

كلية علوم الإعلام والاتصال
والسمعي البصري



جامعة قسنطينة 3 صالح بونيدر
UNIVERSITY OF CONSTANTINE 3 SALAH BOUBNIDER
كلية علوم الإعلام والاتصال والسمعي البصري
FACULTY OF INFORMATION, COMMUNICATION
AND AUDIOVISUAL SCIENCES



مختبر الاتصال الرقمي وتكنولوجيات الإعلام
DIGITAL COMMUNICATION AND INFORMATION TECHNOLOGY

Organizes an international conference:

NEW RESEARCH TRENDS IN MEDIA AND COMMUNICATION STUDIES IN THE ERA OF CONTEMPORARY DIGITAL TRANSFORMATIONS



14-15
April 2025



At Faculty of Information,
Communication and
Audiovisual Sciences

University of Constantine 3
Salah Boubnider



Google Meet On-site / Online (hybrid)

Conference committee members



Honorary president of the conference: Pr Chabane Baitiche

The Genral supervisor of the conference: Pr . Mohamed Faouzi Kenaza

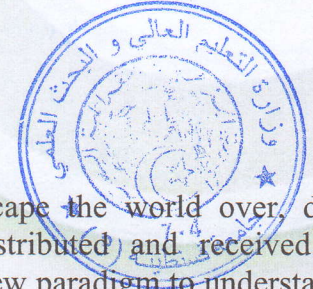
Conference president: Dr Gheddar Nour El Islem

Chair of the Scientific Committee: Pr . faouzi BOUMENDJEL

Chair of the Organizing Committee: Dr. Mohamed Messahel

**New research trends in media and communication
studies in the era of contemporary digital
transformations**

Preamble



Digital transformation has always been dominating the media landscape the world over, driving substantial changes in the way information is being produced, distributed and received. This transformation is no longer a mere technical development, but rather a new paradigm to understand the social, cultural and political dynamics that govern contemporary societies.

This rapid changes call for an exhaustive and integrated academic response to address diverse variables in relation to media and communication research concepts and methodologies.

On one hand, social media emerge as important tools for the formation of content and for shaping public opinion. While these new platforms constitute vital spaces contributing to enhance participative democracy, they represent significant challenges in relation to the verification of information, publishing ethical considerations, psychological and social effects on users.

On the other hand, artificial intelligence and data analysis play a major role in reshuffling media strategies and offer new opportunities to analyze data and sending media contents more accurately. This raises questions about data privacy and security and the eventual effect of unethical practices of these technologies on human rights and individual liberties.

Furthermore, the effects of digital transformation on cultural and local identities need to be investigated especially with the spread of a universal culture and blurring of traditional cultural boundaries which imposes a decision between a preservation or adaptation. How do these transformations affect social values and standards? How do media sustain cultural identity in a globalized context?

Digital transformation requires a reevaluation of cooperation mechanisms between individuals and communities. Although, digital spaces have contributed to the creation of new social networks, they are seen to be in favor to the emergence of divisions and coalitions. Thus, it is important to analyze the way these transformation may affect the community engagement and the efficiency of social movements in influencing public policies.

In this context, the present international conference aims to explore the new academic research trends in the domain of media and communication to better grasp the critical understanding of dominating complex variables and open a dialogue over the way these digital transformations are affecting human relationships and communications models. This conference is meant to present new visions to develop media policies and research strategies in the digital era.

Aims and objectives of the conference

Exploring the new research trends: highlighting recent trends and research methodologies in media and communication and the way they interact with digital transformations.

- **Enhancing critical understanding of digital changes:** providing in-depth analyses of the impact of digital transformations on fundamental concepts in media research, such as audience, communication and participation.

Developing research methodologies: finding ways of developing qualitative and quantitative research methodologies in the digital environment and the way of using big data and AI techniques in media studies.

Fostering collaboration between academics and practitioners: opening new communication channels between researchers and media practitioners to improve understanding of the challenges and the opportunities offered by digital transformations.

Exchanging knowledge and expertise: offering opportunities to exchange ideas and expertise between researchers in media and communication as to contribute in the improvement of research quality.

Determining ethical challenges: discussing ethical issues related to digital media, such as misinformation and users' rights and improving the work conditions for better ethical practices.

Shedding light on technological innovations: investigating the use of modern technologies such as virtual reality and artificial intelligence and their contribution to the improvement of research tools and media practices.

Conference themes

The effect of digital transformations on research methodologies in media and communication studies: exploring the effect of the digital technologies on tools and methodologies used in media research. Exploring how digital technologies are altering the tools and methods used in media research.

Digital interaction: Redefining fundamental concepts in media research and providing analyses of how social media affected concepts such as audience, communication and participation.

Big data analysis: the shift in the way audience behavior is studied in the digital age, and how big data and automatic learning are used to analyze audience behavior and tendencies in media.

Communication via digital platforms: exploring new research and developmental strategies and of the effect of digital platforms on research strategies and the way they interact with the audience.

The effect of fake news: analyzing new studies on credibility in the digital age, how the digital transformations contributed to the spread of disinformation and how research is dealing with this issue.

Technological innovation in media studies: exploring the use of augmented and virtual reality and studying the use of modern technologies to develop new research tools in media and communication.

Scientific Committee

Chair of the scientific committee : professor Faouzi Boumendjel / University of Constantine 3- Algeria

Pr. Mohamed Faouzi Kenaza/ University Of Constantine 3- Algeria
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Faculty of Information, Communication
and Audiovisual Sciences

Organizing Committee

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Dr. Djoudi Cherifa/ University of Constantine 3 -Algeria

Dr. Mahdoui Nasserddine/ University of Constantine 3 -Algeria

Important Dates :



Announcement: 31 December 2024

Abstract Submission Deadline: 30 January 2025

Acceptance Notification: 15 February 2025

Full Paper Submission Deadline: 20 March 2025

Conference date : 14 – 15 April 2025

Official Email for sending abstracts:
recherche.sic@univ-constantine3.dz