



The English Department and the Laboratory on Approaches to Discourse at the Faculty of Letters and Humanities, University of Sfax, Tunisia, organize the

1st International Symposium on Media and Cultural Studies (SMCS)

Shaping Public Opinion

12-13 October 2018

Venue: FLSHS, Tunisia

Day 1: Friday 12, 2018

08:00—08:30: Registration

08:30—09:00 Opening Speech by:

Faculty Dean: Prof. Mohamed Ben Ayed

Department Chair: Dr. Soufiene Mallouli

LAD Chair: Prof. Mounir Triki

Keynote Speech 1: 09:00—10:00 Venue Ibn Khaldoun

Chairperson: Prof. Mounir Triki

09:00—10:00: Prof. Wayne Wanta, University of Florida. “Trump’s troublesome

Twitter tweets: Alternative facts and Mass Communication theory.”

10:00—10:15 Coffee Break

Parallel Panels (1.1 + 1.2): 10:15—12:00

Panel 1.1: 10:15—12:00 Venue: Ibn Khaldoun

Chairperson: Dr. Soufiene Mallouli

10:15—10:30: Christakis Christofi, Open University Cyprus. “The wall has its own story.”

10:30—10:45: Souad Belhorma, Moulay Ismail University, Morocco. “The Role of Social Media in promoting women’s rights in Morocco.”

10:45—11:00: Fathi Bourmeche, University of Sfax, Tunisia. “Immigration under the Conservative government and the exclusion of minorities: The case the *Windrush* generation.”

11:00—11:15: Hanna Rayani, University of Sousse, Tunisia. “The ‘Oprahfication’ of American exceptionalism: Mediatized discourses on nation and identity.”

11:15—12:00 Discussion

Panel 1.2: 10:15-12:00 Venue: Mahmoud El Messadi

Chairperson: Prof. Henda Ammar-Guirat

10:15—10:30: Ikram Hili, University of Monastir, Tunisia. “‘When power corrupts, poetry cleanses’: On the ‘political’ poetry of Adrienne Rich.”

10:30—10:45: Lamia Jaoua Sahnoun, University of Sfax, Tunisia. “‘Poetry and power’: Robert Frost and the poetics of ideological manipulation in *North of Boston*.”

10:45—11:00: Olfa Gandouz, University of Gabes, Tunisia. “*Time Magazine* is not for Blockheads:” The American Adam’s vacillation between cultural homogeneity and heterogeneity in Edward Albee’s *The Zoo Story*.”

11:00—11:15: Samir Mestiri, University of Sfax, Tunisia. “‘Otherness’ and the mechanics of cultural exclusion in Don DeLillo’s fiction.”

11:15—12:00: Discussion

Lunch time: 12:00—13:30

Workshop: 13:30—15:00 Venue: Ibn Khaldoun

Chairperson: Dr. Sadok Damak

13:30—15:00: Prof. Wayne Wanta. “Social Media and Mass Communication theories: Challenges and opportunities for researchers.”

15:00—15:30: Coffee break

Parallel Panels (2.1+ 2.2): 15:30—17:00

Panel 2.1: 15:30—17:00 Venue: Ibn Khaldoun

Chairperson: Prof. Akila Sellami-Baklouti

15:30—15:45: Sadok Damak, University of Sfax, Tunisia. “Framing Hispanics: An analysis of the *Los Angeles Times*’ coverage during the 2016 presidential electoral campaign.”

15:45—16:00: Rosemarie Calleja, MCAST Institute for the Creative Arts, Malta. “Maltese polarized media: A case study.”

16:00—16:15: Emna Ben Arab, University of Sfax, Tunisia. “Social Media and Djihadism: The shaping of a new discourse.”

16:15—16:30: Hanen Trabelsi, University of Sousse, Tunisia. “Media coverage and its impact on (mis)informing the public before and after the Tunisian Revolution: Terrorism as a case study.”

16:30—17:00: Discussion

Panel 2.2: 15:30—17:00 Venue: Mahmoud El Messadi

Chairperson: Prof. Chokri Smaoui

15:30—15:45: Radhia Besbes, University of Sfax, Tunisia. “Voicing out resistance in Louise Bennett-Coverly’s ‘Colonization in Reverse’.”

15:45—16:00: Hassiba Soufli, University of Kasdi Merbeh, Ouargla, Algeria and Mordjana Haddad, University of Larbi Ben M’Hidi -Oum El Bouaghi, Algeria. “The Role of media in shaping the society’s behavior in Don DeLillo’s *Libra* (1988) and *Underworld* (1997): A critical reading.”

16:00—16:15: Mongia Besbes, University of Sfax, Tunisia. “Neojournalism and the inauguration of the Psychedelic Age.”

16:15—16:30: Zeineb Abbassi, University of Sousse, Tunisia. “The technical apparatus of cinema, the power of information and Chinese Americans’ media saturation by the dominant ideologies in Frank Chin’s *Gunga Din Highway*.”

16:30—17:00: Discussion

Group dinner and networking (optional) 17:30—19:30

Day 2: Saturday 13, 2018

08:00—08:30: Registration

Keynote speech 2: 8:30- 9:00 Venue: Ibn Khaldoun

Chairperson: Dr. Mohamed Agrebi

8:30- 9:00: Prof. Mounir Triki: “Shades of control, manipulation and persuasion in Media Discourse: Towards a typology of cultural input.”

Panel 3: 09:00—10:30 Venue: Ibn Khaldoun

Chairperson: Mr Slim Fourati

09:00—09:15: Soufiene Mallouli, University of Sfax, Tunisia. “Negotiating traditional and/or new media in Tunisia.”

09:15—09:30: Laroussi Bouchnak, University of Gabes, Tunisia. “Speech reportage as a manipulative device in mediated Political Discourse.”

09:30—09:45: Abir Mahersi, University of Sfax, Tunisia. “Addressing the role and manifestation of mediatized legal discourse in shaping public opinion through the crime based reality show *Rufi’atalJalsa*: Mahdia road as a case study.”

09:45—10:00: Gaith Laabidi, University of Carthage, Tunisia. “News presenters in the U.S.: Between agency and coercion.”

10:00—10:30 Discussion

10:30—11:00 Coffee break

Panel 4: 11:00—12:30 Venue: Ibn Khaldoun

Chairperson: Prof Mounir Guirat

11:00—11:15: Asma Ben Abdallah, University of Sfax, Tunisia. “The Pragmatics of deception and manipulation in Politics.”

11:15—11:30: Sabiha Choura, University of Sfax, Tunisia. “Framing Myanmar Rohingya in Media Discourse.”

11:30—11:45: Fatima Zahra Mansour Boukhtache, University of Algiers2, Algeria. “The pragmatics of deception and manipulation: US media as a propaganda machine and the culture of military intervention.”

11:45—12:00: Mohamed Chabchoub, University of Sfax, Tunisia. “Evangelical-Jewish Alliance and its influence on the American policy in the Middle East.”

12:00—12:30 Discussion

Closing session & Feedback: 12:30—13:00