"Media and Culture"
International Conference

17 February 2018 – London, UK

organised by

[London Centre for Interdisciplinary Research](#)

and

[Interdisciplinary Research Foundation](#)

Programme

09:00 – 09:30 Registration

09:30 – 11:00 Parallel Sessions:

Session 1A: Culture, Media and Society
Chair: Sharaf Rehman

Konrad Gunesch, American University in the Emirates (United Arab Emirates)
How Global Media Shapes our Understanding and Discourse of Environment and Climate Change: Sustainability of Slow Tourism Racing Corporate Travel to the Triple Bottom Line, with Media as Active Participant, Reporter, Public, Judge and Jury

Bogdan Opreanu, University of Bucharest (Romania)
New Meanings of "*High*" and "*Low*" in the Growing Market of Cultural Products

Sharon Sakuda, Kanda University of International Studies (Japan)
Social Media and Fitness: Teaching Students to Make Healthy Choices

Session 1B: Media Influence on Younger Generation
Chair: Irina Straton

Andrea Anastassiou, Birmingham City University (UK)
The Ethical Implications of Qualitative Research into Teen-Sexting

Dana Aizenkot (Cohen), Ashkelon Academic College (Israel)
Whatsapp Classroom-Groups Online Shaming Among Adolescents: A Pilot Research

Nirjhar Sarkar, Raiganj University (India)
Seducing Innocence and 'Branding' Childhood: - Advertisement as 'Cultural Aggression'

11:00 – 11:30 Tea/Coffee

11:30 – 13:00 Parallel Sessions:

Session 2A: Social Media and Cinema
Chair: Konrad Gunesch

Ayse Seda Keles, Hulya Akan, Istanbul University (Turkey)
"Sarmaşik" as a Film of Social Reflection of Turkey

Mika Ko, Hosei University (Japan)
Politics of Landscapes in Tomita Katsuya's *Saudade*

Keiko Kimura, Kobe Women's University (Japan)
Modern Grimm's Fairy Tale: Motifs of 'Snow White' in *The Black Swan*

Session 2B: Mass Media and Social Manipulations
Chair: Bogdan Opreanu

Sharaf Rehman, University of Texas Rio Grande Valley (USA)
Mass Media Credibility and the Disenchanted Millennials

Markella Koutsouradi, Petros Siousiouras, University of the Aegean (Greece)
Mass Media: Purely a Way of Information Dissemination or a Tool of Political and Social Manipulation? Towards a Linguistic and Psychological Analysis. The Case Study of Iran

Yakun Yu, Swansea University (UK)
Critical Discourse Analysis of Media Publicity of 'China's Dream': A Case Study of Enhancing China's Soft Power Through China's Mainstream Media

13:00 – 13:45 Lunch

13:45 – 15:15 Session 3: Gender, Sexuality and Media
Chair: Yakun Yu

Silvia Molina, Technical University of Madrid (Spain)
Women's Engineering Society (WES) Website: Multimodal Strategies and Arguments

Irina Straton, University of Essex (UK)
Intertextuality in Online Gaming

Derya Gül Ünlü, Istanbul University (Turkey)
Hegemonic Men in TV Series: A Research on the Men's Roles in the Turkish Television Series

15:15 – 15:30 Tea/Coffee

15:30 – 17:00 Session 4: Media Perceptions and Critique
Chair: Konrad Gunesch

Judith Fathallah (UK)
Fanfiction and the Legitimation Paradox: How Fanfic Changes the Discourse of Authorship

Iris Fruchter-Ronen, Haifa University (Israel)
Arab Cinema Before and After the "Arab Spring"- Challenging Perceptions of the Region

Sandeep S. Sandhu (India)
A Critique of Facebook in Light of TS Eliot's The Waste Land