

INTERNATIONAL CONFERENCE
MEDIA & SOCIETY
MARCH 15-16TH, 2023 Agadir



Coordinated by:

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Call for papers & workshops

The modern society is increasingly mediatized more than ever. It would be thoughtless not to admit or recognize that mass/social media have not only invaded our lives, but that they do make a great part of social members' lives and contribute into significant portions of the other part(s). Sadly, this is the case as the modern society is heavily engrossed and absorbed in distinct social phenomena, including different sorts of crises, conflicts, wars, etc., in different parts of the world; and crisis, conflict, and war are the adrenaline of the media

While Arab audiences got informed, misinformed though, about the gulf wars and several other Middle Eastern issues mostly through leading western media networks, BBC and CNN provided most often a one-sided, usually biased perspective of those issues. Their coverage created the need and stimulated a huge market for countless information outlets not only in the Middle East, but all over the world. BBC and CNN not only supplied the news, but created a demand for the news as well.

Ever since, innumerable news, religious, sportive, music, drama, cartoon TV stations came to life. Concurrently, numerous social issues have floated to the scene in concomitance with the proliferation of these channels, Inter-racial violence, hate speech, terror, to cite but these. In fact, the media have always had an intimate relationship with such issues and consider them to be of major news value and of utmost public importance.

Concerned about the scientific interest of such a theme, the Interdisciplinary Laboratory of Social Sciences (LISS) organizes in partnership with the National Business School of Agadir (ENCGA) and the Faculty of Letters and Human Sciences of Ibn Zohr University, this international congress to examine and reflect critically on the theoretical foundations, interconnections and repercussions of such strong and heavy presence of the media in society.

This is why professors, researchers, media professionals, doctoral students, journalists and analysts are called on to present and share their thoughts on this incomprehensive list of subjects and themes. We also invite media professionals to propose workshops to introduce interested audiences to common media - news editing, documentary, field reporting and television presentation practices.

Lines of research :

1. Media & crisis :

- Media and political crisis
- Media and economic crisis
- Media and social crisis
- Media and health crisis
- Media and humanitarian crisis
- Media and environmental crisis
- Media and sportive crisis

2. Media coverage – related issues :

- Coverage of war
- Coverage of sportive performances
- Coverage of political campaigns
- Coverage of entertainment campaigns
- Coverage of business campaigns
- News coverage

3. Media & representation :

- Media & race
- Media & gender
- Media & kids
- Media & manliness
- Media & migration

4. Media & authority :

- Media & ideology
- Media & human rights
- Media and law enforcement
- Media & corruption.

Lines of research :

5. Media practices :

- News writing
- Field reporting
- Citizen journalism
- Electronic TV networks
- TV presenting

6. Media & business :

- Businesses' use of media networks
- E-business
- Digital marketing
- Media & associative work
- Media & sponsoring

7. Media & politics :

- Media & public opinion
- Media & leadership
- Media & democracy
- Media, fandom & Role modelling

Event coordinators :

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- **LABARI Brahim**
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Information & Important dates :

- Deadline for Abstract Submission: **October 15th, 2022.**
- **What to send :** 300 words ABSTRACT (excluding title and references).
The summary should expose the problem to be addressed, methodology and anticipated results.
- All texts will be blind reviewed by two members of the Scientific Committee.
- Date of notification of the decision of the Scientific Committee: **October 25th, 2022.**
- Deadline for sending the communication's full text (First Version): **January 15th, 2023.**
- Final decision of the scientific committee: **January 25th, 2023.**
- Communication of Final Program: **March 1st, 2023.**
- Conference Date: **March 15 – 16th, 2023.**

- All texts are to be submitted via this email address :

mediandsociety23@gmail.com

- Event Facebook Page :

<https://www.facebook.com/Media-Society-105291792274883>

- The conference Facebook Page will be gradually supplemented with new information about text size, writing style, registration, accommodation, trip, etc.

Publication : The best papers written in English and French will be:

- Published in the Journal of Middle East Media after due peer review, or
- Published as conference proceedings.

- **Registration fee : 80 Euros (or equivalent)** for Professors and professionals);

- **40 Euros for Master and Doctorate Students.**

- The fee includes: conference proceedings, coffee breaks and lunches.