

The 24th International Scientific Conference of the Faculty of Mass Communication,
Cairo University
"Towards bridging the gap between the media and the public"
7-8 May 2018

Objectives of the Conference

The conference aims to monitor and analyze:

1. The reasons for the decline in the rates of audience's dependence on the traditional media as a source of information, as opposed to the high rates of dependence on social media and alternative media.
2. The trend towards the interest in the entertainment content industry in return for that declining interest in the news industry in order to revive the demand of the public for the traditional media.
3. Public attitudes towards the centers of public attraction such as talk shows and entertainment programs.
4. Public attitudes toward media professionals and their professional performance.
- 5 - Experiences of integration between the Egyptian media and their impact on the media contents, including their repercussions on the public's relationship with the media.
6. The impact of social networking sites on the spread of false news and rumors, which have repercussions on the public.
7. Mechanisms for the control over social media sites and new media and their impact on the public.
8. Mechanisms for controlling content and standards for checking facts and information on social media sites and new media.

Conference topics

The scope of **the conference** includes the following topics:

1. Traditional media (Reading and Viewing crisis)

- Newspaper readership and factors affecting the rise and fall of their rates.
- The levels of interest in private newspapers, specialized newspapers and qualitative press articles.
- Viewing television channels and factors affecting the rise and fall its rates.
- Levels of interest in the centers of the qualitative television polarization, such as talk shows and entertainment programs.
- Youth's reluctance from traditional media (Causes and Bridging factors)
- The audience's trends towards media content (The present gaps)

2. The media and the problem of funding

- Advertising expenditure rates and their impact on financing media projects.
- The trend towards advertising on the websites and its impact on the financing of traditional media.
- Integration policies in media projects and their impacts on content and message.

3. Social Media as an alternative to traditional media

- New media and public search applications
- Social Media and counterfeit news industry
- Social Media and rumor mongering
- Protection of national security issues on social media.

4. Media people and problems of public awareness

- Public trends towards media practitioners and their performance.
- Levels of media interest in getting to know their audience.
- Professional and ethical values as a framework for media performance.
- The phenomenon of media activists and media composition.

5: Media Content (Post-Truth Era)

- Polarization discourse and its effects on the rates of reading newspapers and watching television programs
- Conflict of emotional tendency and information in building media content
- Mechanisms for and standards of fact-checking of media contents (global and local experiences)
- The rates of public confidence in the media contents...The impact of displaying bias and telling lies.
- The problem of demonstrating bias in the media content.

Discussion Roundtables

1. Printed Press Distribution Crisis
2. The advertising spending curve in the Arab world.....Media funding crisis
3. The relationship between media professionals and information sources
...Professionalism and Subordination
4. The role of Media bodies in controlling and enhancing media performance

Training Workshop

Counterfeit news on the websites.....Confrontation Mechanisms

Abstract & Full Paper Submission

Abstracts/Final papers must be submitted and presented in either Arabic or English language

Abstracts should be based on any of the topic areas listed above and should not exceed 150 words.

Authors should indicate their presentation preference: *oral* or *poster*. The Organizing Committee reserves the right to decide on the final allocation and presentation method.

Abstracts should be sent to the following conference email:

massconference80@gmail.com

Oral Presentation:

If your abstract has been accepted, you should submit your Final Paper. There is a limit of 30 pages (including references). (A4 size)

A paper should contain the description of your study and should be structured in different sections such as: Abstract, Introduction, Methodology, Results, Conclusions, Acknowledgements (if applicable) and References.

The footnotes should be written at the bottom of the page with ordered numbers and the footnotes should be included also at the end of the research.

The headlines should be written with font size :16

The size of the page “12×9” cm.

Please note that title and authors list should be written on a separate cover.

For the research paper to be accepted, it should not be previously published in any other place.

Poster presentation:

All posters are presented during a one-hour poster session. Presenters must be on hand during the session to discuss posters and answer questions.

All posters should be written and presented in Arabic or English, the official languages of the event.

Poster sessions will provide an opportunity for authors to display the results and conclusions of their papers.

Your poster will be exhibited during the conference. Authors are expected to be at their poster during the session.

We recommend that you provide small envelopes for distributing your business cards and collecting business cards from those who request additional information. This is a good way of inviting and encouraging interaction with your audience. You may also wish to provide copies of a short summary of your presentation for distribution.

Dimensions & Format:

Posters should be printed and brought by each author to the conference.

The conference can be up to 130 cm high and 90 cm wide (51in.high x35½ in. wide)

We will provide materials for attaching posters. However, you can bring your own if you prefer.

Your poster should be readable from a distance of 2 meters.

Important Dates:

- Research abstracts (about 150 words) are accepted from now until **March 12, 2018**
- Full papers are accepted from 10 March to 10 April 2018

Contact us :

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Visit the college's website <http://masscomm.cu.edu.eg>