

Link to Register:
https://us06web.zoom.us/webinar/register/WN_uPTILtMrSNCYnOrRviQTKA

Program of the Conference

Monday, 29 November 2021

9:00 - 10:00 (GMT+1 / CET)

Opening Session

Moderator: Dr. Mohamed Larouz, Dean, Faculty of Arts and Humanities of Moulay Ismail University of Meknes, Morocco

Speakers:

- **Dr. Hassane Sahbi**, President of Moulay Ismail University of Meknes, Morocco
- **Dr. Ming-Kuok Lim**, Advisor for Communication and Information, UNESCO Office for the Maghreb, Rabat, Morocco
- **Dr. Mohamed Larouz**, Dean, Faculty of Arts and Humanities - Meknes
- **Dr. Drissia Chouit**, Conference Chair
- **Playing UNESCO Video: Media and Information Literate Citizens: Think Critically, Click Wisely**

10:30 - 12:30 (GMT+1 / CET)

First Plenary Session: Media and Information Literacy for the Public Good: Realities and Prospects

Moderator: Ming-Kuok Lim, Ph.D., Advisor for Communication and Information, UNESCO Office for the Maghreb, Rabat, Morocco

Speakers:

- **Paolo Celot**, Founder & Secretary-General of European Association for Viewers Interests (EAVI), Brussels, Belgium
"New people for a New World!"
- **Maarit Jaakkola**, Ph.D., Co-Director Nordicom, Nordic Centre for Media Research, University of Gothenburg, Sweden
"Media and Information Literacy in Sweden"
- **Jordi Torrent**, President, Duende Pictures Productions, New York, USA & Former Project Manager, Media Literacy Program, United Nations-Alliance of Civilizations
"The Future of the Internet"
- **Abdelhamid Nfissi**, Ph.D., Sidi Mohamed Ben Abdellah University Fez, Morocco; Founding Member, UNESCO-UNAOC University Network on Media and Information Literacy and Intercultural Dialogue
"Media and Information Literacy in Morocco: Leadership, Challenges and Prospects"

- **Wallace Gichunge**, Founder & Executive Director, Centre for Media and Information Literacy in Kenya
"Implementing Africa Union's CESA 2016-2025 and the Need for Mainstreaming Media and Information Literacy in Continent's Education Systems"

12:30 - 14:00 (GMT+1 / CET) BREAK

14:00 - 15:30 (GMT+1 / CET)

Second Plenary Session: Media and Information Literacy in Times of Crisis: News and Information as a Public Good

Moderator: Manisha Pathak-Shelat, Ph.D, Chair, Center for Development Management & Communication (CDMC), MICA, Ahmedabad, India

Speakers:

- **Belinha De Abreu**, Ph.D., President, International Council for Media Literacy (IC4ML), USA
"Infodemic: Truth, Trust, and Global Understanding"
- **Daniel Catalán Matamoros**, Ph.D, University Carlos III, Spain & **Rut Gomez Sobrino**, Ph.D. Candidate CEINDO, University San Pablo CEU, Spain & Shanghai International Studies University, China
"Challenges of Arab media in the coverage of the COVID-19 pandemic: The voices of the journalists to deal with future crises"
- **Anshu Arora**, Ph.D., Amity School of Communication, Amity University Uttar Pradesh Noida(UP), India
"Scientific Literacy for Health and Well-Being of Society: Need of the hour"
- **Mouhssine Nachit**, Ph.D., Moulay Ismail University of Meknes, Morocco
"The Counter Flow of Information and Online Political Activism in Algeria"

16:00 - 17:30 (GMT+1 / CET)

Third Plenary Session: Media and Information Literacy for Digital and Technological Empowerment

Moderator: Drissia Chouit, Ph.D., Linguist & MIL Expert, Moulay Ismail University of Meknes, Morocco & UNESCO-UNAOC University Network on Media and Information Literacy and Intercultural Dialogue

Speakers:

- **Sherri Hope Culver**, Director, Center for Media and Information Literacy (CMIL), Temple University, USA
"Media and Information Literacy as a Transformative Trend in Entertainment"

- **Nikos S. Panagiotou**, Ph.D., Head of Digital Communication Network Global & Director of Peace Journalism Lab, **Chryssa Lazou**, Ph.D. Candidate & **Anthoula Balioy**, Aristotle University of Thessaloniki, Greece
"Generation Z: Media Consumption and MIL"
- **Veronica Yarnykh**, Ph.D., Director of International Competence Centre for Media Education, Russian State University for Humanities, Moscow, Russian Federation
"Media and Information Literate University Cities: Aspect of Corporate Universities"
- **Dina Farouk Abou Zeid**, Ph.D., Dean, Mass Communication Faculty at IAEMS, Egypt
"Egyptian Parents' Attitudes towards Media Literacy"

Tuesday, 30 November 2021

09:00 - 11:10 (GMT+1 / CET)

Fourth Plenary Session - in Arabic: Media and Information Literacy in the Arab World: Opportunities and Challenges

Moderator: Abdelhamid Nfissi, Ph.D., Coordinator of the Research Field on Media and Information Literacy in the Arab World & Founding Member, UNESCO-UNAOC University Network on Media and Information Literacy and Intercultural Dialogue, Sidi Mohamed Ben Abdellah University, Morocco

Speakers:

- **Samy Tayie**, Ph.D., Faculty of Mass Communication of Cairo University, Egypt & President, Mentor International Media Education Association
"Impact of Digital Media on Traditional Media" (Presentation in Arabic & Slides in English)
- **Faten Ben Lagha**, Ph.D., Sultan Qaboos University, Oman

د. فاتن بن لاغة،

قسم الإعلام، جامعة السلطان قابوس، سلطنة عمان
"دور التربية الإعلامية والمعلوماتية في التصدي لخطاب الكراهية: مقارنة اتصالية في تلقي وإنتاج المضامين الإعلامية"

- **Houda Hadj Kacem**, Ph.D., Institut de Presse et des Sciences de l'Information en Tunisie

د. هدى الحاج قاسم، معهد الصحافة وعلوم الإخبار بتونس

"قياس جمهور الميديا السمعية والبصرية: بين تثمين الميديا وتهميش الجمهور – مقارنة نقدية"

- **Hanen Melliti**, Ph.D. & **Wahiba Ghali**, Ph.D. Candidate, Institut de Presse et des Sciences de l'Information en Tunisie

د. حنان الملتيتي، معهد الصحافة وعلوم الإخبار، تونس
د. وهيب الغالي، باحثة في الدكتوراه، معهد الصحافة وعلوم الإخبار، تونس
"التربية على وسائل الإعلام في تونس بين ضبابية الخطاب الرسمي وحراك المجتمع المدني"

- **Mujeeb Ghallab**, Ph.D. Candidate, Yemen & Mohamed V University, Rabat, Morocco

مجيب غلاب، اليمن

باحث في سلك الدكتوراه بجامعة محمد الخامس بالرباط، المغرب

"واقع التربية الإعلامية في التعليم العام العربي:

دراسة تشخيصية في سبع دول عربية: الأردن وتونس والجزائر ولبنان ومصر والمغرب واليمن"

- **Arrak Ghanim Mohammad**, Ph.D., Alfarabi University University College / Media Department, Iraq

د. عراك غانم محمد،

كلية الفارابي/ قسم الإعلام بغداد، العراق

"المعايير الموضوعية وتغيير الصورة النمطية عبر مواقع التواصل الاجتماعي"

11:30 - 13:00 (GMT+1 / CET)

Fifth Plenary Session: Media and Information Literacy for Educational Development

Moderator: Sherri Hope Culver, Director, Center for Media and Information Literacy (CMIL), Temple University, USA

Speakers:

- **Ahmed Chouari**, Ph.D., Moulay Ismail University of Meknes, Morocco
"Teaching Critical Media Literacy to fight Fake News in Moroccan Higher Education: Focus on Facebook and YouTube"
- **Melinda Quinones**, University of the Philippines; **Ricky R. Rosales**, Centro Escolar University, Philippines, & **Lai Cheng Wong**, SEAMEO RECSAM, Malaysia: MIL for MY-PH Network
"A Descriptive Study on Knowledge, Attitudes, and Practices of Teaching MIL among Malaysian and Filipino Secondary School Teachers and Teacher Educators"
- **Ruman Shikder**, Founder & Executive Director, International Centre for Communication and Development (ICCD), Jagannath University, Bangladesh & **Rezaul Karim**, University of Chittagong, Bangladesh
"Information Seeking Behaviour and Developing MIL Competencies to Fight Disinformation among University Students in Bangladesh"
- **Yassine Benhadj**, Ph.D., Moulay Ismail University of Meknes, Morocco
"Investigating the Effect of Incorporating Social Media Literacy into Moroccan Schools: A Mixed Methods Study"

13:30 - 15:00 (GMT+1 / CET)

Sixth Plenary Session: Media and Information Literacy for Inclusive Societies, Peace and Cultural Development

Moderator: Maarit Jaakkola, Ph.D., Co-Director Nordicom, Nordic Centre for Media Research, University of Gothenburg, Sweden

Speakers:

- **Inês de Oliveira Castilho e Albuquerque Amaral**, Ph.D. & **Natalia Reis Gomes**, Ph.D. Candidate, Universidade de Coimbra, Portugal
"Media Education and Technology as Instruments of Social Development: Facing the Social and Digital Exclusion in Europe"
- **Manisha Pathak-Shelat**, Ph.D, Chair, Center for Development Management & Communication (CDMC), MICA, India & **Ms. Kiran Vinod Bhatia**, Ph.D. Candidate, University of Wisconsin-Madison, USA
"Community Immersion as the Foundation of MIL Programs"
- **Huib Wursten**, MBA, Swiss Institute of Cultural Diplomacy Academic and Research Advisor, Switzerland
"Gravity and Media Communication"



- **Drissia Chouit**, Ph.D., Linguist & MIL Expert, Moulay Ismail University of Meknes, Morocco & UNESCO-UNAOC University Network on Media and Information Literacy and Intercultural Dialogue
"Media and Information Literacy for Inclusive Peace and Intercultural Understanding: The Power of Language and Communication"
- **Lucy Nusseibeh**, Chair/Founder, Middle East Nonviolence and Democracy (MEND), Jerusalem & **Fadya Salaheddin**, Film maker & Journalist, Palestine
"Exploring Ways and Means of Media Literacy: Some examples from the Occupied Palestinian Territories (OPT)"

15:00 - 15:15 (GMT+1 / CET)

Closing Session

Moderator: Drissia Chouit, Conference Chair

- Closing Address of UNESCO, Lead Partner, Dr. Ming-Kuok Lim
- Closing Address of the Dean of the Faculty of Arts and Humanities of Moulay Ismail University of Meknes, Dr. Mohamed Larouz
- Closing Address of the Conference Chair, Dr. Drissia Chouit

Closure of the Conference



Organizing Committee

Conference Chair: Dr. Drissia Chouit, Professor & Member, Laboratory of Research on Communication, Interculturality, Gender, Art, Language, and Society (LaRCIGALS), Moulay Ismail University of Meknes, Morocco; Member, UNESCO-UNAOC University Network on Media and Information Literacy and Intercultural Dialogue.

Dr. Mohamed Lehdahda, Professor & Director of Laboratory of Research on Communication, Interculturality, Gender, Art, Language, and Society (LaRCIGALS), Moulay Ismail University, Morocco.

Dr. Mouhssine Nachit, Professor & Member, Research Laboratory LaRCIGALS, Moulay Ismail University, Morocco.

Dr. Ahmed Chouari, Associate Professor & Coordinator of the Research Group on Intercultural Communication, Dialogue and Conflict Resolution, Research Laboratory LaRCIGALS, Moulay Ismail University, Morocco.

Dr. Kamal El Aissaoui, Associate Professor & Coordinator of the Research Group on Translation, Dialogue of Civilizations and Arbitration, Moulay Ismail University, Morocco.

Dr. Hicham Fatmi, Associate Professor & Associate Member, Research Laboratory on Historical and Literary Studies, Translation and Intercultural Dialogue, Moulay Ismail University, Morocco.

Scientific Committee

Dr. Mohammed Larouz, Dean of the Faculty of Arts and Humanities, Moulay Ismail University of Meknes, Morocco.

Dr. Alton Grizzle, Programme Specialist, Section for Media and Information Literacy and Media Development, Communication and Information Sector, UNESCO.

Mr. Jordi Torrent was Project Manager of the Media Literacy Program of the United Nations Alliance of Civilizations (UNAOC) from 2007 to 2019. Prior to that, he was a Media Education consultant for New York City's Department of Education for over ten years.

Dr. Drissia Chouit, Full Professor of Comparative Linguistics, Communication and Media Studies; Member, Laboratory of Research on Communication, Interculturality, Gender, Art, Language, and Society (LaRCIGALS), Moulay Ismail University of Meknes, Morocco; Member, UNESCO-UNAOC University Network on Media and Information Literacy and Intercultural Dialogue; Leader of Project MILA “Media and Information Literacy for All”; Former Consultant to UNESCO.

Dr. Abdelhamid NFISSI, Full Professor of Media Linguistics; Member, Research Laboratory of Discourse, Creativity, Society and Religions & Coordinator of the Research Field on Media and Information Literacy in the Arab World, Sidi Mohamed

Ben Abdellah University, Fez, Morocco; Founding Member of UNESCO-UNAOC University Network on Media and Information Literacy and Intercultural Dialogue.

Dr. Ming-Kuok Lim is the Advisor for Communication and Information for UNESCO Office in Rabat. He has been involved in the global campaign to promote the rights of freedom of expression, access to information, press freedom, the safety of women and men journalists as well as tackling the issue of impunity. He is part of the team at UNESCO that supports media and information literacy including strengthening the capacity to fight disinformation, advises on media policy, and develops journalism curricula to reflect the new Sustainable Development Goals (SDGs). He holds a Ph.D. in Mass Communications.

Sherri Hope Culver serves as Director of the Center for Media and Information Literacy (CMIL) at Temple University, USA where she is Associate Professor in the Klein College of Media and Communication. Sherri's teaching and consulting focuses on media literacy and media institutions, with a focus on children's media. She serves as vice-chair of the global Media and Information Literacy Alliance, a UNESCO-led alliance of over 600 organizations from 80 countries. Sherri produces and hosts the podcast Kids Talk Media.

Dr. H.E. Princess Karina Bagration is the Rector and Co-Founder of the Swiss Institute of Cultural Diplomacy. With more than 20 years of teaching and scientific experience at the university level, she has made a name for herself in the field of humanities. The Rector actively contributes to the development of British, American and Swiss cross-cultural projects. In addition, she has contributed to numerous philanthropic pursuits connecting the world of sport and school education, including the Special Olympics. She also developed the Peace and Sport Educational Kit project concept, (Peace and Sport International Organization, Monaco). She is also the author of the "Olympic Games Workbook" (an innovative English Grammar and Vocabulary Project) which gradually grew into a sustainable humanitarian project helping to develop education, peaceful dialogue, and cultural diplomacy. She also designed a set of educational workshops involving the peaceful legacy of the London Marathon for young language learners in the Donbas region of Ukraine.

Dr. Zohra Lhioui, Full Professor of General and Comparative Literature and Women's Studies, Department of French Studies; Coordinator of the Master's Programme “Littérature, Art et Médias” (Literature, Art and Media); Coordinator of the Multidisciplinary Research Group on Women's Studies “TANIT”, Research Laboratory LaRCIGALS, Moulay Ismail University, Morocco.

Mr. Huib Wursten (MBA, Netherlands) is a Swiss Institute of Cultural Diplomacy Academic and Research Advisor. He is an internationally recognized expert in how to align international teams. His (2020) book “The 7 Mental images of National Culture: Leading and Managing in a Globalized World” was highly appreciated by international businesses. He has published 25 argumentative and innovative papers on international cooperation. One is the award-winning: “Mental Images. The influence of culture on (economic) policies” (1997).