

**7<sup>th</sup>** INTERNATIONAL CONFERENCE in  
**COMMUNICATION & MEDIA STUDIES**  
**PEACE-ING IT TOGETHER:**  
**RECONSIDERING COMMUNICATION**  
**COMMUNITY and the MEDIA in the**  
**ANTHROPOCENE**

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**ÇALIŞMALARI KONFERANSI**  
**BARIŞI BİRLİKTE KURMAK:**  
**ANTROPOSEN ÇAĞINDA**  
**İLETİŞİM, TOPLUM VE**  
**MEDYAYI YENİDEN DÜŞÜNMEK**



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2024, Famagusta, Northern Cyprus



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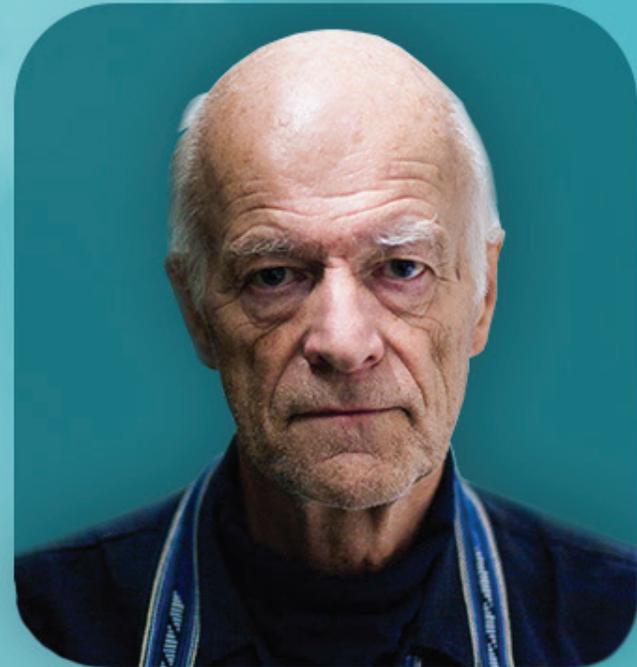
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**Keynote Speaker:**

# **Prof. Emer. Kaarle Nordenstreng**

**Embracing the World Out of Order**



Kaarle Nordenstreng, PhD from the University of Helsinki (1969) is Professor Emeritus of Journalism and Mass Communication at Tampere University (Finland). He has been Vice-President of the International Association for Mass Communication Research (IAMCR, 1972-88) and President of the International Organization of Journalists (IOJ, 1976-90). His research has focused on communication theory, international communication, and media policies. He has written or edited about 90 books and published over 200 articles in journals and anthologies.

More at <https://sites.tuni.fi/kaarle/> He came to Cyprus as a young journalist in the 1960s. Kaarle interviewed leading names such as Carl Gustav Jung, Marshall McLuhan and Alvin Toffler.



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Keynote Speaker:

# Assoc. Prof. Dr. Mashoed Bailie

**Food for Thought: Fueling the  
Debate in Critical Media Studies**



Mashoed Bailie is a senior associate professor of media studies currently serving as a faculty member in the Faculty of Communication and Media Studies at Eastern Mediterranean University. With an academic career spanning more than three decades, Dr. Bailie has contributed to the field of critical media studies through both research and publishing, as well as critical media pedagogy. Throughout his extensive teaching career, Dr. Bailie's research has been published in peer-reviewed journals, edited books, and book chapters with the goal of raising significant questions concerning the role of media in democratic life. Dr. Bailie has focused his pedagogical and research interests on critical media studies in areas that include media literacy, media and democratic society, gender, ethnicity and the media, and the increasingly crucial area of critical media research and the Anthropocene.



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## INTRODUCTION

Dear Colleagues, Dear Guests, Dear Students

Located on the northern half of a multi-cultural but divided island, Cyprus, we were delighted with international responses to our call for papers. From a conflict perspective, we are not living in a vulnerable geography and are gradually becoming more economically vulnerable. Many of our potential contributors could not make it because of insufficient funds in their institution.

In addition to our participants and keynote speakers, many people worked very hard to make our conference possible. The Faculty of Communication and Media Studies hosted and facilitated the conference. The Dean of FCMS, Professor Metin Ersoy, has supported the conference. The organizing committee consisted of myself, our vice dean Nilufer Turksoy, our colleagues Aysu Arsoy, Ulfet Kutoğlu-Kuruç, Yetin Arslan, and Vasvi Çiftçioğlu. We worked hard together despite our teaching and administrative loads.

The academic union of our university, DAU-SEN, provided crucial support. Hediye Su is the sponsor of our water in glass containers. Our assistants and graduate and undergraduate students assisted us in many ways: Yasin Alp Çevik, Olexandra Kalinskaya, Afsaneh Oghbalatab, Valeria Poberjeret, H. Melisa Santürk, Karmel Sobod, Emre Sugel, Aleyna Şengürle and Fahad Tashadud helped us in every stage of preparation.

Having the 7th conference on the same theme, I believe I must say a few words about CRCP's history/past.

In 2006, our founding director, Professor Sevda Alankuş, held the first peace journalism conference and many events to contribute to peace in the region as a communication and media scholar. We are incredibly proud that Sevda Alankuş received the 2023 Niyazi Dalyancı Peace Journalism Award from the Turkish Journalists Association for her work in the field of peace journalism, peace-oriented journalism, and her contribution to reducing the use of violent language in the media.

Our former heads, Süleyman İrvan, Tuğrul İlter, and Metin Ersoy, are still actively working in the field, explicitly emphasizing peace. We thank them all for making this conference possible and CRCP active. We know the center's importance and want to make our voices heard with the participation of you, the peace scholars and activists.

Our first theme was "Communication in Peace/Conflict in Communication," in 2007, it was followed by "(Re)Making and Undoing of Peace/Conflict," in 2014 . We picked the theme of "If you wish peace, care for justice," in 2014, in 2018 we had the theme of "Think; Talk Cultivate Peace."

We hosted well-known keynotes including Garry Hall, professor of postcolonial and cultural studies currently in Coventry University (two consecutive year), Melda Yeğenoğlu in Middle East Technical University, Wilhelm Kemp, Emeritus in University of Konstanz, Oliver Richmond in Manchester University, Stuart Allan in Manchester University.

During the lockdown, we had a 2021 conference with the theme "Peace, Intersectionality and Uncertainties." Sevda Alankuş and İbrahim Shaw, two leading peace journalism scholars, were our keynote speakers.

In this conference Kaarle Nordenstreng and Mashoed Bailie will be our keynote speakers. What do we have in this conference? We have papers on peace journalism, peace-making, peace-keeping-related to both sides of Cyprus, Finland, Nigeria, Palestine, Portugal, and Lebanon. We also have papers on animal rights- and ethnographic studies for peace. Reflecting our theme, we have presentations on global warming and climate change and their representation in the media.

With the diverse range of perspectives and topics represented at this conference, I am confident that our discussions will generate meaningful insights and lead to positive change toward a more peaceful and sustainable world for all.

Hanife Aliefendioğlu

## **“Peace-ing it together” or peace-ing peace? Nigerian Newspaper Framing of Political Discourse on Meta**

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This study employed the qualitative approach in which news frames were qualitatively analysed to examine the kind of frames that drove political discourse in Nigeria’s 2023 presidential political campaigns on Meta-account of four selected newspapers. Content of articles selected were examined through the lenses of framing and peace journalism. Findings reveals a dominance of conflict frames in reporting of the presidential campaigns by the newspapers promoting of the othering discourse as well as emphasis on the negative perception of the other instead of enhancing positive perception. This, the study argues is a signpost to the fact that peace journalism has not yet been entrenched in media practice in spite of the significant increase in peace journalism research scholarship in Nigeria. The study therefore recommends that Nigerian media imbibe peace journalism tenets as a compass to entrench peace journalism practice aimed at promoting peaceful co-existence in a diverse society like Nigeria.

**Keywords:** Peace journalism, framing, political discourse, Meta, Nigerian newspaper.

## **Ethnography as Peace Activism: Rhizomic Re-Conceptualisation of Ethnographic Researcher-Researched Binary**

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Ethnography aims to grasp an in-depth understanding of lived experiences in a social-cultural context. Unlike distant and disengaged objectivist methods to research, ethnography as a qualitative research methodology is a mode of analysis and writing as well which uncovers meaning-making processes through engaging 'thick descriptions' written by the ethnographer 'being there' in the fieldwork. Ethnography as a form of knowledge fundamentally challenges the researcher and the researched binary by minimising the distance between the two through trust building and following participant observations and interviews. This challenge also informs how the positionality of the ethnographer shapes the research process, knowledge productions and understandings. This paper is a reflexive account of my ethnographic fieldwork, during which I studied Varosha narratives of enforced displacement, place attachment and deferred home returning in the context of ongoing decades long political conflict in Cyprus. Drawing on my ethnographic experience, I highlight the complexity of insider/outsider, self/other positionality for a Turkish Cypriot ethnographer doing research with Greek Cypriots (a historically given enemy). I argue for ethnographer's constant reflexive stance to tackle with situational ethics at the intersection of ethnicities and political positioning to allow dialogical and collaborative approaches to ethnographic knowledge production. In my ethnography, the interviewing processes had to shift from question-answer to active co-narration and that shift created an empathic dialogue between the researcher and the researched as an act of peace making. These rhizomic processes helped uncovering conflict-infused political understandings informing the imaginaries and possibilities of urban future in peace.

**Keywords:** Peace activism, reflexive ethnography, Varosha.

## **Representation of the 'Invasive' Marine Species around Cyprus Island on the News Media**

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This research focuses on how invasive marine species are represented in the North Cyprus media and how 'development' changed the environment/landscape in Cyprus. For this purpose, a qualitative content analysis is conducted to explore news coverage of 'invasive' marine species and environmental/natural disasters in North Cyprus media. Also structured interviews are conducted with fishermen's and marine biologists. The results shed light on anthropocentric speciesism, marine pollution and global warming effects in fisheries.

**Keywords:** Anthropocene, Cyprus, marine pollution, global warming.

## **Sustainability and Beyond: Media Frames of Climate Change in Regional Dynamics**

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In the context of climate change discourse, the media plays a pivotal role in shaping public perceptions and influencing policy outcomes. Anthropocentrism's prioritisation of human interests, often reflected in media narratives, can perpetuate environmental degradation by framing such issues within humancentric perspectives (Liu et al., 2016). Ecocentrism, a response to these challenges, encourages a shift in media narratives towards environmental stewardship (Berry, 2006) and the recognition of ecosystems' intrinsic value. As media channels disseminate scientific findings, policies, and positions of various actors involved, their framing choices can significantly impact public awareness. This highlights media's crucial role in steering the discourse towards more sustainable and ecocentric perspectives.

This talk presents an interdisciplinary study exploring climate change media discourse that draws on perspectives from history, sociology, communication science, and film analysis. The investigation focuses on the media's role in shaping public opinion in the climate change debate and addresses regional dynamics. The team compares the variety of frames, visual arguments, or fields of action as presented in Austrian, particularly Lower Austrian, print and visual media. It examines the interplay of frames across time, medium, and journalist perspectives. The authors adopt a multimodal approach by analysing both textual and video sources spanning from the 1970s to the present.

On the one hand, they focus on debates on soy, exploring its centrality in the global food regime and its symbolic significance in discussions about alternative lifestyles and sustainable development. On the other hand, the team analyses the discourse surrounding wind turbines, considering their role as alternatives to fossil fuels and the conflicts they invoke in regional and local contexts.

One of the most recent examples demonstrates how in the Waldviertel region, the Green Party launched a campaign aiming to dispel misinformation about wind energy and to promote a responsible transition away from fossil fuels. It was supported by local businesses and educators and went beyond the traditional anthropocentrism/ecocentrism debate. Embracing sustainability principles, the activists expect local energy production to strengthen the local economy and create jobs while minimising environmental impact. This perspective resonates with the global call for a safe operating space for humanity, acknowledging biodiversity loss and climate change as critical challenges. The Green Party's commitment to sustainable development corresponds to the concept introduced by the Brundtland Commission in 1987 (Brundtland et al., 1987): Meeting current societal needs without compromising the ability of future generations to meet their own. The discourse reflects a transition toward less materialistic values and lifestyles, echoing the principles of Agenda 21 and the broader global focus on sustainability indicators. The Greens emphasise a holistic perspective that considers economic, social, environmental, and institutional factors in the pursuit of sustainability.

By analysing the case, the authors not only reflect on the anthropocentrism/ecocentrism debate but also present their ideas for a systematic methodological framework based on framing analysis, applicable to compare diverse cases. Thereby, the team hopes to enrich the understanding of climate communication across perspectives and time frames.

**Keywords:** Climate change, Communication, wind turbines, soya beans, framing.

## **Discursive Struggles over the Environment: An Ideological Map for Moulding Nature**

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Inhabiting the planet also implies the development of a new set of relationships between humans and non-humans, or, in other terms, between human animals, non-human animals and abiotic matter, which all have their agencies. Grounded in a discursive-material analytical (Carpentier, 2017) perspective, this paper defines these relationships as contested and contingent, and object of intense discursive struggles over the environment, but at the same time structured through particular (anthropocentric) hegemonies.

The paper maps the multitude of hegemonic and counter-hegemonic positions, through the analysis of a series of case studies on Swedish audio-visual documentaries and television series, showing the diversity of these discursive positions, their interconnections, and how they are part of discursive assemblages that structure the struggle between an anthropocentric hegemony and an ecocentric counter-hegemony.

In a second part, the paper reports on the transformation of this ideological map in the core structure of an arts exhibition, literally forming the floor plan of the exhibition, but also engaging with each of the arts works on display at the Moulding Nature exhibition. This example of arts-based research (Leavy, 2015) took place in Stockholm (Sweden), from 26 August till 26 November 2023 and attracted around 6.000 visitors. Through the analysis of this academic-artistic dialogue, more of the complexities of the ideological map (and its contradictions and synergies) will be addressed in this paper.

**Keywords:** Discursive struggle, environment, anthropocentrism, hegemony, arts exhibition.

## **Oyunlařtırmanın Ekonomi Poliđiđi: Yemeksepeti Ödülleri Örneđi ve Lider Panosu Yarıřları**

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Bu eleřtirel analiz çalışması, oyunlařtırmanın pazarlama stratejileri içindeki rolünü ve bunun neo-liberalizm altında kapitalist ideallere nasıl hizmet ettiđini anlamayı amaçlamaktadır. Ayrıca, bu ideolojik yaklaşımın bireylerin mi yoksa kapitalizmin mi çıkarına olduđunu sorgulamaktadır. Kazançlarını artırmak amacıyla Nike, KFC veya Starbucks gibi sermaye odaklı řirketler, dijital tabanlı yenilikleri stratejik olarak kullanma yoluna gitmektedirler. Bu bağlamda, tüketicilere daha fazla harcama yapmaları karşılığında ödüller kazanma fırsatı sunan dijital uygulamalar geliştirilmektedir. Bu çalışma, bu tür uygulamalardan biri olan Yemeksepeti'ni ana odak noktası olarak ele almaktadır. Kazan-kazan olarak sunulan durum, temelde bireylerin belirli ürün veya hizmetleri satın almaya teşvik etmek amacıyla davranıřsal ve psikolojik motivasyonları harekete geçirmeye dayanmaktadır. Uygulamanın kullanımını artırmak amacıyla, satın alma eylemi Yemeksepeti tarafından oyunlařtırılmıř ve kendisini bir kazan-kazan durumu olarak sunmaktadır. Ancak, bu durumun gerçekten bir kazan-kazan durumu olup olmadıđı veya řirketin aplikasyon kullanımını artırmak için kullandıđı bir strateji olduđu tartışmalıdır. Bu arařtırmanın ideolojik çerçevesini oluşturmak amacıyla, Jean Baudrillard'ın tüketim toplumu teorisi, Karl Marx'ın ekonomi poliđiđi ve Christian Fuchs'un dijital iřgücü görüşleri ele alınmıřtır. Bu çerçevede, eleřtirel bir yaklaşım benimsenerek Yemeksepeti örneđi incelenmiřtir. Sonuç olarak, insan doğasının temelinde mevcut olan oyun isteđinin, oyunlařtırma yöntemiyle birlikte bir uygulamaya entegre edilmesi ve suni bir rekabet ortamının oluşturulmasıyla gelirlerin arttırılmasının amaçlanması, kapitalist sistemi destekleyici bir araç olabilir.

**Keywords:** Tüketim, ekonomi politik, oyunlařtırma, yemeksepeti.

## **Interweaving Realms: Exploring Anthropocentrism and Ecocentrism in an Artistic Filmic Narrative**

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This paper explores the ideological struggle between anthropocentrism and ecocentrism using an in-production documentary project as a case study. In particular, it unveils the ways the directorial team works developing the scenario, so that such anthro- and eco- parameters interweave or contest on screen.

The film wishes to stimulate citizens' imagination about solutions and opportunities by unpacking the respective epistemic vocabularies in (terms of) everyday social, habitual and economic interactions. Partially modelled on Aldo Leopold's essay 'Thinking Like a Mountain' (1949), it is envisioned as a procedural hybrid of documentary realism, fiction and AI images, operating as a form of 'animation' to explore the realized potentials of the *mise-en-scène* in articulating such key arguments. It intends to be an assemblage of scenes constructed via montage editing, but distending discontinuity as a vehicle for thematic tension.

Considerably more evocative – especially as it treats artists as a class of being alongside the human, animal and plant – the film symbolically presents the preparations for an imaginary 'Council of All Beings', scheduled to start at exactly midnight, by all invited species. Observations of mundane life, dystopian landscapes and animal behaviors alternate. In parallel, tracing the preparations of two artists, one crafting a mask representing development, technology and the industry, and the other denoting nature and the non-human, the film hints at the classic Adam and Eve binary. The film's tone is developed to be self-referential, presenting itself as a kind of poetic social commentary while also adopting a narrative mode of commentary on climate change and technological progress.

Characteristic dynamics and micro-tensions, representative of the "human vs nature" conflicts are revealed, whilst the ways these are incorporated in an under-production film, are thoroughly discussed.

**Keywords:** Empathy, arts, filmic narrative, documentary, anthropocentrism, ecocentrism.

## **Aunties of Neighborhood: A Mobility Analysis of Women who care for Stray Animals in Turkey**

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In this study, we look at a particular version of violence against women: Violence against women who feed and help stray animals in urban spaces. We will examine the representation of violence cases against women and animals, mostly from their immediate surroundings and neighbors, in Turkey's mainstream media. Our analysis will be based on the right to the city, the right to mobility of women and ecofeminism, and mobility justice. We will conduct a content analysis of the online Hürriyet Newspaper from March 2020, when the pandemic-related closure started, until March 2024. Hürriyet is the highest circulated newspaper in Turkey. After content analysis, we will be conducting semi-structured interviews with women subjected to male violence while feeding stray animals during field research.

**Keywords:** Women, ecofeminism, mobility, stray animals in Turkey.

## **Education for Conscience in Times of Adversity- Preventing Religious Extremism**

### **Rui Correia**

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At a time when wars are multiplying, it is important to understand the origins of these hostilities and to explore sustainable solutions capable of preventing the growth of violent religious extremism, avoiding its escalation into radicalism and, consequently, terrorism. Thus, based on the theories of Goffman's Symbolic Interactionism, Berger and Luckmann's Social Construction of Reality and Lederach's Moral Imagination in Conflict Transformation, as well as an analysis of peace education and peacebuilding programmes, this article aims to understand the role of non-formal education in fostering peacebuilding processes.

The aim will be to explore the turning point in conflict transformation, taking a historical and sociological approach to the role of religion, namely Christianity and Islam, as peacebuilding tools in societies marked by religious diversity and fragmented by episodes of conflict and post-conflict. The evolution of the concept and feeling of peace and violence will be contextualized historically, bringing into dialogue authors such as Hobbes and Galtung, the vision of the Bible and the Qur'an, and the objectives of the United Nations for a more just and balanced society for peacebuilding.

The non-formal educational basis of this study emphasizes above all education for conscience, including strategies to prevent violent extremism, as well as the role of prayer and introspection for individual and collective reconciliation, which are fundamental for dialogue with a view to sustainable peaceful coexistence.

**Keywords:** Peace education, peacebuilding, religious extremism, reconciliation, education for social conscience.

## **Visual Frame Analysis of the UKIP Leave Campaigns 'Turkish Migrant' Brexit Visuals**

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The lead up to the 23 June 2016 parting of ways between the United Kingdom from the European Union, saw vast campaigning from both sides of the campaign spectrums. One of the subjects highest on the agenda was immigration. The UKIP sponsored leave campaign commissioned seven visuals that focused on migration from Turkey. This study analysed this section of the leave campaigns immigration rhetoric, by performing a semiotic and visual frame analysis upon these seven visuals.

The findings displayed significant data of how existing negative connotations and 'othering' ideologies are utilised in the political sphere, particularly in influencing political decisions across a public and conveying messages based on the socio-political climate prevalence. Thus, it was found that the analysed visuals all based their rhetoric upon pre-existing connotations regarding the Turkish identity, in addition to previously invested-in self-other ideologies. The feelings of danger and inconvenience were also conveyed utilising pre-existing ideologies regarding immigration, within a setting of political distrust. In conclusion, the rhetoric of the seven visuals conveyed basing the Brexit decision on Turkey's entrance to the Union, omitting the Union from the decision making process.

**Keywords:** Brexit in UK, Turkey, Immigration, Visual Framing Analysis, Orientalism.

## **Analyzing the Role of Media in Anti-Refugee Hate Speech in Turkey: The Case of the 'Silent Invasion/Sessiz İstila'**

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As of January 2024, Turkey hosts 3.2 million Syrian and some other 300,000 registered refugees with other nationalities under temporary protection. Although the Turkish government strives to integrate the refugee population by opening them routes for employment, education and permanent legal status, the Syrians and other refugees have often been at the receiving end of anti-refugee hate speech committed on social and news media in Turkey. In various instances, Turkish news outlets and users of social media labelled the refugees as 'criminals', 'outcasts' and a 'threat' to Turkey's national identity. This paper particularly seeks to analyze the framing of the refugees (especially the Syrians) as a 'threat to national identity' in the 2022 short film titled 'Silent Invasion/Sessiz İstila' produced by Hande Karacasu as well as the book with the same title published in the same year. We examine the reaction on Turkish social and conventional media to the short film and the book in the context of anti-refugee hate speech. The paper highlights the role of media in perpetration of anti-refugee hate speech.

**Keywords:** Turkey, refugees, hate speech, media.

## **Women and Animals Are Not Pieces of Meat: Women's Resistances to (Hu)man Domination in Turkey**

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The proposed paper focuses on women's resistances to gender-based unequal power structures or what Johan Galtung calls as structural (1969) and cultural violence (1990). In doing this, the paper follows a feminist idea that "liberation rests on the construction of the consciousness, the imaginative apprehension, of oppression, and so of possibility" (Haraway, 1985), and focuses on ways in which women imagine alternative realities, futures, and worlds. Against this background the paper links women's everyday resistance practices, namely coffee cup reading or magic making, with representations and adoptions of a witch identity in the feminist movement in Turkey. As feminists adopting a witch identity came to be known during the Gezi Park movement, this identity can also be read as a signifier of cosmopolitan and ecologically concerned transformative actions and shows their embeddedness in such ideas. The paper first presents the rational organisation of society within modernity through dichotomies and women's coffee cup reading and other "non-rational" practices as everyday resistances within it. Afterwards, the paper narrates a brief history of the transformation of witch images within the feminist movement in Turkey. Finally, the paper discusses the adopted witch identity and its manifestations in transformative actions in relation to the cosmopolitanism, ecological crisis, and peace culture. While presenting and discussing, the paper links the issues with media like novels, films or social media, not least because they are both impacted and have impact on the media.

**Keywords:** Feminism, resistance, peace culture.

## **A Critical Assessment of the Ethical Responsibilities of PR in the Anthropocene Era**

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The present study proposes to explore how PR and communication have engaged with the concept of the Anthropocene. The aim of this paper is to outline the critical conceptualization and usage of PR with case studies to contribute to the philanthropic dimension of societies in the era of Anthropocene and climate crisis. Two-way communication model and the dialogic theory of PR build up the theoretical framework of this study and are used to provide solutions to the concerns on environmental justice and help maintaining a positive image of the usage of PR that has a central role in the discussions about climate change. As Boaz Paldi, UNDP's chief creative officer argued " PR is an integral component in the fight against climate change... this is a long term relationship that can be nurtured for the betterment of the planet" (2023). Hence, PR professionals should attempt to protect the public interest. The potential for PR professionals to shape public opinion necessarily puts pressure on them to consider and practice ethical communication (Coombs and Holladay, 2014). The critiques of PR often highlights the deficiency of one-way communication where sending the message is the major concern. PR professionals especially in the Anthropocene era should not just use two-way communication but they should use two-way communication where dialogue is a necessity. PR professionals should "advocate ethical listening as well as speaking" (Coombs and Holladay, 2014) and should listen to their stakeholders to contribute to the betterment of societies.

**Keywords:** PR, ethical communication, dialogue, Anthropocene

## Diversifying Finnish Newsrooms

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Following the Black Lives Matter movement, editors in many countries began to examine their practices, revealing a failure of diversity ideals (Clark 2022, 3-4.) Additionally, journalists of ethnic minorities started to speak out about how diversity issues had been left on their shoulders. However, they were seen as biased to write about their communities (ibid., 27-28.)

This paper focuses on newsroom diversity in Finland. In Finland, 8.9% of the population speaks languages other than those official in Finland (Tilastokeskus 2023). However, non-Finnish or Swedish-speaking journalists account for less than 0.7% (Huldén 7.2.2022).

I am conducting action research in four Finnish editorial rooms, following four non-Finnish journalists' work. The journalists were identified from the training program for immigrant journalists organized by Haaga-Helia University of Applied Sciences. Since October, I have been shadowing journalists in the editorial rooms, conducting interviews with them alone and with their mentors in the newsrooms.

The research questions are: How would it be possible to improve ethnic diversity in Finnish editorial rooms? What would help immigrant journalists get employed in journalism in Finland?

Preliminary findings indicate that these journalists have access to topics and sources that native Finnish journalists do not have. They were also able to help their colleagues to find new sources for their stories. The language barrier has been tackled in many ways, including the use of AI technology. It appears that the lack of time from the editors' side is the most significant obstacle to an efficient workflow.

**Keywords:** Diversity, ethnicity, journalism.

## **Fifty years of Public Diplomacy and the Quest for 'Peace': The case of Northern Cyprus**

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Fifty years since the peace operation in Cyprus in 1974, and forty years since the declaration of TRNC as an independent state in 1983, what is commonly referred to by many as “the Cyprus problem” continues to linger in spite of a solution or despite a solution having been found. Using United Nations Security Council resolutions 186 (March 4, 1964), 350 (July 20, 1974), 365 (December 13, 1974), 367 (March 12, 1975), 541 (November 18, 1983), 544 (December 15, 1983) and 550 (May 11, 1984) as points of reference, this paper attempts to examine how a country copes with or conducts international relations under political isolation. It argues identifies this isolation as the reason for elusive ‘peace’ and uses public diplomacy conceptual framework to trace how Northern Cyprus has coped with or is dealing with international promotion and external relations. Relatively new as an academic field, public diplomacy is concerned with how countries use non-traditional diplomacy to wield influence and transact external relations as they seek to either directly reach citizens of other countries or with other nation states. This was particularly considered important and interesting for a ‘country’ like TRNC which is only recognized by Turkey but has educational institutions (with combined international student of about 100,000 from over 100 countries around the world) that attests to the need for diplomacy far beyond Turkey. What public diplomacy tools and initiatives does the country have and/or use, and how does it use them in the context of official global policy of international isolation are the key questions that guided the research.

**Keywords:** Public diplomacy; Public Relations (PR); Cyprus, International Relations (IR).

## **Ideological Dimensions of Place-lore in Environmental Conflict Communication**

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In my paper, I explore the use of place-lore (local contextual environment-related narratives) in environmental conflict communication. I rely on ecosemiotics to analyze environmental conflicts and establish connections with environmental communication studies and folkloristics.

Place narratives are a part of environmental communication, they are semiotically dialogical and multi-voiced (Päll 2022). Environmental characteristics, practices related to the environment, and semiotic relations with non-human entities play a pivotal role in shaping these narratives. Place-lore expresses various kinds of sign processes and agencies, including social and environmental “dissent” (see Low 2008), i.e. environments non-concordance with the human interpretation.

Local narratives are activated in conflicts and discussions as part of identity politics, and self-identification mechanisms, but they also have become part of how people tell the story of crises. However, incorporating place-lore into environmental conflicts brings the shift from vernacular communication to conflict communication. This transformation involves the de-contextualization of these narratives from their original local, environment-related context, and adapting a new logic of conflict communication and media representation. The intersection of different discourses (vernacular and official, local and national, etc.) in public discussions and a variety of new media (written and visual media, protest campaigns, rituals, tours, etc.) enables novel trans- and intermedial interpretations of folk narratives. Yet, in heated debates, place-related narratives often become ideological tools to justify, negotiate, or oppose various agendas. In conflict communication, the imaginations and values—the perceptions of conflict parties regarding the environment—assume greater importance than the environment's response to our communication

with it. Emphasizing the discursive over the ontological aspects of environmental communication risks overlooking or ignoring ecological meanings or environmental “dissent” embedded in place narratives. Furthermore, decontextualizing folklore in conflict communication can directly impact the extra-narrative environment itself.

At the same time, contextual vernacular narratives have a potential to create multi-voiced dialogue and make conflict communication more diverse and authentic. Place-lore represent multileveled relations (e.g. personal, collective, historical, contemporary) between the environment and people. It can help actualize various alternative or former ways of relating with the environment, offering empowerment or informative insights amid contemporary conflicts. From this perspective, contextual small-scale narratives, such as place-lore, can be viewed as a means of coping with and adapting to conflict or crisis, and encouraging the dialogue and multi-perspective approaches necessary for conflict management.

To illustrate the two-fold semiotic potential of place-lore and its relevant role in conflict communication I provide examples from some of the most intense public environmental discussions in Estonia, such as the "Forest War" protests against excessive clear-cutting, the Haabersti white willow case in Tallinn, the construction of Rail Baltic, and the debate over mire restoration.

**Keywords:** Eco semiotics, place-lore, local warratives, environmental conflicts, conflict resolution.

## **Narratives and Social Emaginaries for Climate action: The case of the Catalan Climate Assembly**

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In this panel we will present the results from our observation process of the Catalan Climate Assembly, an ambitious participatory initiative promoted by the Catalan Government, which took place in late 2023 and early 2024 in different locations of this autonomous region. This research is a part of an on-going project on environmental storytelling, in which we understand storytelling as a collective process for the creation of experience and meaning (Caraccio, 2022) through situated narrative actions (San Cornelio and Roig, 2022). Our main focus are participatory, bottom-up initiatives or environments that can be considered, (following De Meyer, Coren, McCaffrey and Slean, 2020) creative actions driven by narrative, which can be helpful to reframe environmental challenges "from issue to action".

The Catalan Climate Assembly was deemed as a great opportunity for us to witness what kind of personal and collective narratives emerged in a process presented as open, horizontal, diverse and informed by a sense of agency, as its conclusions will be delivered and discussed in the Catalan Parliament and turned into policy. Thus, our interest was not the participatory process per se, but the experiential narratives elicited by the participants, one hundred citizens chosen randomly and committed to participate in five face-to-face, full-day sessions plus a full-day virtual session, working mostly in small groups. We also took notes about the discourse and communicative strategies from the organisers (heads of the Citizen Participation Board), invited experts (scientists and professionals in energy and food sectors) and mediators (in this case Deliberativa, the company in charge of session facilitation).

Each day, sessions were strictly timed and structured through a series of challenges and priorities set by organisers and reinforced by facilitators in a series of group sessions. Experts were used in the first plenary sessions to set some of the challenges, point out current dilemmas and offer -sometimes conflicting- alternatives.

The Assembly emphasizes the importance of participatory initiatives with strong grassroots elements that could serve as a chance to foster agency for territorial discussion and proposals for action. These kind of open spaces for discussion can become an exponent of new communicative strategies beyond strictly factual communication and future projections based on global data, which are not always as effective as expected (Arlt et al., 2011) in being too broad, too far from citizens' everyday reality and perceived as completely out of our control, which in turn fosters anxiety, indifference, cynicism or negationism.

Our preliminary conclusions (observation is still ongoing) point to the important role of experiential narratives, elicited through group discussions (even if not necessarily present in final reports). These narratives allow for a more nuanced understanding of social imaginaries and perceptions about the climate emergency, which can (and sometimes do) enter in conflict with the broader official media and political discourses based on individual or local responsibility, rather than challenging economic systems.

**Keywords:** Climate change, climate communication, environmental storytelling, participatory processes, climate action.

## **Stages of Social Change: Participatory Theatre as Non-violent Activism**

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This presentation delves into the transformative power of participatory theatre as a tool for non-violent activism, focusing on the innovative Stages project. Initiated under the People's Palace Projects framework, in 2017 Stages engaged a cohort of Queen Mary University students from the Department of Drama in creating an interactive performance under the co-ordination of Shana Swiss and the direction of Dr Canan Salih. Inspired by the pressing Windrush scandal, the project strategically utilized the Ten Stages of Genocide framework from Genocide Watch to examine societal issues through a theatrical lens.

Drawing inspiration from the Ten Stages of Genocide framework developed by Genocide Watch, Stage 3 of the project probes the intricacies of the UK's naturalization system, shedding light on the bureaucratic hurdles and power dynamics that influence citizenship rights, particularly for young people. By employing participatory theatre techniques, the project facilitates citizen activism and community engagement, empowering participants to challenge systemic discrimination and advocate for social change.

In 2022, Stages expanded its impact by disseminating an online toolkit for developing interactive theatre events, amplifying its reach nationally and globally. Moreover, the project's commitment to practice-based research underscores its dedication to fostering community activism and inspiring societal change.

This presentation will elucidate the evolution of the Stages project, exploring its contributions to fostering equality, diversity, and inclusion through the transformative potential of participatory theatre and non-violent activism.

**Keywords:** Participatory theatre, non-violent activism, genocide, citizenship, practice-based research.

## **Peace Discourse in the Official Israeli Government Pages on Facebook: How are Israeli – Arab Normalization Relations Represented Online in 2020**

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In 2020, the Palestinian cause faced a new challenge which was the Israeli-Arab normalization of relations and the signing of peace accords. The turning point was the unprecedented use of Arabic-language social media pages run by the Israeli Ministry of Foreign Affairs. The study focuses on three popular Facebook pages: "Israel Speaks Arabic," "Avichay Adraee", and "Ofir Gendelman". Using Critical Discourse Analysis by Van Dijk, the study seeks to discover the topics that are covered in these pages, the kind of language that is employed to disseminate the Israeli ideology to Arab-speaking Facebook users, the forms of populism that are utilized, and how these forms of populism contribute to the Israeli government's propaganda. Findings show that the peace discourse that is used by Israel on its Facebook pages contained elements of soft propaganda. Focuses on shared cultures between Israel and the Arab countries, promoting tourism, and utilizing the economic benefits from peace accords. The content ignored the issue of the Palestinian-Israeli conflict, ignored the ongoing conflict in the Palestinian territories, such as regional expansion, the wars in Gaza, and endless obstacles in the negotiation process. The peace discourse of Israeli Facebook pages is a systematic, ideological discourse, and populist, as Israel tries to win the Arab public to its favor. It uses a soft, emotional and moral language, while the language contains authoritarian, hegemony, and propaganda ideologies.

**Keywords:** Normalization, Peace, CDA, Populism Propaganda.

## **“Ignore; Until it Reaches your Doorstep” Detachment and the Tactics of Everyday in Northern Cyprus and Northern Lebanon**

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This article explores affective tactics of every day within the context of political violence in northern Cyprus and northern Lebanon. Navigating a transient borderscape, I explore how extended political violence and precarity mold everyday experiences, subjectivities and memory politics. For this, I particularly explore certain practices in Varosha in Cyprus and in Bab al-Tabbaneh–Jabal Mohsen conflict area in Lebanon. Varosha, once a prosperous resort town, was fenced off after its 30,000 inhabitants had to leave following the military intervention in 1974. The town was partially opened for public visits in 2020. As dark tourism took off, the town became a photo shoot background for many people. On the other hand, Bab al-Tabbaneh–Jabal Mohsen are two neighbouring areas in Tripoli with active conflict where people continue their everyday lives despite active violence. As I conceptualise detachment as a state of waiting between what no longer exists and what is yet to come, I will argue that this extended state of waiting prompts affective detachment due to perceived lack of agency which conceals a deeper mourning. I will frame the labor of mourning through a dialogue of how to live on (or not) with what Lauren Berlant (2011: 1) calls the “fantasy of the good life,” conceptualizing everyday narratives of “better life outside the country” or ‘the value of an EU passport’ as modes of optimistic attachment which can only become ‘true’ if the communities validate their loss of agency brought along by the extended political violence and uncertainty.

**Keywords:** Affect, mourning, everyday tactics.

## **Barış Gazeteciliği Perspektifinden Video Gazeteciliğini Düşünmek: BBC News Türkçe Örneği**

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İçinde bulunduğumuz dijital çağda video imajlar, kanaatlerin oluşumunda güçlü bir etkiye (Baker, 2015; 2020) ve yeni haber tüketme pratikleri içerisinde yükselen bir değere sahiptir (Reuters Institute, 2020). Bu noktada video gazetecilik ürünlerinin çatışma ve şiddetin bilişsel açıdan yeniden üretimine olanak sağlamayacak şekilde üretilmesi önemli bir unsurdur (Galtung & Fischer, 2013). Nitekim bu araştırmanın temel sorunsalı; video gazetecilik ürünlerinin barış gazeteciliğinin ilkelerine uygun olup olmadığı ve anlatı çeşitleriyle olan ilişkisidir. Bu çalışmada amaçlı örneklem olarak 7 Ekim 2023 tarihinde Hamas'ın yaptığı saldırının ardından İsrail-Filistin savaşı hakkında BBC News Türkçe YouTube kanalındaki video gazetecilik ürünleri incelenmiştir. Bu video haberler, ilkin yapısal olarak Bock'un (2016) video gazetecilik alanında belirtmiş olduğu anlatı çeşitleri ve ek olarak voice over (selendirme) kullanımı, animasyon kullanımı, öznelerin seçimi (röportajlar) ve şiddet imaj öğeleriyle kategorize edilmiştir. Ardından, Galtung'un (1998) yapısal ve kültürel şiddet kavramları ile barış gazeteciliğinin temel prensipleri olan barış odaklı, gerçek odaklı, insan odaklı ve çözüm odaklı temaları çerçevesinde nitel betimsel analize tabi tutulmuştur (Yıldırım & Şimşek, 2021). Araştırmada sonuç olarak, ana akım gazeteciliğin statik etik ilkelerinin yalnızca teknik anlamda kullanılmasının barış gazeteciliği adına yetersiz kaldığı görülmüştür. Ayrıca, barış gazeteciliğinin gerçek odaklılık prensibi kapsamında, canlı-amatör görüntülerin anlatı içerisinde teyitçilik ekseninde kullanılması önerilmektedir. Barış dilinin kurulması ve empatiye yönelik ise, politik aktörlerden ziyade, her iki taraftan sivillerin şiddetin meşrulaştırılmasını sorgulayan, eleştiren görüşlerine yer verilmesi önem arz etmektedir. Böylece şiddetin ideolojik yapısının hem ana iletide hem de metnin bilinçdışında zeminsizleştirilebileceği mantıksal kurgu oluşturulabilir ve araçsal kurguda anlatı çeşitlerinin kullanımı, barış gazeteciliği perspektifiyle işlevselleştirilebilir.

**Keywords:** Barış gazeteciliği, video gazetecilik, yapısal şiddet, kültürel şiddet, anlatı çeşitleri.

## Halkla İlişkiler ve Sosyal Medya Influencerları

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Kurumsal ve kişisel uygulama pratiklerinde halkla ilişkiler süreci kapsamında stratejik iletişim planlama ve uygulamalarının giderek önem kazandığı görülmektedir. Bu doğrultuda belirlenen iletişim araçlarının etkinliği de önem taşımaktadır. Özellikle sosyal medya araç ve ortamlarının da bu iletişim sürecinde yer almaları ile birlikte farklı iletişim araçları, unsurlarının da varlığından söz etmek mümkündür. Kurumların halkla ilişkiler süreçlerinin uygulama ve yönetim süreçlerinde bu unsurlardan olan sosyal medya influencerları dikkat çekmektedir. Sosyal medya influencerları halkla ilişkiler pratiklerinin yanı sıra iletişim süreçlerinde de yer almaktadırlar. Stratejik planlama dahilinde bir iletişim unsuru/aracı özelliği ile bu süreçlere dahil edilmektedirler. Özellikle kurumsal boyutta gerçekleştirilen iletişim planlama süreçlerinde, sahip oldukları ve yarattıkları etki, etkileşim ile dikkat çekerek bir iletişim araç olarak konumlandırılabilirler. Bu çalışma, stratejik iletişim sürecinde bir iletişim unsuru olarak sosyal medya influencerlarının nasıl yer aldıklarının ortaya konmasına yönelik bir değerlendirmeye odaklanmaktadır. Bu çerçevede ilgili alandaki influencerların yer aldıkları uygulama pratiklerine yönelik genel bir değerlendirme yapılması planlanmaktadır. Söz konusu uygulama pratikleri mevcut örnekler ile açıklanacaktır. Bu doğrultuda, influencerlar, sanal influencerlar ve çocuk influencer başlıkları dahil edilecektir. Çalışma bu yönü ile kurumsal boyutta ele alınmaktadır, kurumsal uygulama pratiklerine ilişkin örneklere yönelik değerlendirme yapılması planlanmaktadır

**Keywords:** Halkla ilişkiler, influencer, social media.

## **Media Literacy Enhanced with Peace Journalism Codes for Citizens and Journalists in Conflict Regions**

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With the emergence of social media platforms in a rapidly developing digital era, digital media in particular have become deeply rooted in our daily lives, evolving into an essential component. Similar to media professionals having responsibilities in disseminating information, media users also hold certain obligations in terms of the information they share. The current study aims to explain how both professional journalists and social media users as citizen journalists can adapt peace journalism principles when engaging with media content, offering a fresh perspective on media literacy in conflicted and divided societies. That is, embracing peace journalism principles (which are peace-oriented, truth-oriented, people-oriented, and solution-oriented) in consuming, producing, or sharing content related to daily issues or inter-communal disagreements might produce win-win scenarios for conflicted groups. In essence, cultivating those principles in both news and social media posts can contribute to combating disinformation, thereby encouraging a more informed comprehension of different viewpoints among conflicted groups.

**Keywords:** Peace journalism, media literacy, citizen journalism.

## **A Comparative Frame Analysis of International News Media Coverage of Kashmir Conflict**

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The status of Kashmir valley has been the reason of bilateral conflict between India and Pakistan for the last seven decades. Years of conflict, human rights violations, inhumane lockdowns, media black-outs, militarization and militancy has left severe impact on the people of Kashmir and turned them into an unequal target of region's instability. Media has been reporting on Kashmir issue on local or regional level. After the Pulwama attack and abrogation of article 370, the Kashmir issue once again came into limelight in international news media. It is the responsibility of media to provide public unbiased and objective information and this responsibility increases while reporting the conflicts. This paper aims to investigate the international news media's coverage of Kashmir conflict through Frame analysis of selected news post Pulwama attack. The media houses selected for this purpose are the most renowned ones with extensive viewership across the world i.e. CNN News, BBC News, TRT World News and Al Jazeera News. The study concluded that the international news media are sympathetic towards the victims of the Kashmir conflict and highlight the human rights violations in Kashmir.

**Keywords:** Frame Analysis, women in Kashmir, conflict news, Pulwama attack.

## **CALL FOR PAPERS**

# **The 7th International Communication and Media Studies Conference Peace-ing it Together: Reconsidering Communication, Community and the Media in the Anthropocene**

4-6 April 2024 in Famagusta, Northern Cyprus

The Center of Research and Communication for Peace in the Faculty of Communication and Media Studies at Eastern Mediterranean University is pleased to invite submissions addressing the general theme of the 7th International Communication and Media Studies Conference. The conference will take place from April 4th to April 6th, 2024, under the theme "Peace-ing it Together: Reconsidering Communication, Community and the Media in the Anthropocene". The event will be hosted in Famagusta, Northern Cyprus. Our conference aims to bring together a diverse range of scholarly activities, offering a platform for academic scientists, early-stage researchers, and graduate students to exchange experiences and present research findings across various aspects of communication. Furthermore, it provides an opportunity for researchers to present and discuss recent innovations, emerging trends, and challenges encountered, and solutions developed within the field of Communication and Media Studies. We welcome research papers in both English and Turkish, covering a wide range of topics, including but not limited to:

### **1. Anthropocentrism: Nonhuman Animals and the Media**

Animals, images and anthropocentrism  
Anthropomorphized nonhuman animals in filmic text

### **2. Global Peace and Conflict**

### **3. Peace Journalism**

Cyprus Media and Future Media Professionals  
Post-truth  
Fake news/validating news  
Crisis, disaster and media  
Social media literacy

**4. Gender and Peace**

Peace and visibility of LGBTI+ People

Women as peacebuilders

**5. Equality, Diversity and Inclusion**

Non-violent activism

Civil disobedience

**6. Peace for Environmental Crisis-Global Warming-Climate Change**

Youth and children's activism

Island dynamics

**7. Racial and Ethnic Studies from Peace Perspective**

**8. Crisis and Disaster Communication and Management and Communication Disaster(s)**

**9. Peace Through Art**

Collective Cinema Experience and Audience

Cinema, Film and Audiences

**10. PR and Peace Building**

Crisis communication

Strategic communication and peace

**11. Social Justice and Digital Divide**

**12. Human Mobilities, Migration and Displacement**

Social movements and activism

**13. Peace in Education, Education in Peace**

**14. Other issues**

Participants are requested to send an abstract (max. 250 words) and a short biography.



2024, Famagusta, Northern Cyprus