



# “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 (Room 632)**

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 (Room 631)**

Chair: Irina Straton

**Andrea Anastassiou, Birmingham City University (UK)**

The Ethical Implications of Qualitative Research into Teen-Sexting

**Dana Aizenkot, Ashkelon Academic College (Israel)**

WhatsApp Classroom-Groups Cyberbullying Among Adolescents: A Pilot Research

11:00 – 11:30 Tea/Coffee

11:30 – 13:00 Parallel Sessions:

### **Session 2A: Social Media and Cinema (Room 632)**

Chair: Konrad Gunesch

**Ayşe Seda Keles, Hulya Akan, Istanbul University (Turkey)**

“Sarmaşık” 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 (Room 631)**

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 (Room 632)**

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 (Room 632)**

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