Faraj Abdel Maksoud (Cairo University, Egypt)

10:00 « Mechanisms of using the content of high-ranked people's pages on social networking websites in the Egyptian press during the transitional period : A study of the military speaker's page on Facebook »

Dr. Souhir Othman Abdelhalim (Cairo University, Egypt)

10:20 « Social Mass Media from Social Mobilization to Professional Practice »

Mohamed Zagari (Researcher, Morocco)

10:40 « Ethics of using social networks by the Egyptian public after the 25 February revolution and their influence on its attraction by these networks : A study of the Egyptian experience within the framework of authoritative press, a Facebook Practice»,

Dr. Ashraf Jalel (Qatar University, Qatar)

11:00 Discussion

11:20 Coffee Break

11:40 « The Role of Social Media in Information Exchange Between Omani University Students »

Dr. Fathel Mohsen Kathem (El Bayen University, Oman)

12:20 « Media Use at Time of War »

Dr. May Farah (Assistant Professor of Media Studies, American university of Beirut)

10:40 « Experience of Credibility Index in Egyptian Media »

Bassil Nofal (Cheif editor of Credibility Index in Egyptian Media, Egypt)

12:40 « Toward an Arab Ethical Pact at a Time of New Media, a visionary analytical view »,

Rathwen Jady (Messila University, Algeria)

13:00 Discussion

13:20 Lunch

Saturday 18 October 2014

09:00 A round table

Improving research methodologies on social media

Dialogue direction :

- Dr. Jassim Jaber (El Bayen University, Oman)
- Dr. Mahmoud Kalandar (Quatar University, Quatar)
- Dr. Abdurrahman Al-shami (Quatar University, Quatar)

13:00 Finalizing the works of the meeting and reading the last report

Scientific cooperators of the meeting :

Dr. Moez Ben Messaoud

Scientific committee

Dr. Moez Ben Messaoud

Dr. Jassim Jaber

Dr. Mahmoud Glender

Dr. Abderrahman Al-Shami

Dr. Ines Abou Youssef

Rapporteur du colloque

- Dr. Hamida Al-Bour (Manouba University, Tunisia)

Administrative cooperators of the meeting :

- Mme Soumaya Ouederni

- Mlle. Ilhem Jouini

- M. Mohamed Drissi