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International Scientific
Conference **26th**
Faculty of Mass Communication
Cairo University

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President of the conference



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Vice Dean for Postgraduate Studies & Research
Secretary General of the Conference

Digital & Traditional Media

Paths to Integration & Competition

24-25 March 2021





Introduction:

Modern communication technologies have revolutionized the field of information and communication, and the person became able to receive through his/her smartphone audio, video, written, or image message. Not to mention the ability to receive radio and television broadcasts as well as the internet. This is what made today's world an interwoven communication world based on the information and knowledge provided by different means of communication that transform our world into a society of knowledge and information. This is the world that pushed the user to acquire that new technology at a time when its use was limited to the traditional media. The emergence of electronic social media at the same time represented a historic breakthrough, moving the media to unprecedented heights, It gave its users greater opportunities to influence and move across borders without restrictions and censorship, except in a relatively limited manner. It also gave channels for direct, live and immediate interaction with their audiences in a development that changes the essence of the known communication theories and stops the monopoly of the media message industry to transfer it to a wider and more comprehensive extent, and with a productive and interactive capacity that

was not envisioned by media and communication analysts and experts.

The influence of the electronic media is growing in an unprecedented way. It was able to bypass the traditional media, and it provided communication and interaction between people to participate by themselves in making and publishing the news as quickly as possible. The traditional media find themselves forced to breathe in the breeze of modernity and keep pace with the progressive development of electronic media so that they do not become part of the past. The traditional media has begun to reconstitute itself, and rebuild itself, to merge with the mass of the media from it by creating new websites and becoming an affiliate of them, and using new media, which facilitate the process of communicating with the public to find out their trends and investigate their positions and interests, and to use them in writing investigations and press surveys. The traditional media has become talking about many of the issues that are being addressed in the new media, and vice versa, as the new media comments on the topics raised in the traditional media. Was digital and traditional media able to find paths for integration and integration, or is the competition between them intensifying day after day?



Conference Topics:

First: The effects of the digital revolution on the format and content of the media message

1. Artificial intelligence and a workshop in developing the media message
2. Official branding pages on social media and the competitive advantage of enterprises
3. The audience as a creator for the media message
4. The Psychological and the social effects of smart phone applications
5. The roles and challenges faced by the official government pages through social media networks
6. Electronic games and their effects
7. The development of media content in the light of the digital revolution
8. Marketing through social media influencers
9. Digital TV and drama platforms

Second: Mutual influences of the digital and traditional media:

1. Managing traditional media institutions in light of digital competition
2. Managing organizations' reputation in the traditional and digital media
3. Interactivity in the light of the mutual influence between the digital and traditional media
4. Applications of traditional theories in the digital age
5. Virtual communities on the internet as an alternative for real communities
6. Crisis management in the traditional and digital media

Third: The communicator between digital and traditional media

1. The new roles of the communicator under the digital revolution
2. Training and qualifying the communicators: Available capabilities and ways of development
3. The role of public relations in the context of digital competition
4. The academic media system and mechanisms for developing programs and curricula in the light of international competition
5. The functional relationship between the communicator and the audience

Fourth: Regulatory Frameworks for Digital and Traditional Media:

1. Censorship procedures for both traditional and digital media messages
2. Digital advertising and protection of consumer security and privacy
3. Mechanisms for organizing YouTube and Internet Radio
4. Protecting consumer rights in light of digital environmental challenges
5. Opportunities and challenges in organizing digital and traditional media
6. Developing media policies in the digital era

Fifth: The problematic relationship between digital and traditional media:

1. Compatibility and dissonance between traditional and digital media
2. News sources between traditional and new media
3. The economics of traditional and new media industry

4. The effects of traditional and interactive documentary films
5. The role of traditional and digital media in shaping public opinion's knowledge
6. Trust and reliability in both digital and traditional media
7. The limits of freedom in both digital and traditional media

Sixth: Digital Media and Information Security

1. Cybersecurity: protection from digital threats or a breach of privacy
2. Website threats on national security
3. Laws and legislation governing the protection of information security
4. Arab and international experiences in facing the challenges, threats, and cyber breaches

Rules of presenting the researches:

- Research is accepted in either Arabic or English. A summary is presented with the paper, in a language other than the language in which it was written. The summary should not exceed one page.
- The number of research pages does not exceed 40 pages in size A4 (font 14 Simplified Arabic)
- The number of research pages does not exceed 25 pages (PhD requirements)
- The researcher's name, research title and conference information are written on a separate cover.
- Margins in the text in serial numbers, and they are listed at the end of the research
- Headlines are written in font (16).
- Writing page size is "12 x 19 cm".
- The conference receives 3 printed copies of the research + 2 soft copies on CD
- Researches that are not accepted for

publication won't be returned

- It is required that the research has not been previously published anywhere else
- The accepted papers in the conference are published in a special edition of the college Journal, after being judged by the scientific committee of the conference.
- Participation fees shall be paid with the presentation of the copies of the research, as follows :
 - ❖ (1000) one thousand EGP for the resident Egyptian researcher in the Arab Republic of Egypt
 - ❖ (4600) Four thousand six hundred EGP for Egyptian Researchers living abroad
 - ❖ (6600) Six thousand six hundred EGP for the Non-Egyptian researcher
 - ❖ (750) Seven hundred and fifty EGP for the Egyptian students registered with a doctorate degree
 - ❖ (3600) Three thousand six hundred Egyptian EGP registered with a doctorate degree
 - ❖ (650) Six hundred & Fifty EGP for the unpublished paper for Egyptian Researchers
 - ❖ (2500) Two thousand Five hundred EGP for the unpublished paper for Egyptian researcher Living abroad
 - ❖ (3600) Three thousand six hundred EGP for the unpublished paper for non-Egyptian Researchers

Dates for the arrival of abstracts and research to the conference secretariat:

- Research abstracts (about 150 words) are accepted from now until maximum Thursday, 31 December 2020
- Conference papers are accepted (full research) until Thursday, February 25, 2021, maximum.