8th INTERNATIONAL CONFERENCE in COMMUNICATION & MEDIA STUDIES

# CONFERENCE SCHEDULE

## TRUTH AND TRUST IN THE AGE OF AI

**12-13-14 November 2026**
**Famagusta, North Cyprus**

CRCP - Center of Research and Communication for Peace
Faculty of Communication and Media Studies
Eastern Mediterranean University

# 1ST DAY
# 12TH NOVEMBER

## 09:00–10:00

REGISTRATION & WELCOME COFFEE

## 10:00–10:30

OPENING REMARKS



## 10:30–12:00

**OPENING KEYNOTE SPEECH:**
PROF. DR. THOMAS HANITZSCH
LUDWIG-MAXIMILIAN UNIVERSITY
MUNICH



## 12:00–13:00
# LUNCH BREAK

## 13:00–14:10

**FCMS M007 - PROF. DR. AYSEL AZİZ HALL**

### AI, POLITICAL COMMUNICATION & INFORMATION INTEGRITY

Prof. Dr. Elif Asude TUNCA - European University of Lefke

FACE-TO-FACE

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| **VICTORY AWHOTU AGBERIA**<br>BAHÇEŞEHİR CYPRUS UNIVERSITY | AI, SOCIAL MEDIA AND THE TRANSNATIONAL DIFFUSION OF FAR-RIGHT POPULISM: THE 2026 MECKLENBURG-VORPOMMERN ELECTION |

FACE-TO-FACE

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| **HAKAN KARAHASAN**<br>ARKIN UNIVERSITY OF CREATIVE ARTS AND DESIGN<br>**İBRAHİM BEYAZOĞLU**<br>EASTERN MEDITERRANEAN UNIVERSITY | THE DECLINE IN (MEDIA) LITERACY, THE RISE OF THE FAR RIGHT AND THE USE OF AI |

FACE-TO-FACE

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| **SAFIYYAH ADAM**<br>EASTERN MEDITERRANEAN UNIVERSITY<br>**METİN ERSOY**<br>EASTERN MEDITERRANEAN UNIVERSITY | IS JOURNALISM IN TROUBLE? BYPASSING JOURNALISM, SOCIAL MEDIA AND AI POWERED POLITICAL COMMUNICATION IN THE GLOBAL SOUTH |

ONLINE

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| **MARTHA MSOO HILE**<br>EASTERN MEDITERRANEAN UNIVERSITY | SEEING IS NO LONGER BELIEVING:<br>AI-GENERATED DEEPFAKES, DIGITAL LITERACY, AND PUBLIC TRUST IN NIGERIA |



## 14:10–14:25
# COFFEE BREAK

## 14:25–15:20

**FCMS M007 - PROF. DR. AYSEL AZİZ HALL**

### DIGITAL AUDIENCES, PARTICIPATORY CULTURE & AI

Dr. İsmail KIZILBAY - Eastern Mediterranean University

FACE-TO-FACE

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| **TAMAR DAMBO**<br>EASTERN MEDITERRANEAN UNIVERSITY | FROM FAN PLAY TO PROMOTIONAL LABOUR. GENERATIVE AI, PARTICIPATORY CULTURE, AND POWER IN NICKI MINAJ'S GAG CITY. |

ONLINE

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| **FLORA HAJDARMATAJ**<br>TURKISH MAARIF FOUNDATION IN KOSOVA | WHY UNIVERSITY STUDENTS USE CHATGPT: A USES AND GRATIFICATIONS STUDY IN KOSOVA |

FACE-TO-FACE

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| **NİL YÜCE**<br>EASTERN MEDITERRANEAN UNIVERSITY | FROM TIME-SHIFTING TO SPEED-WATCHING: AUDIENCE AUTONOMY, DROMOLOGY, AND THE POLITICS OF NARRATIVE TIME |



## 15:20–15:35
## COFFEE BREAK

## 15:35–17:05

**FCMS M007 - PROF. DR. AYSEL AZİZ HALL**

### TURKISH-LANGUAGE PERSPECTIVES: AI, MEDIA, CINEMA & MEMORY

Prof. Dr. Fevzi KASAP - Near East University

FACE-TO-FACE

**BARÇIN BOĞAÇ**
EASTERN MEDITERRANEAN UNIVERSITY

ÜRETKEN YAPAY ZEKA DESTEKLİ GÖRSEL UYARIM: SÖZLÜ TARIH ARAŞTIRMALARINDA TEMSİL VE TANIKLIK

FACE-TO-FACE

**NİLÜFER TÜRKSOY**
EASTERN MEDITERRANEAN UNIVERSITY
**METİN ERSOY**
EASTERN MEDITERRANEAN UNIVERSITY

MEDYA ETIĞİNİN SÖYLEMSEL HARİTASİ: KKTC MEDYA ETİK KURULU KARARLARI ÜZERİNE BİR İNCELEME

FACE-TO-FACE

**YETİN ARSLAN**
EASTERN MEDITERRANEAN UNIVERSITY

SMUGGLING HENDRIX FİLMİNDE 2003 SONRASI KIBRIS'TA SINIR, GÜNDELİK YAŞAM VE ABSÜRTLÜK

FACE-TO-FACE

**PEMBE BEHÇETOĞULLARI**
EASTERN MEDITERRANEAN UNIVERSITY

MARJORIE PRIME'DA BELLEK, YAŞLANMA VE YAPAY ZEKA

FACE-TO-FACE

**SEMA GÜMÜŞ**
BAĞIMSIZ ARAŞTIRMACI

MARKA ANLATILARINDA YAPAY ZEKÂ KULLANIMI: DİJİTAL ÇAĞDA HİKÂYE ANLATIMININ DÖNÜŞÜMÜ

## 13:00–14:30

**FCMS M112**

### DIGITAL TRUST, TRANSLATION & CULTURAL AUTHENTICITY

Prof. Dr. Nuran ÖZE- Arkın University of Creative Arts and Design

FACE-TO-FACE

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| **ASLI TUNÇ**<br>İSTANBUL BİLGİ UNIVERSITY | THE FILTERED PHYSICIAN: VERIFICATION, AUTHENTICITY, AND AI IN HEALTH INFLUENCER ECOSYSTEMS |

FACE-TO-FACE

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| **EVA VEDERNIKOVA**<br>KAZAN FEDERAL UNIVERSITY | THE FRAGILE INFRASTRUCTURE OF DIGITAL TRUST: AI ADAPTATION AND INFRASTRUCTURAL COLLAPSE IN RUSSIA |

FACE-TO-FACE

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| **ARZU SÜZMEN YALÇINKAYA**<br>INDEPENDENT RESEACHER | THE DIGITAL AFTERLIFE OF AŞIK VEYSEL: CULTURAL HERITAGE, AUTHENTICITY, AND TRUST IN THE AGE OF AI |

FACE-TO-FACE

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| **SERAN BEYAR**<br>UNIVERSITY OF MEDITERRANEAN KARPASIA | ANALYSIS OF AI ADOPTION, SAFETY COMMUNICATION, AND PUBLIC TRUST IN AVIATION MANAGEMENT |



**14:30–14:45**
COFFEE BREAK

## 14:45–16:05

**FCMS M112**

### POLITICAL POWER, HEGEMONY & STRATEGIC COMMUNICATION

Prof. Dr. Aslı TUNÇ - İstanbul Bilgi University

FACE-TO-FACE

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| **HANİFE ERİŞEN**<br>EASTERN MEDITERRANEAN UNIVERSITY | REPRESENTATION OF FIFA2022 AND FIFA 2026: CLASH OF SOFT-POWER POLITICS AND SPORTSWASHING AGAINST MEDIA IMPERIALISM |

FACE-TO-FACE

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| **OLGA BAYSHA**<br>NATIONAL RESEARCH UNIVERSITY HIGHER SCHOOL OF ECONOMICS | GENERATIVE AI AND THE REPRODUCTION OF HEGEMONIC DISCOURSES |

FACE-TO-FACE

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| **THIANE NEVES BARROS**<br>UNIVERSITY OF BRADFORD | PLANTATION MEMORIES: PLANTATIONS, DATA CENTRES AND THE MASK OF SILENCING |

FACE-TO-FACE

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| **SEVİLAY ULAŞ**<br>ÇANKAYA UNIVERSITY | PERSUASION ROLE OF SMI'S IN PUBLIC RELATIONS: COMPARISON OF HUMAN & KIDS & AI INFLUENCERS. |




**17:30**

SHUTTLE DEPARTURE FOR DINNER AT SABOR RESTAURANT NICOSIA

**(ARRIVAL: 18:30)**

# 2ND DAY
# 13TH NOVEMBER



**10:00–11:00**

**KEYNOTE SPEECH:**

PROF. DR. MUSTAFA HALİLSOY

EASTERN MEDITERRANEAN UNIVERSITY

## 11:15–12:35

**FCMS M007 - PROF. DR. AYSEL AZİZ HALL**

### GENDER, CONFLICT,TRAUMA & VISUAL TESTIMONY

Prof. Dr. Hanife ALİEFENDİOĞLU - TED University

FACE-TO-FACE

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| **AYÇA DEMET ATAY**<br>NEAR EAST UNIVERSITY | GENDER-TRANSFORMATIVE PEACE COMMUNICATION: A CONCEPTUAL FRAMEWORK |

FACE-TO-FACE

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| **CEMRE CENGİZ**<br>EASTERN MEDITERRANEAN UNIVERSITY | DEPICTING SEXUAL ASSAULT THROUGH THE EROTICIZED FEMALE BODY IN TURKISH MELODRAMAS |

FACE-TO-FACE

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| **NİHAN ZEREN**<br>EASTERN MEDITERRANEAN UNIVERSITY | REPRESENTATIONS OF TRAUMA IN MEDIA: WOMEN'S TESTIMONIES OF THE 1980 TURKISH COUP IN MAINSTREAM NEWSPAPERS |

FACE-TO-FACE

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| **KARMEL SOBOH**<br>EASTERN MEDITERRANEAN UNIVERSITY | CAPTURING CONFLICT THROUGH THE EYES OF FEMALE JOURNALISTS: A VISUAL ANALYSIS OF INSTAGRAM POSTS |



## 12:35–13:35

LUNCH BREAK

## 13:35–14:55

**FCMS M007 - PROF. DR. AYSEL AZİZ HALL**

### AI, CRISIS COMMUNICATION, KNOWLEDGE & FAN IDENTITY

Prof. Dr. Metin ERSOY - Eastern Mediterranean University

FACE-TO-FACE

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| **ÜLFET KUTOĞLU KURUÇ**<br>EASTERN MEDITERRANEAN UNIVERSITY | A STUDY OF OPPORTUNITIES AND OBSTACLES OF AI USES IN CRISIS COMMUNICATION AND MANAGEMENT |

FACE-TO-FACE

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| **SAHİRE ARSLAN**<br>İSTANBUL BİLGİ UNIVERSITY | MACHINE TRANSLATION AND AI TRANSLATION ON LITERARY TEXTS: PERSPECTIVES OF TURKISH TRANSLATORS |

FACE-TO-FACE

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| **JOSEPHINE OJIMA OHIEMI**<br>EASTERN MEDITERRANEAN UNIVERSITY | EPISTEMIC STANCE AND FACTUAL RELIABILITY IN AI-GENERATED TOBACCO RISK EXPLANATIONS |

ONLINE

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| **SIYI KONG**<br>NORTHEAST NORMAL UNIVERSITY | SYMBOLIC PERFORMANCE AND THE SIMULATION COMMUNITY A STUDY OF FAN IDENTITY IN SHORT-VIDEO AIGC-TAGGED TALENT SHOWS |



## 14:55–15:05

## COFFEE BREAK

## 11:15–12:35

**FCMS M112**

### HUMAN CONNECTION, COMMUNICATION & CREATIVE AI

Prof. Dr. Bahire EFE ÖZAD - Eastern Mediterranean University

FACE-TO-FACE

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| **CANAN SALİH**<br>EASTERN MEDITERRANEAN UNIVERSITY | THE IRREPLACEABLE ENCOUNTER: APPLIED DRAMA, TRUST AND HUMAN CONNECTION IN THE AGE OF AI |

FACE-TO-FACE

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| **MERYEM EZEL**<br>EASTERN MEDITERRANEAN UNIVERSITY | BEYOND TRANSLATION: ARTIFICIAL I NTELLIGENCE AND THE LIMITS OF COMMUNICATIVE UNDERSTANDING — A HABERMASIAN PERSPECTIVE |

FACE-TO-FACE

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| **AFSANEH OGHBATALAB**<br>EASTERN MEDITERRANEAN UNIVERSITY | THE USE OF AI IN GRAPHIC DESIGN |

## 12:35–13:35

## LUNCH BREAK



## 13:35–14:55

**FCMS M112**

### BRAND AUTHENTICITY, ADVERTISING & SUSTAINABILITY

Assoc. Prof. Dr. Aysu ARSOY - Eastern Mediterranean University

FACE-TO-FACE

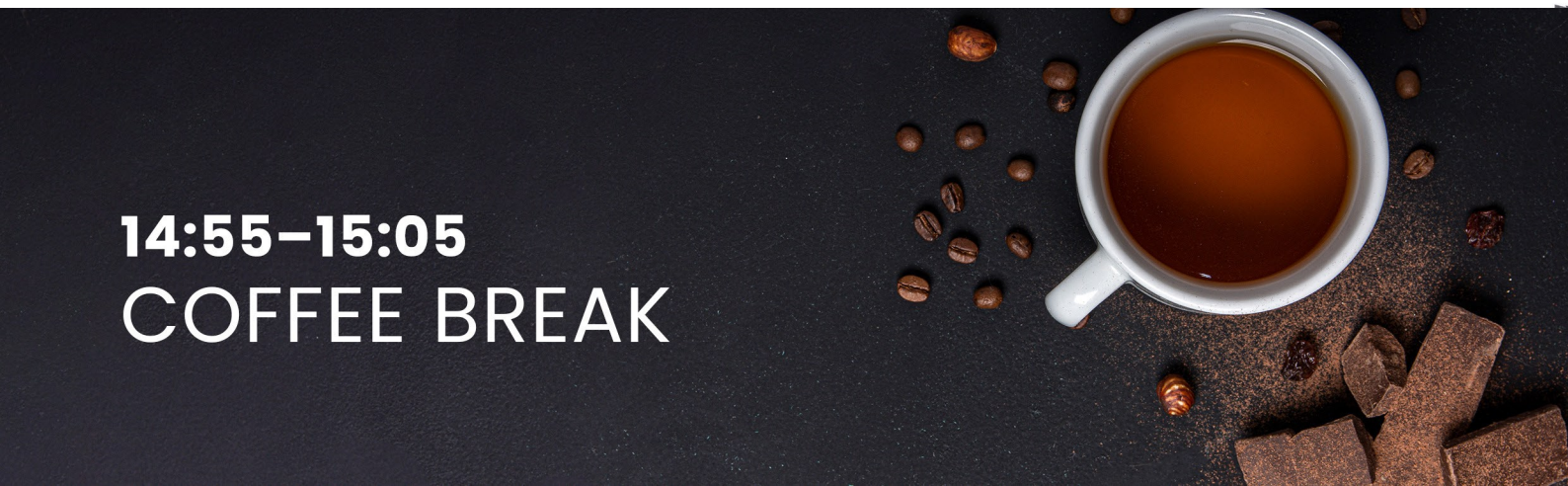
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| **MEHMET TOKATLI**<br>TRAKYA UNIVERSITY | NOT POWERED BY AI: HOW BRANDS CONSTRUCT TRUST AND AUTHENTICITY BY REFUSING ARTIFICIAL INTELLIGENCE |

FACE-TO-FACE

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| **ANIL KEMAL KAYA**<br>EASTERN MEDITERRANEAN UNIVERSITY | LEGITIMIZING GENERATIVE AI AS A COGNITIVE PROSTHESIS: A FRAMING ANALYSIS OF APPLE AND SAMSUNG ADS. |

FACE-TO-FACE

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| **UMUT AYMAN**<br>EASTERN MEDITERRANEAN UNIVERSITY | CRADLE-TO-CRADLE: CIRCULAR FASHION AND ITS COMMUNICATION IN THE TURKISH FASHION INDUSTRY: A CASE STUDY OF NIVO |



## 14:55–15:05

COFFEE BREAK

# 3RD DAY
# 14TH NOVEMBER

## 09:30 - 12:00
## FAMAGUSTA CULTURE TOUR

**(SHUTTLE WILL DEPART FROM THE FACULTY BUILDING)**

Eastern Mediterranean University

FCMS Faculty of Communication & Media Studies

CRCP Center of Research and Communication for Peace

CÁPPO PARFUM



Assoc. Prof. Dr. NİLÜFER TÜRKSOY (Chair)

Prof. Dr. METİN ERSOY

Prof. Dr. BAHİRE ÖZAD

Assoc. Prof. Dr. ÜLFET KUTOĞLU KURUÇ

Asst. Prof. Dr. YETİN ARSLAN

Asst. Prof. Dr. BARÇIN BOĞAÇ

Asst. Prof. Dr. PEMBE BEHÇETOĞULLARI

Dr. Nil Yüce

Research Assistant AFSANEH OGHBATALAB

Research Assistant MELİS APEL

Eastern Mediterranean University

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CÁPPO PARFUM