



**MOULAY ISMAIL UNIVERSITY**



**FACULTY OF ARTS AND HUMANITIES  
MEKNES, MOROCCO**

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**Department of English**

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**International Conference on  
Media, Culture and Education  
23-25 November, 2010**

**CALL FOR PAPERS**

At the beginning of the third millennium, the mass media have been confirmed as one of the most influential institutions in society. They play key roles in shaping our identities, attitudes, behaviours and consciousness through their various functions ranging from entertainment, information, socialization, and education to commercials, ideological positions, construction of public opinion, and transmission of culture, the effects of which may go up to changing the fundamental value systems of some cultures or draining them into a spiral of silence.

The focus of this International Conference on *Media, Culture and Education* is on how mass media impact our culture(s) today and how to make our culture(s) advance, with the technological and information revolution, through a free and responsible media. Besides, the conference addresses the major issue of new media technologies that set in motion a wide range of questions about cultural exchange and raise at the same time concerns about issues of identity, representation, hegemony and knowledge gap, and how to face these challenges. Education is also of prime importance in this regard; pedagogical approaches trigger questions about new media technologies: To what extent do media contribute to the effectiveness of course design? What is the proper role for teaching with media? How to match a specific medium to the learning environment?

The main axes of the conference include the interaction between media and culture; media between culture, commerce and ideology; media ethics and effects; the cultural impact of new media technologies; the digital divide and the global communication orders; media and its pedagogical impact on teaching and learning processes, and ways and means to build up a free and responsible media to make our culture(s) keep pace with the increasing power of mass media and its rapidly expanding technology.

Proposed papers would be welcomed on such topics as the following:

- I. The Interaction between Media and Culture
  - Media and Popular Culture

- Media and Distortion of Cultural Reality
- Media Effects on Individuals and Society
- II. Media between Culture, Commerce and Ideology
  - Media Concentration and Commercialization of Culture
  - Media in the Marketplace: Advertising and Persuasion Strategies: Selling Audiences to Advertisers
  - Influencing Beliefs, Attitudes, and Actions: Public Relations, Power and Political Culture
  - Media, War, and Propaganda: The Emerging Military Culture in the Information Age: Media as Weapons of Modern Warfare
  - Media and Religion: Clash of Civilizations or Intercultural Dialogue?
- III. The Cultural Impact of New Media Technologies
  - Cultural Studies and Technology
  - Global Communication Orders
  - The Digital Divide and the Knowledge Gap
  - Cultural Globalization, Local Cultures and Identities
  - Media Imperialism: Setting the Global News Agenda
- IV. Media Impact on Education
  - Digital Media and Learning Efficiency
  - Media and Multicultural Education
  - Matching Media to the Learning Environment
- V. Towards a Free and Responsible Media: Setting the Stage for Cultural Development
  - Media Literacy
  - Media Ethics
  - Media Discourse
  - Media Diversity:
    - i. Media and Cultural Identities
    - ii. Media and Gender
    - iii. Media, Race, and Ethnicity
    - iv. Media and Minorities
- Democratic Media Governance: Rethinking the Democratic and Cultural Role of the mass media

**N.B.** Comparative and empirical research is highly desired.

- **Participation Fees:** US\$ 50

- **Deadlines:**

- Abstract Submission: 15<sup>th</sup> June, 2010
- Notification of Acceptance: 30<sup>th</sup> June, 2010
- Submission of Final Papers Ready for Publication: 1<sup>st</sup> October, 2010

- **Submissions:**

- Submissions of abstracts are to be done by e-mail to: [culturemedia@gmail.com](mailto:culturemedia@gmail.com)
- Maximum length of abstracts is 300 words.
- The following details are required:
  - Name, title (Dr., Prof., etc.) organizational affiliation, postal address and e-mail address
  - Title of the paper
  - Short biographical sketch of each participant, including main publications

**Organizing Committee:**

- Drissia CHOUIT, Professor of Comparative Linguistics and Media Studies
- Driss REDOUANI, Professor of Literature and Cultural Studies
- Lamiae AZZOUZI, Professor of Linguistics
- Mahdia AIT DAOUD, Professor of Literature and Gender Studies
- Driss BEN ATTABOU, Professor of Applied Linguistics
- Mohamed LAROUZ, Professor of Applied Linguistics