

Program - Day 1

8:30 - 9:00 **Registration**

9:00 - 9:30 **Opening Ceremony**

9:00 - 9:02 **Quran**

9:03 - 9:05 **Lebanese National Anthem**

9:06 - 9:12 **MCFA's Vision by MCFA Dean Dr. Ali El-Takach**

9:13 - 9:20 **Welcome by MU President Professor Ali Alaeddine**

9:20 – 9:30 Break

Session 1

9:30 - 11:15 Innovative Newsroom - Hybrid Mode – Moderator: Dr. Hatem El Zein

9:30 - "A European Perspective": Creating a networked pan-European newsroom anchored in public service values (online): Justyna Kurczabinska and Sébastien Noir

10:00 - Advanced Signal Processing Method for the Video Detection and Monitoring of TV Datacenter: Dr. Mohammad Fakhreddine

10:25 - Live and Offline Fully Automated News Monitoring Tools - Lebanon: Hassan Safieddine

11:00 - 11:15 – **Discussions**

11:15 - 11:30 Break

Session 2

11:30 - 13:00 Media and Artificial Intelligence - Hybrid Mode – Moderator: Dr. Imad Moukadem

11:30 - Fact-checking Digital Platforms and Youth in Morocco: A Matter of Trust? (online): Dr. Abdessamad Moutei

11:55 - Leveraging Responsible Artificial Intelligence in Media Development: Ali Srour

12:20 - SmartNews: Automatic data analytics based approach for media intelligence on social media: Dr. Hussein Hazimeh

Program - Day 1 (afternoon)

12:45 - 13:00 – Discussions

13:00 - 14:00 Lunch Break

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Session 3

14:00 - 15:05 Innovative Approaches to Study Talk Shows - Hybrid Mode – Moderator: Rindala Jabbour

14:00 - Approaches to Graduates in Media Research: Case on how to study US Late-night Talk Shows (online): Hussein Kobeissi

14:25 - Tweeting television between innovation and normalization: How Lebanese televisions and audiences make use of Twitter during political talk shows: Chirinne Zebib

14:50 - 15:05 – Discussions

15:05 – 15:20 Break

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Session 4

15:20 - 16:25 Theorisation in the Digital Age - Hybrid Mode - Moderator: Dr. Hussein Hazimeh

15:20 - Shifting from Individualism to Genericism: Personalization as a Conspiracy Theory (online): Dr. Ebrahim Mohseni Ahoeei

15:45 - From spiral data to informational vertex: do the new media and journalism liquify knowledge? Dr. Hatem El Zein

16:10 – 16:25 Discussions

16:30 – End of Day One

Program - Day 2

9:00 - 9:30 **Registration**

Session 5

9:30 - 11:00 AI & Media Industry - Hybrid Mode – Moderator: Professor May Abdallah

9:30 - The impact of artificial intelligence applications on the film and television drama industry (online): **Dr. Nesrin Mohammed Abdel Aziz**

9:55 - Artificial Intelligence contributions in Organizational reputation management and in detecting fake news: **Dr. Lina Ghaly**

10:20 - Artificial Intelligence and Fake News: **Dr. Fadia Hussein**

10:45 - 11:00 – Discussions

11:00 - 11:15 Break

Session 6

11:15 - 12:30 Current Innovative Studies in the Era of AI and Digitalisation - Hybrid Mode – Moderator: Ali Srour

11:15 - Digital transformation of media companies from traditional to multiplatform: A comparative study between Lebanese "L'Orient-Le-Jour" and the French "Sud-Ouest" Newspapers: **Dr. Ali El Takach and Farah Nassour**

11:45 - Understanding Polarity on Fact-based Articles using AI: Brexit case study: **Emna El Mokhtar with Yara & Maya Mahfouz**

12:15 - 12:30 – Discussions

12:30 - 14:00 Break

Program - Day 2 (afternoon)

Session 7

14:00 - 15:30 Current Identity of Journalism and Digital Media Students and Graduates - Hybrid Mode – Moderator: Dr. Ali El Takach

14:00 - Real characteristics of a good Iranian graduate majoring in journalism and media studies: Dr. Omid Ali Masoudi

14:25 - Journalism: As Seen in the Eyes of Current Digital Media Students: Rana Aladdine

14:50 - Multimedia planning strategies as a tool for international Journalism and Media studies (online): Dr. Oleg Dmitriev

15:15 - 15:30 – Discussions

15:30 - 15:45 Break

Session 8

15:45 - 16:50 Disinformation and Fact-checking - Hybrid Mode – Moderator: Rana Aladdine

15:45 - Misinformation in the new media environment (online): Dr. Mustafa Abbas Muhammed Ridha Al-Bayati

16:10 - Fact-checking reality in Tunisia through media coverage of the COVID-19 pandemic: Dr. Walid Hayouni

16:35 - 16:50 – Discussions

16:50 - 17:00 Recommendations and Conference's Closing Ceremony

15:30 - 17:00 - Online workshop: Planning the Elements for Multimedia Stories