

Ministry of Higher Education and Scientific Research
University of Algiers-2
Faculty of Foreign Languages
Department of English

Media, Language and Society: Perspectives and Reflections on the Mediatization of Culture

10-11 January 2022

Call for Papers

The twenty first century witnessed a revolutionary change in communication technology which heavily influenced our societies and cultures. Lippmann's work (1922) was among the earliest endeavors that brought to light the impact of media on society. This was at the time when the newspaper was still the only channel of mass communication. Since then, however, important developments occurred which boosted the power of the Fourth Estate. Alongside the technological shift which has yielded structural socio-cultural transformations, a plethora of academic research has been advanced to examine such a complex and multilayered metamorphosis. Mediatization, Hjarvard writes "has emerged as a new research agenda to reconsider old, yet fundamental, questions concerning the role and influence of the media in culture and society. In particular, the concept of mediatization has proved useful to the understanding of how the media spread to, become intertwined with, and influence other fields or social institutions" (2013).

The aim of this conference is to cast light on the intricate mechanisms through which the media outlets create new avenues for digitized practices, attitudes and cultures. Participants will discuss, with reference to the evolving theories of media and communication, how the new media frame the reality 'out there' and even construct new behavior patterns that are becoming an integral part of our day-to-day practices and communication.

This event will take place on the 10th and 11th of January 2022 both online and onsite at the auditorium of the University of Algiers-2. The symposium offers teachers and researchers an opportunity to come together and engage in lively discussion on a variety of topics that revolve around the field of media and society. The major themes of the conference include, but are not limited to, the following:

Major Themes:

- The Language of the Media
- Media and the Public Opinion
- Literature and the New Media

- Theories of Mediatization: Epistemological and Theoretical Groundings
- Sociology of Media and Communication
- Perspectives on Culture and Media in the 21st Century
- Media, Democracy and Populism in the West
- Mediatization of Arts and Popular Culture
- Power, Ideology and Media: Selected Case Studies
- The Mediatized Discourses of the Digital Age
- The Representation of Pandemic: The case of Covid 19

Important notes:

The language of the conference is English

Presentations will last 15 minutes, followed by 10 minutes of discussion

Participation in the conference is free of charge

The conference will be held both onsite and online

Abstract and Paper Submission Guidelines:

Please submit your abstract (150-200 words, excluding references) with a biography of 50 words

We accept files in .docx/.doc/.pdf /Latex format

Final papers should not exceed 6000 words including references

The collection of the final manuscripts will be published as a special issue in the journal of the Faculty of Foreign Languages

Important Dates:

20th of November: Deadline of abstract submission

2nd of December: Notification of acceptance

Please send your abstract to the following email address:

media.language.conference@gmail.com

Keynote Speaker: Abigail Winard Assistant Professor, Sam Huston State University, USA

Organizing Committee

Dr. Douifi Mohamed	Organizer	University of Algiers-2
Dr. Kaced Assia		University of Algiers-2
Dr. Saoudi Karima		University of Algiers-2
Mrs. Mouhoubi-Messadh	Chahrazad	University of Algiers-2
Mrs. Azoui Nawel		University of Algiers-2

Scientific Committee

Prof. Amrane Nadjia		University of Algiers-2
---------------------	--	-------------------------

Prof. Bensafi Zoulikha	University of Algiers-2
Prof. Bensemane M'hamed	University of Boumerdes
Prof. Ferhat Ferhat	University of Algiers-2
Prof. Guendouzi Amar	University of Tizi Ouzou
Prof. Mansouri Brahim	University of Algiers-2
Prof Zeghar Dalila	University of Algiers-2
Dr. Aboukacem Slimane	Sam Huston State University
Dr. Anna Marcela Montenegro Sanchez	University of Costa Rica
	Republic of Costa Rica
Dr. Chaabane Mohamed	University of Blida
Dr. Adjout Asma	University of Algiers-2
Dr. Djouimai Nacira	University of Algiers-2
Dr. Douifi Mohamed	University of Algiers-2
Dr. Kaced Assia	University of Algiers-2
Dr. Kermezli Abdelkader	University of Medea
Dr. Saoudi Karima	University of Algiers-2