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AI Uses and Ethics in Tunisian Media

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The rapid acceleration of technological developments, particularly the emergence of artificial intelligence (AI), has fundamentally transformed the global media landscape, forcing media outlets to adapt as audiences increasingly access diverse, free information sources. In the Tunisian context, this evolution has significantly altered media production conditions, introducing both innovative practices and complex governance issues.

This study aims to examine the integration of artificial intelligence within the Tunisian media landscape, focusing on its operational benefits and ethical implications. Drawing on this aim, the question postulated is: How are Tunisian journalists and media outlets utilizing AI in their content production, and to what extent do these practices comply with established journalistic ethics? To answer this question and hence to achieve the aim, the study pursues two primary objectives: first, to map the specific AI tools and workflows currently adopted by Tunisian media professionals, and second, to evaluate the ethical challenges and governance problems arising from these new practices.

This study employs a qualitative strategy utilizing semi-structured interviews with Tunisian journalists and media managers, alongside applying a thematic analysis of recent journalistic content produced using AI.

The findings are expected to show that AI significantly alters the news production process by offering tangible benefits, such as substantial time savings, accelerated content creation and distribution, and the introduction of clarifying visual elements that make data easier to explain to highly connected audiences. However, the findings are also expected to reveal that these technical changes introduce critical governance problems and severe ethical challenges. Specifically, the results are anticipated to highlight an increased risk in the spread of disinformation and a growing confusion surrounding the professional status of journalists compared to other media actors. Ultimately, the study expects to underscore that Tunisian media must actively adapt their practices to prioritize these ethical dimensions, regardless of whether formal national AI strategies are in place.

KEYWORDS Artificial Intelligence, Journalistic Ethics, Tunisian Media, News Production, Disinformation.

AI-Driven Marketing Personalization in Digital Media Organizations and Its Impact on Audience Engagement and Brand Loyalty

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The materials published virtually resulted from careful sorting, not luck. Algorithms pick what catches eyes by tracking past choices like taps or pauses. Each app shifts its view depending on earlier behavior, so what appears changes quietly behind the scenes. Social spaces like TikTok twist both sight and motion, such as how still someone stays, who gains their loyalty, and the speed fingers swipe away. These patterns matter more where smartphones dominate and youth spend hours bouncing between videos and ads. Still, experts argue about how deep those influences go, especially when teens face nonstop tailored prompts in countries where internet culture is still growing.

Focusing on active digital media users in Egypt aged 18–40, this quantitative study examines how recent developments in AI-driven personalization influence audience engagement and brand loyalty. Personalization will be assessed through three dimensions: perceived content relevance, advertising accuracy, and user targeting precision. Survey data will be collected through Likert-scale items adapted from prior personalization and engagement research, then analyzed using SPSS to identify associations, comparative influence, and mediating effects.

The analytical expectation is that personalization dimensions will not contribute equally to engagement; advertising accuracy may produce a stronger behavioral response than general content relevance or targeting precision. Audience engagement is also expected to operate as the mechanism through which personalization strengthens brand loyalty. By isolating each personalization dimension's specific effect, the study provides a more precise understanding of how AI-enabled marketing systems shape digital media audiences in Egypt.

■ **KEYWORDS** Artificial Intelligence, Marketing Personalization, Advertising Accuracy, Audience Engagement, Brand Loyalty.

The Architecture of Allegiance: Identity Orchestration and the Linguistic Engineering of "Cult Branding" in 2026 Conflict Narratives

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In the 2026 media landscape, the boundary between institutional communication and parasocial indoctrination has dissolved, replaced by a "Synthetic Identity" architecture. This paper investigates the transition from traditional media branding to AI-optimized Identity Orchestration utilized by the Executive Branch and the Department of Defense during the coverage of Operation Epic Fury.

The research proposes a new framework—Identity-as-a-Service (IaaS)—to explain how a unified "Tone of Voice" is deployed across disparate governmental entities to manufacture a "cult sensation" among Generation Alpha. By adopting the linguistic markers, behavioral tropes, and "Sigma" aesthetics of digital youth culture, these political actors bypass traditional critical thinking centers, fostering a tribal allegiance rather than informed citizenship.

Through a forensic analysis of the social media performances of the 2026 Cabinet (including the White House, JD Vance, and Pete Hegseth), this study deconstructs the automated pipelines that "reskin" geopolitical conflict into high-stakes, "main-character" narratives. The paper concludes that the primary threat to modern democratic discourse is the automated manufacturing of "synthetic belonging," necessitating a shift toward "Identity Literacy" in media education.

■ **KEYWORDS** Identity Orchestration, Gen Alpha, Operation Epic Fury, Sigma Aesthetics, Synthetic Personas, Digital Cultism, Linguistic Engineering, Identity-as-a-Service (IaaS).

Artificial Intelligence and Emancipatory Media Literacy in Journalism Education: Comparative Perspectives from Canada and Lebanon

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Artificial intelligence has become a central force in shaping news production, content distribution, and audience engagement, with journalists increasingly using generative tools in their work processes. Such trends have raised several queries on the relationship between new digital technologies and professionalism, ethics, and identity, creating urgency for journalism education to adapt and prepare students for their interaction with such systems.

This study examines the integration of artificial intelligence within Bachelor-level journalism programs in Canada and Lebanon through the lens of the Emancipatory Media Literacy (EML) theory.

Adopting qualitative strategy and a comparative case design, this study analyzes the extent and nature of how two top journalism programs in Canada and two in Lebanon integrate AI, digital literacy, ethics, and critical media awareness in their curricula. It will also evaluate how such curricula incorporate the values of the EML theory, compare the approaches between education in Canadian and Lebanese journalism programs, and identify ethical gaps and challenges.

The study concludes with a set of practical recommendations derived from the analytical findings, intended to inform curriculum development and academic practice in journalism education. The study proposes that journalism education should move beyond technical AI training and instead empower students to critically examine AI-driven systems and therefore become more aware, ethically responsible, and socially engaged journalists.

■ **KEYWORDS** Artificial Intelligence, Journalism, Emancipatory Media Literacy, Journalism Curricula, Canada, Lebanon.

Artificial Intelligence and the Future of Digital Journalism: Innovation, Ethics, and Audience Trust

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The rapid evolution of digital technologies has transformed journalism into a dynamic and highly interactive field shaped by innovation, speed, and audience engagement. Among these developments, artificial intelligence (AI) has emerged as one of the most influential tools redefining news production, distribution, and consumption. This paper explores the growing role of AI in digital journalism and examines its impact on newsroom practices, media innovation, and public trust.

AI technologies such as automated content generation, data journalism tools, recommendation algorithms, and audience analytics are increasingly being integrated into media organizations worldwide. These tools offer significant advantages, including faster reporting processes, personalized content delivery, enhanced fact-checking capabilities, and improved audience targeting. As a result, journalists are able to process large volumes of information efficiently and deliver news in real time across multiple platforms.

However, the integration of AI into journalism also raises important ethical and professional concerns. Issues such as misinformation, algorithmic bias, transparency, loss of editorial control, and declining trust in media institutions require critical examination. If AI systems are not carefully designed and supervised, they may reinforce existing inequalities, prioritize sensationalism for engagement metrics, or spread inaccurate information at scale. Therefore, innovation in journalism must be accompanied by strong ethical frameworks and responsible governance.

This study adopts a qualitative analytical approach by reviewing recent case studies and industry examples of AI adoption in digital newsrooms. It highlights how leading media organizations are balancing technological innovation with editorial integrity and audience expectations. The paper also discusses the importance of media literacy, journalist training, and institutional accountability in ensuring the responsible use of AI tools.

The findings suggest that AI should not be viewed as a replacement for journalists, but rather as a supportive technology that can enhance human creativity, investigative depth, and audience interaction. The future of digital journalism depends on combining technological advancement with ethical responsibility and transparent communication. In an increasingly competitive media environment, audience trust remains the most valuable asset, and its preservation must remain central to all innovation strategies.

■ **KEYWORDS** Artificial Intelligence, Digital Journalism, Media Innovation, Ethics, Audience Trust.

Artificial Intelligence and the Transformation of Lebanese Economic Media: A Crisis-Driven Case Study of Newsroom Practices and Journalistic Trust

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Artificial Intelligence (AI) is reshaping journalism globally by transforming news production, editorial workflows, and information dissemination systems. Economic journalism is particularly affected due to its reliance on structured data, financial indicators, and real-time reporting systems. However, in fragile and crisis-affected media environments such as Lebanon, AI adoption seems to follow a different trajectory shaped by economic collapse and institutional instability rather than technological innovation.

This paper investigates Lebanese economic media as a single-country embedded case study, examining how AI is integrated into newsroom practices, journalistic roles and trust structures. Lebanon provides a critical case due to its severe financial crisis since 2019, collapse of advertising revenues, and accelerated digital dependency.

The study adopts a qualitative-dominant mixed-method case study design, combining exploratory survey data (N=20 journalists) and semi-structured interviews (N=10 media professionals), supported by thematic and descriptive analysis.

Expected findings indicate that AI is primarily used for translation, summarization, and content assistance rather than editorial decision-making. Crisis pressure emerges as the strongest driver of AI adoption. While AI improves newsroom efficiency, it raises concerns regarding misinformation, algorithmic opacity, and weakened editorial accountability.

The paper introduces a Crisis-Driven AI Journalism Model (CD-AIJM), demonstrating that AI adoption in Lebanon is necessity-driven rather than innovation-led. The Lebanese case highlights how economic collapse accelerates informal technological integration in journalism under weak institutional governance.

■ **KEYWORDS** Artificial Intelligence, Economic Journalism, Lebanon, Case Study, Media Trust, Digital Transformation, Crisis Journalism

Beyond Algorithms: Human-Centered Skill Transformation in the Digital Media Industry

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In a rapidly evolving digital media landscape dominated by AI tools and automation, human skills remain the most powerful driver of innovation and sustainable transformation. This paper explores the intersection of project management, communication education, and operational leadership in shaping adaptable, future-ready professionals within Lebanon's media and marketing sectors. Drawing on seven years of industry experience across public relations, advertising, and digital marketing—as well as an academic role teaching social media marketing—this study examines how soft skills such as adaptability, empathy, and cross-functional communication enhance digital workflows and creative collaboration. It also highlights a case study from a marketing agency environment, illustrating how integrating human-centered management practices into client operations and education frameworks leads to more resilient digital teams. The findings underline that while technological proficiency is essential, the real edge in digital transformation lies in cultivating emotional intelligence, critical thinking, and collaborative problem-solving among media professionals.

■ **KEYWORDS** Digital Transformation, Soft Skills, Communication Education, Project Management, Human-Centered Leadership, Media Innovation

A comparative study on LLMs over social media Arabic sentiment analysis

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Currently, large language models have been widely used for generating new content. They are being able to provide new information as well as existing information about specific topic or particular domain. So far, natural language processing is a key feature of LLMs. They are able to understand natural language and spoken text across many languages in the world. NLP tasks can be, but not limited to, sentiment analysis, named entity recognition, coreference resolution, and others. Sentiment analysis is across the most important topics in NLP. It automatically analyzes user-generated content over a certain topic. In media, it's a key fundamental tool to understand audience opinions over published news. A sentiment is detected using something called polarity. Polarity can be a negative, neutral, or positive. In some measurements, polarity can have five scores that ranges from minus one to plus one, where minus one is very negative and the plus one is very positive. Before the emergence of LLMs, sentiment analysis was obtained using machine learning algorithms. However, so far, large language models can automatically and simply detect the sentiment of a given piece of text.

In this paper, and due to the availability of many large language models, a comparative study is conducted over six large language models in order to assess their performance in Arabic sentiment analysis over social media comments dataset.

As a result, this comparative analysis approach has analyzed in total nine attributes, such as accuracy, speed, reliability, and more, we have shown that Gemini has the highest performance, where Claude has the highest reliability score.

■ **KEYWORDS** Arabic Sentiment Analysis, NLP, LLMs, Comparative study, Social media

De-constructing Al-Qassam Brigades Visual Discourse: Case of Two Military Operation Videos on October 7, 2023

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This research explores the visual discourse of the military wing of Islamic Resistance Movement (Hamas) Ezzeddeen Al-Qassam Brigades, on October 7, 2023. It analyses and decodes the embedded signs and symbols of two edited military operations films; which they published on their Telegram channel. Drawing on this aim, the main question is: How is the visual discourse of Al-Qassam conveyed in the military operation films issued on the day of Tufan Al-Aqsa (Al-Aqsa Flood) Operation against the Israeli army? This research is significant because it delves to the unaddressed side of such pivotal event. The strategy used in this paper is qualitative research strategy and the design adopted is a case study. This research employs a social semiotic analysis on the purposive samples selected. The social semiotic approach draws on Roland Barthes's foundational concepts of denotation, connotation, and myth. The text Speech Act Theory is applied to derive illocutionary, locutionary and perlocutionary acts to understand the way of their employment. Ultimately, this research identifies and interprets the embedded signs and their representations, and hence the discourse that the military wing of Hamas seeks to reinforce and to advance its communication, political, and military objectives.

■ **KEYWORDS** Al-Qassam Brigades, Israeli army, visual representations, military operations films, semiotic analysis.

Deontology and Personal Data Protection in the Age of Digital Media Transformation: A Socio-Political and Legal Comparison (Oman, Tunisia, and the GDPR)

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This research is positioned in both the Political and Media studies domains: as a primary focus; political systems developing through power struggles in terms of sovereignty; on a secondary level how, digital rights have evolved since the “Datafication” of the public sphere of 2011 to force a complete re-alignment of Journalistic Deontology and privacy protections, plus how different political systems then react to those pressures.

Oman is a model of digital sovereignty through its comprehensive and newly enforced legal framework (Royal Decree 6/2022).

In Tunisia, the Democratic Transition of Tunisia has a tough job trying to find a way to bridge the legislative differences between legacy law (from 2004-2013) on the one hand and the very dynamic nature of the digital landscape on the other, as well as looking for a balance between the current efforts in Tunisia to modernize data protection laws and the efforts put forth by the GDPR (Global Data Protection Regulation) to create a global regulatory standard.

The major goal of the study will be to provide a research question to determine how the transformation of digital media has affected the structures of political power and the ethical guidelines held by professionals, particularly in relation to the processing of personal data, as well as investigating the impact of both the Omani and Tunisian legal responses have on digital citizenship and any similarities and differences in relation to the European regulation on digital citizenship.

The methodology to be used for the study will be through a combined, analytical and comparative analysis, looking at the socio-political context around the development of the legislation as well as the ethical dilemmas faced by journalist given the significant amount of power now held by algorithms in the production of journalistic content.

■ **KEYWORDS** Political Science of Data, Transformation of Digital Media, Deontological Ethics, Personal Data Protection, Oman, Tunisia, GDPR, Digital Sovereignty.

Digital Journalism Under Fire: Reporting from Active Conflict Zones

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This paper examines how digital journalists report from South Lebanon under conditions of surveillance, airstrikes, and infrastructure collapse. Focusing on the period from March to April 2026, it analyzes how reporters and media workers adapted their practices through mobile journalism, decentralized verification, remote coordination, and rapid platform switching in order to continue reporting when conventional newsroom routines were disrupted. The study treats conflict reporting not only as a professional responsibility, but also as a survival practice shaped by immediate physical danger, communication blackouts, and the breakdown of electricity, internet access, transport, and local support systems.

Drawing on high-risk field incidents, including the live bombing of RT correspondent Steve Sweeney and the killings of Al Manar TV correspondent Ali Chouaib, Al Mayadeen TV correspondent Fatima Ftouni, Al Mayadeen TV cameraman Mohamad Ftouni, and Al Akhbar journalist Amal Khalil, the paper argues that digital journalism in active war zones depends on flexible, networked, and distributed reporting models. These models help journalists document events while reducing exposure, but they also intensify ethical and methodological challenges, including verification under pressure, dependence on eyewitness and citizen footage, and heightened vulnerability to surveillance and targeted attacks.

The paper contributes to scholarship on digital journalism and conflict communication by showing that innovation in hostile environments is driven less by convenience than by necessity. It demonstrates that mobile devices, encrypted messaging, cloud storage, and cross-platform publishing are not simply technical tools, but essential mechanisms for preserving journalistic continuity when physical media infrastructure fails. The study also highlights the emotional and professional costs of such reporting, especially when journalists operate under constant threat while trying to maintain credibility, speed, and accuracy. Overall, the paper argues that conflict reporting in South Lebanon reveals a new model of journalistic practice in which resilience, improvisation, and decentralization become central to news production and public information access.

■ **KEYWORDS** digital journalism, conflict reporting, mobile journalism, South Lebanon, media safety.

Digital Marketing Campaigns for Inclusive Sports: The Case of Persons with Impaired Legs in Lebanon

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Digital communication and digital marketing increasingly serve as transformative tools for public awareness and social inclusion in the sporting domain. However, in Lebanon, persons with impaired legs continue to face significant social, institutional, and infrastructural barriers that limit their participation despite the rising influence of digital platforms.

This study aims to evaluate the effectiveness of digital marketing campaigns in promoting sports participation among persons with impaired legs in Lebanon. It addresses the central question of how Lebanese sports associations optimize their digital initiatives to meet the specific requirements of individuals with mobility impairments. The primary objectives include identifying the systemic barriers and motivational factors influencing participation, assessing the role of social media in building online support communities, and proposing optimized strategies for future inclusive outreach.

The findings reveal that sports participation provides important physical, psychological, and social benefits for para-athletes. However, participants continue to face significant challenges, including limited institutional support, inaccessible infrastructure, high financial costs, weak public awareness, and persistent social stigma. The analysis also shows that most digital marketing campaigns in Lebanon remain limited, fragmented, and often rely on superficial or tokenistic representation of persons with disabilities. In contrast, authentic campaigns implemented by the Beirut Marathon Association demonstrate the potential of digital communication to increase visibility, foster community engagement, encourage participation, and advocate for social change.

This study contributes to knowledge by addressing a significant gap in Lebanese and regional research on disability-inclusive digital marketing and sports communication. It also provides practical recommendations for sports organizations, policymakers, and digital marketers to design more authentic, accessible, and inclusive digital campaigns that promote equal participation, representation, and social inclusion for persons with impaired legs in Lebanon.

■ **KEYWORDS** Digital Marketing Campaigns, Social Inclusion, People with Disabilities, Impaired legs, Sports, Para-athletes

Digital Transformation in Media Institutions: From Technological Adaptation to Institutional Reinvention

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Digital transformation has emerged as one of the most critical challenges confronting contemporary media institutions. The issue extends far beyond adopting digital tools, social media platforms, or advanced publishing technologies. The real challenge lies in redefining the institution itself—its leadership philosophy, editorial vision, operational architecture, audience relationship, and long-term sustainability model.

Many media organizations, particularly in developing media environments such as Lebanon, continue to approach digital transformation as a purely technical upgrade rather than a comprehensive institutional restructuring process. This limited perspective often produces superficial adaptation without genuine structural change, allowing institutions to remain operational while gradually losing relevance, public trust, competitive influence, and financial viability. This paper conceptualizes such decline as a form of “slow institutional extinction,” where collapse occurs not through sudden failure, but through continuous erosion of strategic capacity, innovation potential, and audience confidence.

This study examines digital transformation as a leadership-centered process of institutional reinvention rather than a technology-driven project. It argues that successful transformation depends on integrating three interconnected dimensions: strategic leadership capable of making disruptive decisions, organizational cultures resilient enough to absorb change, and intelligent operational systems built upon data-driven journalism, audience intelligence, and the responsible integration of artificial intelligence.

Using an analytical and practice-based approach, the paper combines strategic media management theory with observations drawn from real institutional experiences across the media sector. It proposes a practical framework for assessing transformation readiness and repositions digital journalism not merely as a modernization agenda but as a fundamental question of institutional survival.

The paper contributes to current debates on digital journalism and innovative media industries by emphasizing that the future of media institutions will be determined less by access to technology and more by the willingness to redesign internal logic before external disruption makes that transformation unavoidable.

■ **KEYWORDS** Digital Transformation, Media Organisations, Strategic Media Management Theory.

Embedding with the Military: Encoding Political Power: an Analysis of Western Media Reporting under Israeli Supervision during the Invasion of Southern Lebanon

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Just two weeks after Israeli forces crossed into southern Lebanon in August 2024, the Israeli military organized media tours that allowed selected journalists from over a dozen major news organizations to embed within Israeli combat units inside Lebanese territory.

The print and video reporting produced by these news organizations, which featured tours of alleged Hezbollah bunkers and civilian homes in southern villages, reproduced Israel's justification for its ongoing illegal invasion of southern Lebanon, which continues today. This paper provides an analysis of the embedded reporting, looking particularly at the sources, language, framing, activities, locations, arguments and claims that dominated the coverage, which was overwhelmingly reliant on Israeli military sources and experts. At the same time, the voices of local residents and critical analysts and experts from the invaded country were almost entirely absent from all of the embedded reports, as was any mention of journalists killed in southern Lebanon working outside of embeds.

This paper examines the ethical and legal concerns raised by the normalization of embedding with occupying forces by using Jap van Ginneken's concept of Selective Articulation and Robert Jenson's concept of Liberal Fundamentalism, as well as Douglas Kellner's study on the use of propaganda and embedding during the two Iraq wars in order to situate Israel's contemporary news management strategies. On the other hand, this paper will also examine resistance to Western media embedding in southern Lebanon by local activists, legal collectives and grassroots media organizations that have mobilized a range of tactics to challenge hegemonic narratives and to hold major media corporations accountable for complicity with invading forces.

■ **KEYWORDS** Media Embedding, Media Management, Agenda-Setting, Propaganda, Journalism, Media Ethics, Media Subjectivity.

An Exploratory Study on Birzeit University Students' Use of Artificial Intelligence Applications in Completing Academic Tasks and Their Awareness of Legal and Ethical Risks

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This study aims to explore the extent to which Birzeit University students use artificial intelligence (AI) applications in completing their academic tasks, as well as their awareness of the legal and ethical risks associated with such use. It seeks to provide practical results that can benefit academics and policymakers in developing effective and ethical mechanisms for integrating these applications into the educational process.

The study adopted a descriptive-analytical approach from a quantitative perspective and used a questionnaire as the primary tool for data collection. The sample consisted of 375 randomly selected students from various majors at Birzeit University.

The results showed that 71.8% of the students use AI applications at a moderate level in completing their academic assignments. The study also revealed an increasing awareness among students of the potential of these applications in education, alongside ethical and practical concerns that need to be addressed.

The study concluded that there is a need to develop clear university policies that regulate the use of AI applications and promote ethical and responsible use. It also recommends conducting future research that focuses on analyzing demographic differences in AI usage and its potential impacts on the educational process.

■ **KEYWORDS** Artificial Intelligence Applications, AI Ethics, Academic Tasks, Birzeit University.

From Digital Journalism to Algorithmic Journalism: Transformations of Knowledge Power and the Reshaping of Innovative Media in the Age of Generative Artificial Intelligence

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The contemporary media landscape is undergoing a profound transformation that goes beyond mere digitization and the use of electronic platforms, evolving into a new phase that can be described as "Algorithmic Journalism" (AJ). In this emerging paradigm, algorithms and Generative Artificial Intelligence (GAI) technologies have become central actors in the production, distribution, personalization, and consumption of media content. This shift has significantly reconfigured the structure of knowledge power within the media ecosystem, as key editorial functions such as selection, interpretation, and content creation are increasingly shared between journalists and intelligent systems capable of generating texts, images, videos, and real-time data analyses.

This paper aims to examine the cognitive, professional, and strategic dimensions of this transformation by analyzing the impact of GAI on journalistic practices, news production processes, digital storytelling, and agenda-setting mechanisms. It also explores critical challenges related to content credibility, algorithmic bias, transparency, and the future role of journalists in an environment characterized by growing reliance on automated systems.

Drawing on this aim, the question postulated in this paper is: to what extent have generative artificial intelligence technologies contributed to the transition from Digital Journalism (DJ) to Algorithmic Journalism (AJ), and what are the implications of this transformation for knowledge power and the development of innovative media in the contemporary digital environment?

This paper is based on the assumption that the transition from DJ to AJ represents not merely a technological advancement but a structural shift in the sources of media knowledge production and mechanisms of influence and digital power. Consequently, this transformation calls for a reconsideration of traditional media and communication models and the development of innovative media approaches that integrate human intelligence with artificial intelligence within an ethical and professional framework capable of ensuring content quality and safeguarding the digital public sphere.

In this vein, this paper will discuss the conceptual framework of AJ and GAI, transformations of knowledge power in the digital media environment, algorithms, news production, and digital storytelling, AI and innovative media, ethical and professional issues in AJ, and ultimately the future of media organizations in the age of GAI.

■ **KEYWORDS** Algorithmic Journalism; Digital Journalism; Generative Artificial Intelligence; Knowledge Power; Innovative Media; Digital Storytelling; Digital Transformation.

The Future of Education in the Age of Digital Media: Toward Hybrid Learning Environments Powered by Artificial Intelligence

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The rapid advancement of digital media technologies and artificial intelligence has profoundly reshaped the structure of contemporary education. Traditional classroom-based learning is no longer the sole model for knowledge acquisition, as interactive media platforms and intelligent learning systems have introduced new pathways for producing, accessing, and sharing information. These developments have paved the way for hybrid learning environments that integrate face-to-face instruction with digitally mediated experiences, offering greater flexibility, personalization, and engagement for learners.

In this context, understanding how digital media can be effectively leveraged to enhance educational processes has become essential. Artificial intelligence, in particular, plays a pivotal role in enabling personalized learning experiences that adapt to learners' needs, pace, and preferences.

This transformation calls for a deeper examination of the pedagogical, technological, and ethical dimensions shaping the future of education in a fully digitized world.

This paper aims to explore the future of education in the age of digital media by analyzing the potential of hybrid learning environments powered by artificial intelligence. It highlights the opportunities and challenges facing educational institutions, teachers, and learners, and provides insights into how these emerging models can contribute to more effective and inclusive learning ecosystems.

■ **KEYWORDS** Artificial Intelligence, Contemporary Education, Digital Media.

The Growth Mindset Advantage: Managing People and Projects in a Digitally Evolving Media Agency

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This case study examines how applying a growth mindset culture in a digital marketing agency enhances adaptability, collaboration, and innovation. Drawing from managerial experience at Keemya Agency, the study analyzes how human-centered project management and mindset training foster team resilience and creative problem-solving amid technological shifts. Emphasis is placed on leadership practices such as transparent communication, feedback-based development, and mentorship, which collectively improve both operational efficiency and employee engagement. The case reveals that an organizational mindset focused on learning rather than perfection supports smoother digital integration and client satisfaction. Ultimately, this study argues that cultivating a growth mindset bridges the gap between technology and people, turning digital transformation into a continuous human development journey rather than a disruptive technical overhaul.

■ **KEYWORDS** Growth Mindset, Project Management, Soft Skills, Digital Marketing, Organizational Culture, Media Innovation

Health Fact-Checking Strategies on Digital Platforms: A Content Analysis of the Health Feedback Platform

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The rapid proliferation of health-related content on digital platforms has increased public access to medical information, but it has also amplified the spread of misinformation, which can have serious consequences for public health. In this context, fact-checking has emerged as a critical strategy to ensure the accuracy and reliability of health information online. This study aims to analyze the strategies employed by the Health Feedback platform in verifying health-related claims and correcting misinformation on digital platforms.

Using quantitative strategy and a content analysis method, the study examines a sample of fact-checking articles published by Health Feedback over a specified period. The unit of analysis consists of individual fact-checking articles, including both headlines and full text. A structured coding scheme was developed to capture key dimensions, including the type of health misinformation (e.g., false claims, exaggeration, misleading context), fact-checking strategies (e.g., reference to scientific studies, expert consultation, data analysis), sources of evidence, and the final assessment of the claims (accurate, misleading, or false). Additionally, the study evaluates the communicative tone used in presenting verified information, distinguishing between scientific, neutral, and advisory tones.

The findings are expected to highlight dominant fact-checking strategies and demonstrate how evidence-based communication is applied to combat health misinformation effectively. The study also explores patterns in the presentation of fact-checked information and assesses the role of structured verification in enhancing public trust in digital health content.

This research contributes to the fields of digital journalism, health communication, and media innovation by providing empirical insights into the operational practices of online fact-checking platforms. It offers valuable implications for media professionals, policy makers, and fact-checking organizations seeking to improve strategies for addressing the persistent challenges of health misinformation in digital spaces. By understanding how platforms like Health Feedback verify and communicate accurate health information, this study aims to support more informed and responsible public engagement with digital health content.

■ **KEYWORDS** Digital Platforms, Health Fact-Checking, Misinformation, Health Communication.

The Impact of Artificial Intelligence on Digital Marketing Studies: SEO and AIO as a Case Study

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The proposed research examines the extent to which Artificial Intelligence (AI) is shaping digital marketing studies, with a particular focus on Search Engine Optimization (SEO) and Artificial Intelligence Optimization (AIO) as a case study. It aims to understand how AI-driven technologies are transforming digital marketing strategies, academic approaches, content creation, consumer targeting, and search visibility practices. The study also explores the evolving relationship between traditional SEO practices and emerging AIO techniques in response to AI-powered search engines and generative platforms. It seeks to answer the following question: To what extent does Artificial Intelligence influence the development of digital marketing studies through SEO and AIO practices. The significance of this research lies in addressing the growing gap in understanding the academic and practical implications of AI integration within digital marketing studies, particularly regarding the transition from conventional SEO toward AI-oriented optimization strategies. The research methodology is expected to be qualitative, relying on academic journals, libraries, e-books, industry reports, and qualitative content analysis of AI-driven digital marketing campaigns, SEO practices, and AI-generated search experiences.

The findings are expected to bridge the gap between AI technological advancements and digital marketing studies by identifying how AI reshapes optimization strategies, professional skills, and the future of search-driven marketing.

■ **KEYWORDS** Artificial Intelligence, Digital Marketing, SEO, AIO, AI-driven Marketing, Generative AI, Digital Media, Marketing Strategies

Iranian Digital Productions During the 2026 U.S. War on Iran: X as a Case Study

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This study emerges from the transformations shaping the digital media sphere, particularly in wartime contexts. Social media platforms have become central arenas for political influence, meaning-making, and narrative production, thereby contributing to the reshaping of public perceptions surrounding conflict-related issues, while increasingly transcending the traditional roles of legacy media.

The study seeks to analyze Iranian digital productions published on platform X during the 2026 U.S. war on Iran. The research problem centers on understanding how the Islamic Republic of Iran employed digital tools during this war to construct its own narrative, and which digital media strategies were deployed to achieve visibility, dissemination, and influence.

The study addresses several research questions concerning the types of Iranian digital productions circulated during the conflict, the persuasive techniques employed, the political messages embedded within them, as well as the role of unofficial accounts in producing and disseminating digital content.

The theoretical framework integrates the concepts of digital soft power, digital political propaganda and persuasion, meme-based psychological warfare, and narrative theory, to examine mechanisms of symbolic influence and analyze the construction of political meanings, as well as the representation of events and actors within the digital environment, particularly through satirical textual and visual content.

Methodologically, the study adopts a descriptive-analytical approach, employing a multimodal qualitative analysis grounded in discourse analysis and semiotic analysis. The sample consists of Iranian digital productions published on X between 23 March and 15 April 2026, including tweets from Iranian embassy accounts, as well as politically oriented memes enhanced by artificial intelligence technologies, with particular attention to content that achieved significant cross-platform circulation.

The significance of the study lies in its contribution to understanding how states mobilize digital soft power in contemporary wartime contexts, while also revealing the emerging roles of digital technologies and interactive content in shaping transnational political discourse and reconstructing states' public images.

■ **KEYWORDS** Digital Soft Power; Political Propaganda; U.S. War on Iran; Social Media; Multimodal Discourse Analysis.

Is the Podcast Replacing the TV Programs?

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A podcast is digital audio content available on demand on the internet, which can be listened to or downloaded at any time on a smartphone, computer, or tablet. It offers great listening freedom and comes in many genres, such as documentaries, interviews, fiction, or features. With the growing popularity of podcasts, a number of fundamental questions are raised concerning their evolving role in the current media landscape.

This study aims to explore the reasons for the proliferation of podcasts in the digital space. Drawing this aim, the central question of this study is: Why are podcasts so much more popular with audiences than television programmes?

To address the aim and hence to answer its question, the study will analyze the contexts of the emergence and subsequent rise of podcasts in the digital space and investigate if and how the audiovisual format of podcasts differs from traditional television formats.

As this study centred on an exploratory and comparative framework since it includes a detailed media format analysis comparing podcasts to television, the strategy adopted is qualitative. This strategy allows the researcher to explore the journalistic rules, ethical standards, and the professional identity of producers within the digital space.

The study expects to shed light on the exact reasons driving the proliferation of podcasts in the digital space. It anticipates revealing how differences in media formats influence audience preferences over television. Furthermore, the findings are expected to clarify the boundaries of a podcast producer's freedom and determine the degree to which traditional journalistic ethics and principles of objectivity are upheld in this emerging medium.

■ **KEYWORDS** Podcasts, Television Programmes, Digital Space, Journalistic Ethics, Professional Identity.

Media Uses During the Israeli War of 2026 on Lebanon: The Rise of WhatsApp News

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During times of military conflict, public reliance on media shifts rapidly as citizens seek real-time updates and communication channels to know the events. The 2026 Israeli aggression on Lebanon serves as a critical juncture for analyzing these shifting dynamics in media consumption and production within a highly polarized environment.

The aim of this study is to investigate how citizens utilize different media channels and news sources during wartime, specifically focusing on the rise of emerging platforms mainly WhatsApp for news dissemination. Drawing on this aim, the question postulated is: How did media uses and news sources shift during the 2026 war, and how do these consumption patterns connect to specific political attitudes and demographic variables?

To answer the question and achieve the aim, the study identifies the primary media sources utilized by the Lebanese public for both news consumption and information production during the conflict, assesses how media usage patterns correlate with specific political attitudes toward the adversary and other nationally relevant matters, and analyzes the influence of demographic variables including religion and income level on wartime media choices.

This study adopts a quantitative strategy, and hence it uses a survey method to collect the data from the Lebanese population. The sampling framework strictly accounts for key demographic variables such as religion, income level, and geographic distribution to ensure cross-sectional accuracy. The results reveal a significant reliance on instant messaging and decentralized networks, notably highlighting the rise of WhatsApp as a primary news source. It demonstrates how socioeconomic and religious demographics shaped information tracking during the Israeli war of 2026 on Lebanon, while providing empirical evidence on how distinct media consumption habits directly link to polarized political attitudes and public opinion during wartime.

■ **KEYWORDS** Media Uses, Israeli War on Lebanon, Public Opinion, Wartime News, WhatsApp News.

Political Communication and Contested Sovereignty: Selective Internationalization in Lebanon's Hybrid Order (April–May 2026)

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In April–May 2026, Iran's conditioning of the US-Iran ceasefire and the reopening of the Strait of Hormuz on a parallel de-escalation in Lebanon triggered intensified discursive contestations over the meaning and practice of sovereignty. This paper examines how Lebanese political actors, through political communication practices, responded to this moment of external leverage amid ongoing Israeli military operations. Drawing on Fregoneses's (2012) concept of hybrid sovereignty and Agnew's (2009) emphasis on sovereignty as effective practice, the study conceptualizes "selective internationalization" as a key mechanism through which elites in fragmented states legitimize or delegitimize external intervention according to domestic power calculations. Opponents of the resistance project selectively welcomed internationalization when it aligned with US and Israeli agendas aimed at weakening Hezbollah. The ostensibly neutral, legalistic discourse of state actors — centred on state monopoly on violence and Lebanese agency — legitimized and complemented more overtly sectarian and exclusionary narratives led by the Christian right, which constructed the resistance and the Shia community as the primary threat to Lebanese sovereignty. In contrast, the resistance bloc — led by a more autonomous Hezbollah — actively shaped regional and domestic equations through direct confrontation with Israel and strategic alignment with Iran. Rather than seeking domestic hegemony, it framed this alignment primarily as a defensive practice of popular and national sovereignty aimed at survival, foiling Israeli military objectives, and maintaining the resistance-army-people formula in the face of existential external aggression and state weakness. Using a hybrid socio-historical textual analysis, the paper demonstrates how these rival performances of sovereignty deepened sectarian and national othering of the Lebanese Shia community while further eroding the cohesion of Lebanon's consociational system. It highlights the central role of political communication in shaping and circulating contested visions of sovereignty during acute crises, with significant implications for the viability and long-term cohesion of fragile polities.

■ **KEYWORDS** political communication, hybrid sovereignty, discursive contestation, crisis discourse, Lebanon, selective internationalization, polarized public sphere, othering

The Political Economy of Alternative and Independent Media in Lebanon: A Case Study on the Coverage of the 2026 Zionist Aggression

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In the past decade, digital media self-described as 'independent' and/or 'alternative', has gained significant popularity in Lebanon. Presenting a departure from traditional print and broadcast, several websites and social media pages have become prominent sources of media consumption.

More recently, and amidst the ongoing 2026 Zionist aggression and war on Lebanon, these new online media platforms have played a significant role in meaning-making and narrative construction in wartime. Despite the popularity of these outlets and their increasing significance within Lebanese media in general and online media in particular, there is currently a stark absence of critical research, conducted through a political economic lens, on their role within the Lebanese media system. Contextualizing the Lebanese media system within the broader political and economic influences of colonial and imperial dynamics, this paper intends to provide an urgently necessary analysis of both the political economy and the content of 'independent' and 'alternative' media outlets. Focusing on examples of media coverage of the 2026 colonial war on Lebanon through a preliminary comparative qualitative and quantitative analysis, this paper aims to investigate the impact of funding schemes on the content produced by these outlets, thus intervening in debates on the relationship between media coverage, NGO-ization, and the political economy of alternative and independent media.

■ **KEYWORDS** Alternative Media; Lebanese Media System; Narrative Construction in Wartime Political Economy.

The Power and Limits of AI Personalization: Balancing Efficiency, Ethics, and Human Insight

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The rapid integration of artificial intelligence (AI) into advertising and public relations is reshaping strategic communication through AI-driven personalization.

AI is transforming public relations by shifting practices from intuition-based decisions to data-driven approaches supported by automation, real-time monitoring, and advanced analytics.

The adoption of AI in marketing and PR presents significant challenges, including data privacy concerns, algorithmic bias, ethical considerations, and the risk of over-reliance on automation.

This paper examines how technologies such as machine learning, predictive analytics, and natural language processing enable hyper-personalized, data-driven strategies that improve audience targeting, engagement, and campaign performance.

In advertising, AI supports real-time, context-aware personalization, allowing brands to deliver relevant experiences that resonate with diverse audiences.

This paper intends to answer the questions, how does AI-driven personalization transform advertising and public relations practices, and how can organizations balance efficiency with ethical considerations and human insight?

In order to answer its questions, this paper is framed through an interdisciplinary approach combining communication, marketing, and technology theories: Uses and Gratifications Theory and the Adaptive Personalization Theory of Learning. The findings of this paper a conceptual understanding of how organizations can integrate AI strategically in advertising and public relations while addressing ethical risks and preserving human values.

■ **KEYWORDS** Artificial Intelligence, Personalization, Advertising, Public relations, Ethical AI.

Redefining Media Competencies in Lebanon: AI-Driven Creative Production and the Transformation of Media Education

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The rapid integration of artificial intelligence (AI) into digital media production systems is fundamentally reshaping creative workflows, labor structures, and professional roles within contemporary media ecosystems. In emerging contexts such as Lebanon, this transformation is further accelerated by economic constraints, institutional fragility, and the widespread adoption of AI tools in informal and unstructured ways. As a result, AI is no longer functioning solely as a technological instrument, but as a structural force that is redefining how media content is produced, managed, and evaluated.

This paper investigates how AI-driven media production systems are reshaping the structure and composition of media competencies in Lebanon, and how these changes are creating a growing misalignment with existing media education curricula. It examines how media professionals, agencies, and communication units are integrating AI technologies into their everyday production workflows, leading to the emergence of hybrid professional roles that combine creative, strategic, and technical responsibilities within compressed and adaptive work environments.

Methodologically, the study adopts a qualitative strategy using semi-structured interviews method with media professionals and educators, contextualised by an analysis of current media and journalism curricula in Lebanon. This methodological approach enables a grounded understanding of how competencies are evolving in practice versus how they are formally taught.

The study aims to develop a conceptual competency framework for media graduates in Lebanon, emphasizing AI literacy, platform-based production understanding, hybrid creative capabilities, strategic communication skills, and ethical awareness in AI-assisted environments. By situating Lebanon as an illustrative case of an emerging media economy undergoing rapid digital transformation, the research contributes to broader discussions on digital labor restructuring, AI-augmented media production, and the future of media education in the age of generative technologies.

■ **KEYWORDS** Artificial Intelligence, Media Competencies, Digital Media Production, Media Education, Lebanon.

The Relationship Between the Level of Media Literacy and the Skills of Critical and Responsible Engagement with Digital Information Among Secondary School Students in the Context of the Israeli War of 2026 on Lebanon

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This study investigates the relationship between media literacy and adolescents' critical and responsible engagement with digital information during periods of armed conflict, with a particular focus on the Israeli war of 2026 on Lebanon. In contemporary digital environments, social media platforms and online news sources have become central channels for the circulation of information during crises and wars. While these platforms facilitate rapid access to news and enhance public interaction, they also contribute to the widespread dissemination of misinformation, emotionally charged narratives, and polarized discourse, thereby increasing the difficulty of critically evaluating digital content and engaging with it responsibly. Adolescents, as one of the most active and vulnerable groups within digital environments, are particularly exposed to these challenges. Against this backdrop, media literacy constitutes a fundamental competency that enables individuals to critically analyze media messages, assess the credibility of information, identify misinformation, and engage responsibly with digital content. Despite the growing international scholarly interest in media literacy and digital misinformation, Arab — and particularly Lebanese — research addressing the role of media literacy in shaping adolescents' engagement with digital information during wartime remains limited. Accordingly, this study aims to examine the relationship between the level of media literacy and the skills of critical and responsible engagement with digital information among second- and third-year secondary school students in schools located in Beirut's Southern Suburb during the Israeli war of 2026 on Lebanon. The study further seeks to assess students' levels of media literacy, their abilities to verify information credibility and detect digital misinformation, their critical thinking and media discourse analysis skills, and their patterns of responsible digital information use.

The study adopts a descriptive correlational design and employs a questionnaire administered to a sample of secondary school students in Beirut's Southern Suburb. The significance of the study lies in its focus on a real conflict context and its implications for adolescents' media practices and digital behaviors. Moreover, the research contributes to expanding the academic understanding of the role of media literacy in promoting critical awareness and responsible digital engagement within conflict-affected societies.

■ **KEYWORDS** Media Literacy; Digital news platforms; Digital Misinformation Engagement; Critical Thinking.

Religious Discourse in the Digital Sphere: A Study of Youth Interaction with Social Media Platforms: The Case of "Madad" Instagram Page

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The digital environment has fundamentally transformed the production and reception of religious discourse. Social media platforms have reconfigured the relationship between traditional religious authority and young audiences, giving rise to a new class of "digital influencers" who compete with institutional religious discourse, entertainment content, and the rapidly expanding rhetoric of "life coaches" for the attention and value-orientation of youth. Despite the growing literature on the Mediatization of Religion, empirical studies addressing Arab contexts — particularly the Lebanese setting — remain scarce. This study examines how traditional religious discourse is reshaped into a digital format that balances authenticity with the linguistic and aesthetic demands of contemporary platforms, and measures the engagement of Lebanese youth (aged 16–35) with this content, alongside its impact on their religious awareness, identity, and behavior. The "Madad" page on Instagram is adopted as an applied case study. The research employs a mixed-methods design, integrating critical discourse analysis and visual content analysis of the page's publications, in-depth interviews with 15–20 content creators and specialists, electronic surveys targeting 300–500 users, focus groups, and quantitative analysis of Instagram Insights data on reach and engagement. The study is expected to identify the discursive and visual patterns most influential among the target audience, and to address a notable research gap by offering a practical framework for digital religious content creators and policymakers — one that reconciles the preservation of Islamic values with the realities of the digital attention economy.

KEYWORDS Digital Religious Discourse, Mediatization of Religion, Madad, Instagram, Critical discourse analysis.

The Rise of AI in International Media: Transforming the Understanding of Contemporary Crises and Conflicts

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The contemporary media landscape is experiencing a new technological revolution, often described as the second phase of the major digital transformation that reshaped the media sector at the beginning of the twenty-first century. This transformation has generated a virtual environment that has become indispensable for information dissemination, audience engagement, and the shaping of public opinion. Media institutions, particularly international ones, have witnessed the emergence of new technologies and applications driven by what is commonly referred to as Artificial Intelligence (AI).

AI has become a significant pillar in media development, contributing to improvements in image and sound quality and enabling the creation of dynamic and innovative digital models. These advancements rely on machine intelligence capabilities to collect and analyze vast amounts of data, generate static and moving images, classify information, produce maps, and create visual data representations at unprecedented speed and efficiency.

In the context of today's rapidly evolving events, information disorder, and global crises, scholars in media and communication studies are increasingly examining the ability of AI systems to perform complex journalistic tasks associated with explanatory and analytical journalism. This is particularly relevant in the coverage of pressing and timely issues that attract international public attention, such as geopolitical conflicts and international disputes. Against this backdrop, the present study, based on a descriptive-analytical approach, seeks to investigate and discuss several dimensions of this phenomenon.

By examining the role of artificial intelligence in the production of international media content related to selected contemporary geopolitical conflicts, this research aims to explore the relationship between technological advancement and media production. It proposes an innovative perspective on international media's capacity to interpret and analyze conflict-related events through the use of AI applications and tools. The study addresses the following questions: To what extent has machine intelligence become a media resource for interpreting contemporary conflicts within international media? And to what degree can these innovative forms of explanatory media content be considered a driving force for the development of international media production today?

■ **KEYWORDS** Artificial Intelligence; Media Content; International Conflicts; Explanatory Journalism; Technological Innovation.

The Role of Social Media Influencers in Enhancing the Nation Brand Image: Qatar World Cup 2022 as a Model

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The contemporary digital transformation has introduced new actors to the international communication landscape; public diplomacy and the construction of state images are no longer exclusive to traditional media institutions and official rhetoric. This study sheds light on modern approaches to managing national reputation and nation branding within the virtual space, capitalizing on the unprecedented communicative momentum of the Qatar World Cup 2022 as a landmark case study for digital public diplomacy in the Arab region.

The core problem of this study lies in tracking and understanding how prominent Arab social media influencers supported Qatar's strategic communication and shaped its mental image during the tournament. This issue gains significance from the context of a "battle of narratives," where the host nation faced intensive Western media campaigns aimed at framing its image negatively, rendering influencer content a crucial, non-state instrument for digital public diplomacy.

Methodologically, the study falls within qualitative research, adopting Critical Discourse Analysis (CDA) based on Norman Fairclough's three-dimensional framework (text, discursive practice, and social practice), alongside a case study approach. A purposive sample of ten prominent Arab digital influencers on YouTube and Instagram was analyzed between October 25 and December 25, 2022, utilizing a discourse analysis matrix and semi-structured in-depth interviews with influencers, decision-makers, and academic experts to achieve methodological triangulation.

The findings reveal that the influencers significantly supported the Qatari communication narrative by projecting a dual image of strict adherence to cultural identity and openness to global modernity and professional organization. The discourse was highly driven by emotional and personal language that emphasized hospitality and tolerance, successfully dismantling Western stereotypes.

Furthermore, the interviews unveiled a mechanism of flexible institutional coordination, where indirect logistical support helped align the organic, popular content of influencers with the state's macro public diplomacy objectives without stripping the creators of their perceived authenticity. The study concludes by recommending the strategic integration of digital influencers as vital non-state gatekeepers within official communication frameworks for future international mega-events.

■ **KEYWORDS** Country Image, Digital Influencers, FIFA World Cup Qatar 2022, Critical Discourse Analysis, Soft Power, Public Diplomacy, Nation Branding.

The Shift from Cognitive Persuasion to Limbic Contagion

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Digital Media no longer operate predominantly through cognitive mediation, but through systematic affective activation. Drawing on Hilgard's triadic model of cognition, affect, and conation, alongside neuroscientific insights from MacLean's triune brain hypothesis and the work of Damasio and LeDoux on affective primacy, the following argument advances a conceptual reorientation of contemporary media theory. The locus of influence has shifted from the prefrontal cortex to the limbic system, reconfiguring both patterns of attention and the very architecture of public reasoning and volition. Platform architectures—most notably infinite scroll, engagement-based ranking, and real-time feedback mechanisms—function as infrastructures of continuous limbic stimulation, optimised for speed, salience, and emotional intensity. Within such an environment, classical models of media trust grounded in deliberation, evidence, and rational appeal lose their explanatory and practical efficacy, supplanted by a paradigm in which triggering and affective resonance precede reasoning and truth-evaluation. This transformation necessitates a reconceptualisation of the human subject in media environments—from a reasoning agent to an affectively modulated node within algorithmic systems. In response, the notion of "Affective Media Competence" is introduced as a critical epistemic and strategic capacity, encompassing the ability to recognise, interpret, and regulate affective stimuli within mediated environments. Such a capacity is proposed as foundational for practitioners, educators, and policymakers, and as a cornerstone for the emergence of an interdisciplinary field of affective media sciences capable of addressing the profound cognitive, social, and political implications of this shift.

■ **KEYWORDS** Affective Media Competence, Digital Media, Emotional Induction, Limbic System, Affective Contagion

Standardizing the Algorithmic Lexicon: A Bilingual English-Arabic Terminological Mapping of Automated Journalism

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The digital transformation of media outlets has triggered an unprecedented linguistic shift, introducing complex, tech-driven neologisms that reshape professional and academic journalism. While these concepts emerge within English-dominated software ecosystems, their adoption across Arab newsrooms requires systematic translation. This transition often introduces semantic ambiguity, conceptual overlap, and a lack of standardized equivalents. Adopting a descriptive terminological framework, this paper investigates the linguistic behavior and classification of these emerging media terms between English and Arabic, evaluating how effectively target equivalents preserve technical precision.

The study utilizes a specialized corpus to analyze critical translation friction points. Specifically, it examines how literal borrowings like "Automated Journalism" (الصحافة المؤتمتة) and "Computational Journalism" (الصحافة الحوسبية) compete with native structural derivations. Furthermore, it addresses the conceptual challenges of metaphorical calques, such as "Robot Journalism" (صحافة الروبوت), which risks misleading audiences into imagining physical machinery rather than algorithms, and "Immersive Journalism" (الصحافة الغامرة), which stretches traditional Arabic roots to describe virtual reality experiences. Finally, it explores functional adaptations like "The Digital Reporter" (الصحافي الرقمي), which conflates distinct newsroom roles.

The findings indicate that unstandardized rendering frequently compromises cross-cultural academic discourse and professional reporting standards. This paper argues that proactive terminology management and corpus-based instruction are vital to codify the evolving vocabulary of the newsroom. It concludes by proposing a structured bilingual English-Arabic glossary framework designed to bridge the gap between linguistic theory and the fast-paced demands of the modern digital media industry.

■ **KEYWORDS** Automated Journalism; Bilingual Terminology; Media Neologisms; Arabic Media Discourse; English-Arabic Translation.

Towards Lebanese healthcare awareness via large-scale data analytics and social media monitoring

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Healthcare has become one of the most demanding sectors in the world over the last 5 years. In Lebanon, it represents a fundamental sector. Lebanon comprises more than one hundred hospitals and hundreds of healthcare centers. Moreover, thousands of doctors in the country of different disciplines. Lebanon shapes the healthcare in the Middle East and acts as a healthcare tourism hub in the MENA region. Despite its position, Lebanon suffers from major drawbacks in healthcare services. In this paper, we focus on the blood donation shortage, especially during crises, which has been common in Lebanon over the last three years. In order to understand the causes of low blood donation and predict the flow and artifacts of blood donation centers.

This paper integrates large-scale data analytics and real data from social media in order to address these two facets. As a result, the approach adopted validates results over realistic Lebanese healthcare data, and it proposes the first system in the literature, which has the ability to integrate data from multiple social media platforms, then analyse this data automatically. The approach is not based on LLMs; however, designed on top of handcrafted data analytics techniques and guided social media bots for data scraping.

■ **KEYWORDS** Healthcare, Social Media Monitoring, Health Media, Data Analytics.

Visual Participation and AI-Assisted Production in Wartime Social Media: A Cross-Country Analysis of Instagram's "The No Campaign" in 2026

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Instagram has become a key space where wartime narratives are shaped through images, slogans, and public participation. This proposed research will examine "The No Campaign," an Instagram-based visual campaign launched during the Israeli war of 2026 on Lebanon and directed toward countries associated with the Axis of Resistance. Rather than treating the campaign as a simple collection of posts, the project will read it as a structured space where individuals translated political refusal, solidarity, and wartime identity into poster-based visual forms. The dataset will include approximately 903 Instagram posts and videos, from which around 540 submitted works will be assessed. Only static poster submissions will be retained. Videos, reels, shorts, institutional posts, agency work, organizational pages, and submissions outside the selected formats will be excluded. The final sample will include posters matching the following aspect ratios: 2:3, 3:4, 4:5, 16:9, and the international A-series ratio of 1:. Once filtered, the corpus will be coded by country of submission, frequency of participation, visual elements, themes, symbols, slogans, and repeated keywords. AI-image detection tools will also be used to estimate the possibility of generative AI involvement in each poster. Cross-country comparison will then show how different contributors expressed similar political positions through distinct visual choices, and whether AI-assisted production created repeated aesthetic patterns across the campaign. Expected findings may clarify how Instagram poster campaigns organize political participation during war, how national contexts shape visual rhetoric, and how generative AI is entering grassroots visual communication.

KEYWORDS Generative AI; Political Posters; Visual Analysis; Israel War of 2026 on Lebanon; The No Campaign.

Weaponizing the Epstein Files? X (Twitter) Discourse and Challenges to American Government Credibility during the United States War of 2026 on Iran

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This study investigates how public discourse on the social media platform X (Twitter) framed the issue of Jeffrey Epstein's files during the period extending from the the war of the United States of America on the Islamic Republic of Iran on February 28, 2026 until the commencement of the negotiations between the United States and Iran in April 2026.

It examines how social media users linked the Epstein files to the geopolitical conflict and what the dominant narratives and frames were in these months from the end of February 2026 till April 2026.

The study adopts mixed methods to achieve its aim. In its adoption of the explanatory sequential design within mixed methods, a corpus of tweets with hashtags #Epstein and #Epstein_files is gleaned in which the most common themes, patterns, and trends in online conversation are identified. This quantitative strategy phase is complemented by qualitative strategy to analyse the discourse, and hence to uncover the meaning, interpretation, and communication strategies behind the tweets. In this vein, the study will identify the prevalent frames with which users read the Epstein files, as well as it will explore whether the issue was used to critique, delegitimize, or cast doubt on the U.S. government's actions and credibility within the period of the war. Thus, these results will identify the digital political communication, framing processes, and the connection between the discourse on X (Twitter) and a modern geopolitical war.

KEYWORDS Discourse Analysis, X (Twitter), Digital Political Communication, Epstein Files.

When AI Mistranslates the News: Linguistic Framing and the Risk of Misinformation in English–Arabic Digital Media

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The increasing use of Artificial Intelligence (AI) in digital journalism has transformed the way multilingual news content is produced and circulated across media platforms. AI-assisted translation tools are now widely used to facilitate rapid English–Arabic and Arabic–English news dissemination in fast-paced digital environments. Despite their efficiency and accessibility, these technologies raise important concerns regarding linguistic framing, contextual interpretation, and the potential spread of misinformation.

This paper examines how AI-generated news translation may unintentionally reshape media narratives through subtle lexical and discursive shifts. Rather than focusing on translation accuracy alone, the study explores how certain AI-generated translations can alter audience perception by intensifying emotional tone, introducing evaluative language, or modifying the ideological framing of news discourse. Drawing on selected English–Arabic and Arabic–English news examples produced through AI translation tools, the paper analyzes cases involving semantic ambiguity, contextual misinterpretation, omission, and culturally sensitive terminology in politically and socially sensitive media contexts.

The study adopts a qualitative analytical approach informed by Critical Discourse Analysis (CDA) and media framing theory in order to investigate the relationship between language, ideology, and AI-mediated communication. The analysis demonstrates that misinformation in AI-assisted news translation may emerge not only through false information, but also through subtle linguistic transformations that influence contextual meaning and public interpretation.

By addressing the intersection of AI, translation, media discourse, and misinformation, this paper contributes to current discussions on AI ethics and responsible communication in contemporary digital journalism.

■ **KEYWORDS** Artificial Intelligence (AI), News Translation, Misinformation, Linguistic Framing, English–Arabic Digital Media

Who Frames, Who Amplifies? Organic Users, Automation, and Narrative Production in Online Political Discourse

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Significant and controversial political issues rapidly turn into online trends today, sparking discussions and debates across platforms. These conversations increase the flow of information between different actors and communities on social media, becoming part of political communication online. Recently, many studies have shown the presence of suspicious or bot-like accounts participating in information flows and political discourse on the online agora. However, most research focuses on detecting automation rather than on the position of bot-like accounts within network discussions, and therefore on what they are actually doing. This study aims to examine the interaction between organic users, suspicious accounts, and the framing of debate on social media. To this end, the study analyzes Twitter/X discussions around two hashtags, direct negotiations (المفاوضات المباشرة) and Lebanese negotiations (المفاوضات اللبنانية), which emerged during the Israeli war on Lebanon around the topic of direct peace negotiations between the Lebanese government and the Israelis. The focus is on the role of automation in shaping political media narratives online.

Drawing on a mixed methods approach, the study combines bot detection techniques, framing analysis of tweets (n = 23,241), and network analysis to explore the dominant narratives, their producers, and their amplifiers.

The findings reveal that an anti-negotiation frame predominated the discussion, reflecting strong opposition to peace negotiations and normalization within the analyzed Twitter discourse. Neutral frames generated by media institutions also played a notable role. A moderate proportion of accounts were detected as highly suspicious or inorganic, while most original posts and framing activity originated from organic users. This shows that organic users act as primary producers of narratives, while suspicious automated accounts serve as amplifiers of an already dominant frame. The results underline the importance of distinguishing between narrative production and narrative amplification when measuring the impact of automation in online political conversations.

KEYWORDS Framing Analysis, Lebanese Israeli Negotiation, Online Discourse, Platform X, Organic Users.



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