### The 3rd International Conference on Communication and Media Studies: “Communication and Media Developments in Times of Disinformation and Global Challenges”

### (ICCMS 2022)

**Short program**

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| **Date/Hour** | **Short Program Content** |
| **November 17, 2022** | Venue: Bedër University College, Conference Hall |
| **09:00 – 09:30** | Registration |
| **09:30 – 10:15** | Opening Ceremony |
| **10:15 – 11:15** | Plenary Session - Keynote Speakers |
| **11:15 – 11:45** | Tea-Coffee Break |
| **11:45 – 13:30** | Parallel Session (In Person) |
| **11:45 – 13:30** | Parallel Session (Online) |
| **13:30 – 14:30** | Lunch Break |
| **14:30 – 15:30** | Media experts Session (In Person) |
| **15:30 – 16:15** | Closing remarks |

**Opening**

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| **Date/Day/Hour** | **Program Content** |
| **Language** | **English/Albania** |
| **Zoom** | [**https://us05web.zoom.us/j/85392898045?pwd=d3o0eTc2c3RWa1kwQmtkY29VektxUT09**](https://us05web.zoom.us/j/85392898045?pwd=d3o0eTc2c3RWa1kwQmtkY29VektxUT09)  **Meeting ID: 816 3457 1135**  **Passcode: 46Bf9G** |
| ***09:00 – 09:30*** | ***Registration*** |
| **09:30 – 10:15** | **Opening Ceremony** |
| Dr. Erlis Çela | Chairman of ICCMS 2022, Head of Departament of Communication Science |
| Prof.Dr. Gjergj Sinani | Rector of Bedër University College |
| Prof.Ass.Dr. Luljeta Plakolli - Kasumi | University of Prishtina |
| Prof. Dr. Artan Hoxha | University of Tirana |

**Plenary Session**

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| **Global Challenges and Developments of Media and Communication** | |
| **Plenary Session**  **Keynote Speakers** | **Time: 10.15 – 11.15, Conference Hall** |
| **Language** | **English** |
| **Zoom** | [**https://us05web.zoom.us/j/85392898045?pwd=d3o0eTc2c3RWa1kwQmtkY29VektxUT09**](https://us05web.zoom.us/j/85392898045?pwd=d3o0eTc2c3RWa1kwQmtkY29VektxUT09)  **Meeting ID: 816 3457 1135**  **Passcode: 46Bf9G** |
| Moderator | Erlis Çela |
| Associate Professor. PhD. Lindita Camaj | Jack J. Valenti School of Communication, University of Houston, USA |
| Professor Emeritus. PhD. Thomas A. Bauer | Department of Communication , University of Vienna, Austria |

**All Sessions**

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| **All Sessions** | | | | | |
| **Sessions/Sections** | **Hours** | **Place** | **Floor** | **Type** | **Language** |
| **Opening Ceremony** | **09:00 – 09:30** | **Conference Hall** | **1/B** | **Hybrid** | **English/Albanian** |
| **Plenary Session**  **Keynote Speakers** | **10:15 – 11:15** | **Conference Hall** | **1/B** | **Hybrid** | **English** |
| **Session I/ Section A** | **11:45 – 13:30** | **Senate Room** | **1/A** | **In person** | **English** |
| **Session I/ Section B** | **11:45 – 13:30** | **A201** | **2/A** | **In person** | **English** |
| **Session I/ Section C** | **11:45 – 13:30** | **A203** | **2/A** | **In person** | **English** |
| **Session I/ Section D** | **11:45 – 13:30** | **A301** | **3/A** | **In person** | **English** |
| **Session I/ Section E** | **11:45 – 13:30** | **A303** | **3/A** | **In person** | **Albanian** |
| **Session I/ Section F** | **11:45 – 13:30** | **A304** | **3/A** | **In person** | **Albanian** |
| **Session II/ Section A** | **11:45 – 13:30** | **Zoom** | **Link** | **Online** | **English** |
| **Session II/ Section B** | **11:45 – 13:30** | **Zoom** | **Link** | **Online** | **English** |
| **Session III/Media experts** | **14:30 – 15:30** | **Senate Room** | **1/A** | **In person** | **Albanian** |
| **Closing remarks** | **15:30 – 16:15** | **Conference Hall** | **1/B** | **Hybrid** | **English** |

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| **Session in person / Section A** | **Time: 11:45 – 13:30, Senate Room** |
| **Title** | **Propaganda, Disinformation and Persuasive Technologies** |
| **Language** | **English** |
| **Moderator** | **Erlis Çela** |
| Bronwyn Mauldin; Melissa Wall | The Institute for Conspiracy Theory Analysis:An intervention into misinformation and conspiracy thinking |
| Erlis Çela | Examining journalist’s perception on fake news and their attitudes toward debunking disinformation |
| Rrapo Zguri | PR discourse as a new form of propaganda and its penetration in the Albanian media |
| Sally Ann Cruikshank, Madeleine Luchsinger | Masters of Clickbait:Misinformation, Public Relations, and the News We Consume |
| Natalia Serebriannikova | The language of war: narratives, signs, trolling |
| **13:30 – 15:00** | **Lunch Break** |

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| **Session in person / Section B** | **Time: 11:45 – 13:30, A201** |
| **Title** | **Political engagement in the media landscape** |
| **Language** | **English** |
| **Moderator** | **Valmora Gogo** |
| Ana Kekezi | The young generation toward online- The dramatic rising of a fifth estate as an authority in the Albanian public sphere |
| Caroline Patatt, Fernando Rocha, Marcela Guimarães, | Transmedia in the COVID-19 pandemic announcement: an analysis of the World Health Organizations social media, website and app” |
| Inna Ivanivna Matiushyna | Why is Russian propaganda stronger than critical thinking? |
| Valmora Gogo | Albanian journalists facing propaganda, disinformation and fake news - Challenges and Solutions |
| **13:30 – 15:00** | **Lunch Break** |

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| **Session in person / Section C** | **Time: 11:45 – 13:30, A203** |
| **Language** | **English** |
| **Title** | **Media Law and Self – Regulation of Media** |
| **Moderator** | **Ramadan Çipuri** |
| Arben Fetoshi, Dren Gërguri | Media effects on the perception of the public of Kosovo about the war in Ukraine |
| Faton Ismajli, Alban Zeneli | The right to be forgotten on the Internet – A comparative analysis of the legal regulation in Kosovo, Albania, North Macedonia and the EU (2022)” |
| Oddgeir Tveiten | Theorizing Future Journalism: News, knowledge and information flows in a changing world eco system |
| Ramadan Çipuri | Self-regulation of the media in the context of debates for and against state intervention |
| Gentjan Skara, Ferdinand Xhaferaj | Restriction of Freedom of Expression on the grounds of National Security: the case of Albania |
| **13:30 – 15:00** | **Lunch Break** |

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| **Session in person / Section D** | **Time: 11:45 – 13:30, A301** |
| **Title** | **Languages, Symbols in Communication and Information Warfare** |
| **Language** | **English** |
| **Moderator** | **Remzie Shahini-Hoxhaj** |
| Festim Rizanaj | Semiological analysis of electoral posters and photos in the context of political communication |
| Brikena Smajli, Xhesjon Zogu | A post-pandemic media aesthetics |
| Eva Londo | Media as a powerful tool of change.... what? Connecting the dots between information, media, world affairs and audience. |
| Edona Llukaçaj | No Traitors, no Saints: Disinformation through the Translation of News from English into Albanian |
| Remzie Shahini-Hoxhaj, Elis Vllasi | “China’s Information Warfare in the Liberal West” |
| **13:30 – 15:00** | **Lunch Break** |

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| **Session in person / Section E** | **Time: 11:45 – 13:30, A303** |
| **Title** | **Platforms and strategic communication** |
| **Language** | **Albanian** |
| **Moderator** | **Edlira Mali** |
| Alban Tufa | Individualization of communication with the public on Facebook; The case of the Council of Ministers |
| Kaltrina Jashari | The importance of the office of communication for the overall public image of the University of Prishtina |
| Edlira Mali,  Gerti Boshnjaku | Strategiccommunication as an evaluative and helpful tool for overcoming the challenges of startups in the Albanian ecosystem |
| Melsena Danglli | New platforms of verification as tools against disinformation |
| Blerta Aliu,  Hyrije Mehmeti | Portrayal of women ın local advertısıng |
| Rudi Dunga | Global conflict reporting in the digital age, the case of the war in Ukraine |
| **13:30 – 15:00** | Lunch Break |

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| **Session in person / Section F** | **Time: 11:45 – 13:30, A304** |
| **Title** | **Media Narratives and its representation of reality** |
| **Language** | **Albanian** |
| **Moderator** | **Suela Musta** |
| Gëzim Qerimi; Muhamet Jahiri; Blerta Blakaj | The use and influence of social networks on young people and their effect on daily life” |
| Bojana Hajdini | Hate speech and the criminal responsibility of the perpetrators, under the perspective of international standards: the case of Albania |
| Mark Marku | Covid 19, media and information of Albanian citizens during the pandemic. |
| Rahim Ombashi | The return of media interest towards national culture as a need for representation itself |
| Blerta Dibrani | Social media an official tool of communication in Kosovo’s public sector |
| Suela Musta | Media freedom in Albania, a reality of standards in crisis |
| **13:30 – 15:00** | Lunch Break |

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| **Online Session / Section A** | **Time: 11:45 – 13:30, Link** |
| **Title** | **Online Communication, information literacy and disinformation** |
| **Language** | **English/Albanian** |
| **Zoom** | [**https://us05web.zoom.us/j/81634571135?pwd=cVVqT29reHdVZndDTUMzNTJjRnVUZz09**](https://us05web.zoom.us/j/81634571135?pwd=cVVqT29reHdVZndDTUMzNTJjRnVUZz09)  **Meeting ID: 816 3457 1135**  **Passcode: 46Bf9G** |
| **Moderator** | **Ana Uka** |
| Aondover Eric Msughter, Alhaji Musa Liman | Artificial Intelligence and the Media: Revisiting Digital Dichotomy Theory |
| Emira Bajcinca | Social media and disinformation redefined media reporting in Kosovo |
| Giacomo Buoncompagni | Twenty years later. The media representation of women journalists in Afghanistan |
| Gregory Gondwe | Misinformation in societies with unequal digital access and news literacy: A Case of Sub-Saharan Africa |
| **13:30 – 15:00** | Lunch Break |

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| **Online Session / Section B** | **Time: 11:45 – 13:30, Link** |
| **Title** | **Communication, journalism and media narratives in global perspective** |
| **Language** | **English** |
| **Zoom** | [**https://us05web.zoom.us/j/82350208373?pwd=VzE5RkQzSWQrMk9OL2N5WXdsc1Vodz09**](https://us05web.zoom.us/j/82350208373?pwd=VzE5RkQzSWQrMk9OL2N5WXdsc1Vodz09)  **Meeting ID: 823 5020 8373**  **Passcode: p32B2P** |
| **Moderator** | **Hysni Skura** |
| Omprakash Kushwaha | Politics of ‘othering’ and Television News Channels during the Covid -19: Outbreak in India |
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| Razan Jadaan | Inter-cultural communication between realty, axiom and image |
| Lorenzo Gagliardi | Psychology of Conspiracy Theories: The role of Cognitive Biases |
| Titilope Racheal Oladiran | The Other Side of the Pandemic Reportage. Audience Perception of COVID-19 Media Framing and its Influence on Social Polarization |
| **13:30 – 15:00** | Lunch Break |

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| **Media experts Session / Section A** | **Time: 14:30 – 15:30, Senate Room** |
| **Title** | **Media development and challenges in Albania** |
| **Language** | **Albanian** |
| **Moderator** | **Suela Musta** |
| Valbona Sulçe | Audiovisual content matters. Problems in the work of the Broadcasting Code |
| Koloreto Cukali | Freedom and version of the media in the ranking of EU reports. Alignment with the European |
| Viola Keta | Propaganda and fake news, the challenges of journalism |
| Dorian Matlija | The right to information and its other levels |
| Audiovisual Media Authority | - |

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| **Closing Remarks**  **Time: 15:30 – 16:15, Conference Hall** |
| **Moderator: Dr. Erlis Çela** |
| University of Prishtina |
| University of Tirana |