2022

London, UK and Online
July 21–24, 2022

ECAH
EUROMEDIA

The 10th European Conference on Arts & Humanities

The 9th European Conference on Media, Communication & Film

CONFERENCE GUIDE

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Future Talent Council

URBAN INCD INCERC

IAFOR has entered into a number of strategic partnerships with universities across the world to form the IAFOR Global Partnership Programme. These academic partnerships support and nurture IAFOR's goals of educational cooperation without borders, connecting the organisation with institutions that have an international and internationalising profile, and a commitment to interdisciplinary research. The IAFOR Global Partnership Programme provides mutual recognition and scope for Global Partner institutions and organisations to showcase their research strengths, as well as engage in the development of projects and programmes with IAFOR.

Letter of Welcome

Welcome to London! Welcome to the Conference!

It gives me great pleasure to return to London, and to be able to again welcome people from many different countries, after the disruption of the global coronavirus pandemic.

This European conference series is held in the heart of London, and in University of London facilities around the Bloomsbury area, in UCL, Birkbeck, and SOAS. This area is extraordinarily intellectually rich, and we are happy to be able to weave our conferences into the cultural fabric of the city. An IAFOR conference is contextualised and informed by its physical location, taking into account local specific cultural and national issues, but brings these to a global audience, which in turn brings its own comparative and contrastive perspective, with location, framing great discussions and debates. In this way, an IAFOR conference is a unique two way bridge between the local and the global.

In the wake of the pandemic, and in an atmosphere of growing international tensions, it has never been more important for politically independent organisations such as IAFOR to continue to offer spaces and places for open, rigorous and challenging dialogue. The global pandemic has forced the introduction of technologies that has created extraordinary opportunities for a widening of inclusion, but it has also created and/or exacerbated divisions between those who do and don't have access to technology, as well as to issues around how those spaces are surveilled and controlled. Some scholars have never been more free to engage and collaborate with colleagues and friends, but others have never been more cut off, and more at risk. These current challenges and opportunities will be omnipresent in our discussions over the time we have together, and lie at the heart of our mission, to promote international exchange, facilitate heightened intercultural awareness and encourage interdisciplinary discussion, so as to nurture collaborations in the global public interest.

As we return to face to face teaching and conferences, and in the face of global uncertainties, we have an extraordinary common project of innovating, reimagining and reinvigorating our global academic community within our home institutions, and within IAFOR itself. As a part of our new and improved membership programme, members can now register to attend and participate in all of our global conferences online, included in the cost of their annual membership. Any given conference can engage with innovative technologies to make their event better, but what makes IAFOR unique is that we have conferences in different locations around the world, and throughout the year. We want conference attendees not only to see the conference as a one off event, but encourage them to become members so they can become part of an ongoing and evolving participatory programme. Members are encouraged to join other conferences in different parts of the world, in their field, and in those in which they have an interest. This will offer members unparalleled continuing opportunities for professional and academic development, and breathe new life into this International Academic Forum. So if you are already a member then please spread the word, and if you are not, then please join us!

It remains for me to thank the conference organising committee for their work in putting together such a great programme. I would also like to thank the keynote and plenary speakers, as well as each and every one of the presenters and audience, joining us in London, or online from more than a hundred countries around the world. This hybrid conference will contain both onsite and online components, and I encourage your active participation in all parts of the event.

I look forward to meeting you all!

Dr Joseph Haldane
Chairman & C.E.O, The International Academic Forum (IAFOR)
Guest Professor, Osaka School of International Public Policy (OSIPP), Osaka University, Japan
Visiting Professor, Doshisha University, Japan & The University of Belgrade, Serbia
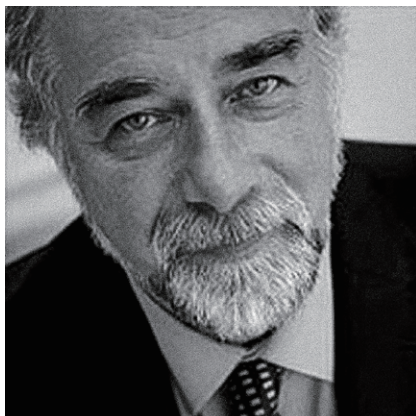Honorary Professor, University College London (UCL), UK
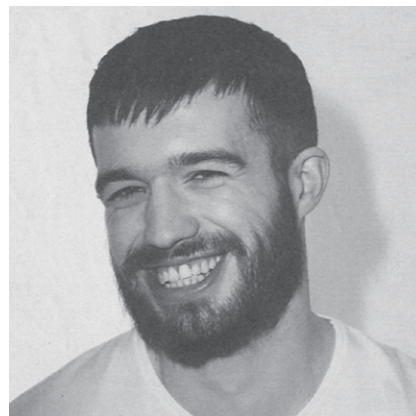Member, Expert Network, World Economic Forum

Organising Committee

Anne Boddington
Kingston University, United Kingdom

Bruce Brown
Royal College of Art, United Kingdom

Matthew Coats
University of Brighton, United Kingdom

Joseph Haldane
IAFOR, Japan

Donald E. Hall
University of Rochester, United States

James Rowlins
Singapore University of Technology and Design, Singapore

Gary E. Swanson
University of Northern Colorado (fmr.), United States

Become an IAFOR Member

IAFOR provides an excellent personal and professional environment for academics and scholars of all ages and backgrounds to come together and exchange the latest ideas, and inform each other's perspectives through their own cultural and disciplinary background and experiences. We are able to do this thanks to the exceptional network of individuals and institutions around the world who support our work and help shape our exceptional events globally. We emphasise the nurturing and supporting of young academics from different backgrounds, providing mutual advice and guidance, and offer more senior academics the chance to forge working relationships outside of their traditional networks.

In a world where division and strife are underlined and played up in national and local contexts, and political posturing frequently seeks to ostracise and demonise, IAFOR is committed to working across cultural and national borders, and to work to bring people together. We believe that mature human interaction and academic and cultural exchange are essential to offering positive versions of the future, where cooperation happens with individuals and institutions who share a commitment to bridge divides, to being good global citizens, and to making the world a better place.

By becoming a member, you will become a stakeholder in the IAFOR mission of facilitating international exchange, encouraging intercultural awareness, and promoting interdisciplinary discussion in the hope and expectation of generating and sharing new knowledge. Join us now in this growing global organisation, and help make a difference today.

To learn more about IAFOR membership, please visit:

www.iafor.org/membership

July 21 | All times are British Summer Time (UTC+1)
Thursday at a Glance (Online)

Location: Online

09:00-09:20   **Online Conference Opening Address**
Joseph Haldane, IAFOR, Japan

09:20-11:25   **Live-Stream Presentation Session 1**
Room A: Literature / Literary Studies
Room B: Film & Theatre

11:25-11:35   Break

11:35-13:15   **Live-Stream Presentation Session 2**
Room A: Interdisciplinary Arts
Room B: Interdisciplinary Media

13:15-13:25   Break

13:25-15:05   **Live-Stream Presentation Session 3**
Room A: Interdisciplinary Arts & Humanities
Room B: Critical and Cultural Studies, Gender and Communication

15:05-15:15   Break

15:15-16:15   **Panel Presentation**
Nonpartisan News Reporting in an Age of Partisanship
Alec Klein, Wyoming Truth, United States
Edward Klein, Wyoming Truth, United States
Shen Wu Tan, Wyoming Truth, United States
Madeline Thulin, Wyoming Truth, United States

July 22 | All times are British Summer Time (UTC+1)
Friday at a Glance

Location: Birkbeck, University of London

12:30-13:00	Conference Registration & Coffee	MAL G16
13:00-13:10	Announcements	MAL B34
13:10-13:25	**Conference Welcome Address	MAL B34** Joseph Haldane, IAFOR, Japan
13:25-14:10	**Keynote Presentation	MAL B34** *Designing Back Better* Minnie Moll, Design Council, United Kingdom
14:10-14:25	Coffe Break	MAL G16
14:25-15:10	**Keynote Presentation	MAL B34** *Design for a Regenerative Circular Economy* Andrew Morlet, Ellen MacArthur Foundation, United Kingdom
15:50-16:00	Conference Photograph	The British Museum
16:00-20:00	The British Museum Group Visit
20:00-21:00	Conference Meet & Greet

SCAN ME

July 23 | All times are British Summer Time (UTC+1)
Saturday at a Glance

Location: Birkbeck, University of London

09:40-11:20   **On-site Parallel Session 1**
MAL 539 (5F): Literature / Literary Studies
MAL 540 (5F): Media Disaster Coverage

11:20-11:35   Coffee Break | MAL 538 (5F)

11:35-12:50   **On-site Parallel Session 2**
MAL 539 (5F): Inclusion & Identity
MAL 540 (5F): Education

12:50-13:50   Break

13:50-15:30   **On-site Parallel Session 3**
MAL 539 (5F): Literature / Literary Studies
MAL 540 (5F): Interdisciplinary Communication

15:30-15:45   Coffee Break | MAL 538 (5F)

15:45-17:00   **On-site Parallel Session 4**
MAL 539 (5F): Performing Arts Practices:
Theater, Dance, Music (Workshop)
MAL 540 (5F): Interdisciplinary Arts & Media

SCAN ME

July 24 | All times are British Summer Time (UTC+1)
Sunday at a Glance

Location: Birkbeck, University of London

10:00-11:40	**On-site Parallel Session 1** MAL 539 (5F): Interdisciplinary Arts MAL 540 (5F): Political Communication
11:40-12:40	Break
12:40-13:55	**On-site Parallel Session 2** MAL 539 (5F): Interdisciplinary Arts MAL 540 (5F): Cultural Studies
13:55-14:10	Coffee Break | MAL 538 (5F)
14:10-15:50	**On-site Parallel Session 3** MAL 539 (5F): Arts & Education MAL 540 (5F): Science, Environment and the Humanities
15:50-16:00	**Closing Session | MAL 539 (5F)** Joseph Haldane, IAFOR, Japan

SCAN ME

IAFOR Publications

Introduction

IAFOR's publications provide a constructive environment for the facilitation of dialogue between academics at the intersections of nation, culture and discipline. Since 2009, when the organisation was established, over 20,000 academics have presented their research at IAFOR conferences – a wealth of ideas have been generated and partnerships formed. Our various publications, from Conference Proceedings, to peer-reviewed journals, to our online magazine, provide a permanent record of and a global online platform for this valuable research. All of our publications are Open Access, freely available online and free of publishing fees of any kind. By publishing work with IAFOR, authors enter into an exclusive License Agreement, where they have copyright, but license exclusive rights in their article to IAFOR as the publisher.

Conference Proceedings

As a presenter at an IAFOR conference you are encouraged to submit a final paper to our Conference Proceedings. These online publications are Open Access research repositories, which act as a permanent record of the research generated at IAFOR conferences. All of our Conference Proceedings are freely available to read online. Papers should be uploaded through the submission system before the Final Paper Submission Deadline, which is one month after the end of the conference. Please note that works published in the Conference Proceedings are not peer-reviewed and cannot be considered for publication in IAFOR journals.

IAFOR Journals

IAFOR publishes several editorially independent, Open Access journals across a variety of disciplines. They conform to the highest academic standards of international peer review, and are published in accordance with IAFOR's commitment to make all of our published materials available online.

How are papers submitted?

Submissions should be original, previously unpublished papers which are not under consideration for publication in any other journal. All articles are submitted through the submission portal on the journal website and must conform to the journal submission guidelines.

How does IAFOR ensure academic integrity?

Once appointed by IAFOR's Publications Committee, the Journal Editor is free to appoint his or her own editorial team and advisory members, who help to rework and revise papers as appropriate, according to internationally accepted standards. All papers published in the journal have been subjected to the rigorous and accepted processes of academic peer review. Neither editors nor members of the editorial team are remunerated for their work.

Where are the journals indexed?

IAFOR Journals are indexed in Scopus, DOAJ, ERIC, MIAR, TROVE, CiteFactor and EBSCO, SHERPA/ROMEO and Google Scholar. DOIs are assigned to each published issue and article via Crossref. Please note that indexing varies from journal to journal.

What's the reach?

Each of our journal issues is viewed thousands of times a month and the articles are frequently cited by researchers the world over, largely with thanks to our dedicated marketing efforts. Each issue is promoted across our social media platforms and to our tailored email marketing lists. On average, each journal publishes biannually.

Selected IAFOR Journals are available for purchase on Amazon. Search for The International Academic Forum (IAFOR).

What's the cost?

IAFOR Journals are Open Access publications, available online completely free of charge and without delay or embargo. Authors are not required to pay charges of any sort towards the publication of IAFOR Journals and neither editors nor members of the editorial boards are remunerated for their work.

How are IAFOR Journals related to IAFOR Conferences and Conference Proceedings?

IAFOR Journals reflect the interdisciplinary and international nature of our conferences and are organised thematically. A presenter can choose to publish either in Conference Proceedings or submit their manuscript to the corresponding IAFOR Journal for review.

Current IAFOR Journal titles include

IAFOR Journal of Arts & Humanities
IAFOR Journal of Cultural Studies
IAFOR Journal of Education
*IAFOR Journal of Literature & Librarianship*
IAFOR Journal of Psychology & the Behavioral Sciences

THINK

THINK, The Academic Platform, is IAFOR's online magazine, publishing the latest in interdisciplinary research and ideas from some of the world's foremost academics, many of whom have presented at IAFOR conferences. Content is varied in both subject and form, with everything from full research papers to shorter opinion pieces and interviews. *THINK* gives academics the opportunity to step outside of the traditional research publishing status quo – to get creative, explore different disciplines and to have their ideas heard, shared and discussed by a diverse, global audience.

For more information on *THINK* please visit www.think.iafor.org

If you would like more information about any of IAFOR's publications, please contact publications@iafor.org
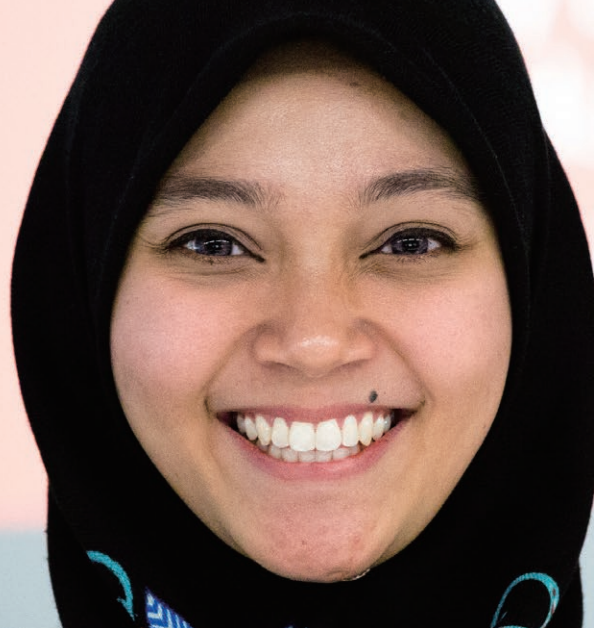
Conference Proceedings

IAFOR Conference Proceedings are Open Access research repositories that act as permanent records of the research generated by IAFOR conferences. The Conference Proceedings are published on the IAFOR Research Archive (papers.iafor.org). All accepted authors who present at the conference may have their full paper published in the online Conference Proceedings.

Full text submission is due by August 24, 2022, through the online system. The proceedings will be published on September 26, 2022.

Conference Catch-up

All Thursday live-streamed sessions will be recorded and uploaded to the Conference Catch-up page (video-on-demand) via Vimeo. The catch-up page will be publicly available after the conference.

Pre-Recorded Virtual Presentations & Virtual Poster Presentations

A full list of pre-recorded virtual video presentations and virtual poster presentations will be on the conference website during and after the conference. We encourage you to watch these presentations and provide feedback through the video comments.

Thursday, July 21

Live-Stream Sessions

All times are in British Summer Time (UTC+1)

Abstracts appear as originally submitted by the author. Any spelling, grammatical, or typographical errors are those of the author.

The following sessions are broadcast on Zoom.

Nonpartisan News Reporting in an Age of Partisanship

Thursday, July 21 | 15:15-16:15 | Online

In a divided world, where can people find the truth in news? In Europe, the United States and elsewhere, journalists often take sides, presenting news with an unvarnished bias. To wit: Witness the news coming out of Ukraine. Propaganda is part and parcel of war. But now it is even more underscored, fueled by social media, as Russia has created draconian laws, with the threat of imprisonment, to prohibit the media from using the word "war" to describe the horrors unfolding in Ukraine. This is where the *Wyoming Truth* comes in. As a nonprofit news operation, we seek to cover the news in a nonpartisan way, to allow people to make up their own minds about the news, whether it's about politics, criminal justice, or anything else. News media has, of course, undergone significant tectonic shifts over the past centuries; indeed, it was in the United Kingdom that the tabloid form was invented and exported to the United States. But the impartiality of news has given way to something of a free-for-all in news coverage today. We hope to help restore a journalism that fosters confidence in fairness, impartiality and accuracy.

Alec Klein

Alec Klein, president and co-founder of the *Wyoming Truth*, is a bestselling author and award-winning investigative journalist formerly of the *Washington Post* and *Wall Street Journal*. His groundbreaking investigations have uncovered a wide array of wrongdoing, leading to significant reforms, congressional hearings, changes in federal law, criminal convictions and more than half a billion dollars in government fines. His investigations have also set free several prisoners across the United States who were wrongfully convicted of murder and falsely accused of other crimes. And he has helped dozens of excessively sentenced prisoners gain their freedom and regain their lives through parole, commutations and pardons. Alec is the founder and CEO of Matthew 56 Consulting, LLC, a media firm with clients throughout the United States and abroad, and Matthew 56 Investigations, LLC, which has successfully probed cases across America. Alec has won a number of national awards, including the Gerald Loeb Award, business journalism's highest honour, and given talks throughout the world, including Japan, France, Canada and South Africa.
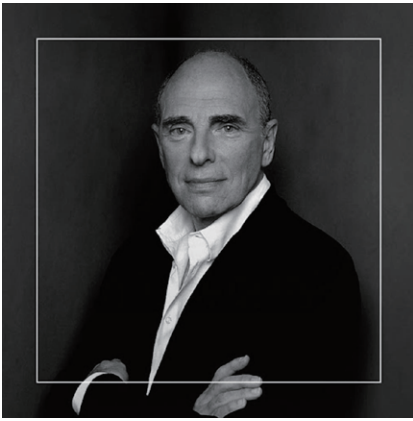
Edward Klein

Edward Klein, a board member of the *Wyoming Truth*, is a well-known editor, writer and public speaker with a distinguished career in American journalism. After serving an apprenticeship as a copy boy for the *New York Daily News*, he went on to earn a master's degree from Columbia University's Graduate School of Journalism, which awarded him a fellowship to Japan. There, he learned to speak Japanese and travelled throughout Asia as a foreign correspondent for United Press International. Upon his return to New York, he joined *Newsweek*, where he became foreign editor and then assistant managing editor with jurisdiction over foreign and military affairs. From *Newsweek*, he became editor in chief of *The New York Times Magazine*, which he led to new heights of public interest and editorial excellence. During his editorship, a writer for *The New York Times Magazine* won the first Pulitzer Prize in its history. Since then, he has written many articles for *Vanity Fair* and other national magazines. For *Parade*, he wrote *Walter Scott's Personality Parade*, the most widely read column in the English language. Ten of his nonfiction books have all appeared on *The New York Times* Best Seller List.

Shen Wu Tan

Shen Wu Tan is a reporter for the *Wyoming Truth*. She formerly worked as a general assignment reporter at *The Washington Times* in D.C. and at the *Altoona Mirror* in central Pennsylvania. Shen has a journalism degree from Northwestern University and an English degree from Washington State University. While enrolled at Northwestern, she was selected as one of ten student journalists to help investigate the 1976 quadruple murder case of William Thomas Zeigler, a Florida death row inmate. For three months, she worked as a reporting intern for the *Weekend Argus* in Cape Town, South Africa. Shen was born in China and adopted by a Canadian family in the 1990s. After briefly living in Canada, Shen moved with her family to Rock Springs, Wyoming—their first place of residency in the United States—and lived there for about 10 years. Since then, Shen has lived a somewhat nomadic lifestyle, moving to and residing in different parts of the United States, including Las Vegas, Chicago and the District of Columbia.

Madeline Thulin

Madeline Thulin, writer and coordinator of *Wyoming Truth*, was born and raised in Jackson, Wyoming. After facing several health issues which resulted in open heart surgery and a stroke, Madeline is passionate about giving the voiceless a voice and working on their behalf. Madeline graduated from the University of Colorado, Boulder in December of 2020 with an undergraduate degree in Sociology. She writes about undocumented immigration in Wyoming and the difficulties it presents recipients of the Deferred Action for Childhood Arrivals. She also focuses her writing on social inequality in Teton County, which reports one of the biggest wealth gaps between the top 1% and the remaining 99% of the United States.

09:20-11:25 | Room A
Thursday Live-Stream Presentation Session 1
Literature / Literary Studies
Session Chair: Eiko Ohira

64729   09:20-09:45
Emperor Qianlong's Poetry on Taiwan
Sherman Han, Brigham Young University–Hawaii, United States

63237   09:45-10:10
Map-making and the Adoption Atlas in "Killing Karoline" by Sara-jayne King
Hanta Henning, University of the Free State, South Africa

64460   10:10-10:35
The Problem of Children's Disengagement from Reading in Japan from the 1990s to the Present: Causes and Countermeasures
Irina Novoselova, Kansai University, Japan

63229   10:35-11:00
The Psychology of the Other; Narrating Diaspora Identity and Psychic Trauma in Leila Halaby's Once in a Promised Land
Salma Bahar, University of Chouaib Doukkali, Morocco

64158   11:00-11:25
Tagore's Encounter with Mahayana Buddhism
Eiko Ohira, Otusma University, Japan

11:35-13:15 | Room A
Thursday Live-Stream Presentation Session 2
Interdisciplinary Arts
Session Chair: Srishti Pandey Sharma

64356   11:35-12:00
From Self to Selfie: The Study of Artists' Response to Self-Representation on Social Media
Yizhi Chen, University of Wales Trinity Saint David, United Kingdom

62064   12:00-12:25
Schubert – the Strange and the Supernatural: Exploring Nineteenth Century Fantasy Aesthetic and Its Expression in Schubert's Music
Niamh Gibbs, University of West London, United Kingdom

63010   12:25-12:50
The Role of Traditional Music and Dance Among Traditional Healers
Benjamin Izu, Nelson Mandela University, South Africa
Alethea De Villiers, Nelson Mandela University, South Africa

64731   12:50-13:15
Precious Murals in the Religious Building of Pothimala, District Firozpur, Punjab, India
Srishti Pandey Sharma, Jamia Millia Islamia, India

13:25-15:05 | Room A
Thursday Live-Stream Presentation Session 3
Interdisciplinary Arts & Humanities

Session Chair: Gintare Vaitonyte

63580   13:25-13:50
Experiences of Reading Literature: Resilience and Critical Thinking: The Case of Lithuanian Gymnasistas
Gintare Vaitonyte, Vytautas Magnus University, Lithuania
Eugenija Valiene, Vytautas Magnus University, Lithuania

63602   13:50-14:15
Refiguring the Human-IPA Relationship Through a Participatory 'Idiotic Speculative Kit'
Maria Tsilogianni, Coventry University, United Kingdom

63625   14:15-14:40
Measuring Professional Agency of Minority Teachers: The Case of Russian Schools in Estonia
Liudmila Zaichenko, Tallinn University, Estonia

63437   14:40-15:05
Public Art, Public Space, Collective Healing: Analysis of the Las Vegas Welcome Sign and Community Healing Garden After October 1
Lisa Levine, University of Nevada Las Vegas, United States

09:20-11:25 | Room B
Thursday Live-Stream Presentation Session 1
Film & Theatre
Session Chair: Hoi Shan Anson Mak

64136   09:20-09:45
No Time to Retire: From Bond Girls to Female 007s
Maryline Kassab, Griffith University, Australia

61964   09:45-10:10
'Gan Jue' 感觉 in Film Works and Practices – An Experiential Introduction for International Readers
Boyi Sun, University of the Arts London, United Kingdom

63297   10:10-10:35
The DAU Project: History of One of Russia's Biggest and Most Controversial Film Production
Sergei Glotov, Tampere University, Finland

63901   10:35-11:00
An Interactive Documentary: Well-being in the Midst of Turmoil, Mindfulness Practices of Hong Kong Artists
Hoi Shan Anson Mak, Hong Kong Baptist University, Hong Kong

62472   11:00-11:25
Constancy and Variability – Radio Play in the Face of New Media
Eliza Matusiak, University of Lodz, Poland

11:35-13:15 | Room B
Thursday Live-Stream Presentation Session 2
Interdisciplinary Media
Session Chair: Chia-Shin Lin

64330   11:35-12:00
Littles and the Angry Orange Man: A Study of Fans of the Tony Kornheiser Show Podcast
Stephanie Pendrys, Turība University, Latvia

64726   12:00-12:25
A Critical Look at the Undermining and Promotion of Resilience in the Higher Education Context
Nina Powell, National University of Singapore, Singapore
Rebekah Wanic, National University of Singapore, Singapore

64019   12:25-12:50
Rinsta vs Finsta: Young Adults' Management of IG Accounts When Facing Parents
Chia-Shin Lin, Shih Hsin University, Taiwan

62825   12:50-13:15
Do Online Constructions of Disability Affect Attitudes Toward Persons on Wheelchair? Results from an Online Experiment
Rafael Sofokleous, Cyprus University of Technology, Cyprus
Stelios Stylianou, Cyprus University of Technology, Cyprus

Thursday Live-Stream Presentation Session 3
Critical and Cultural Studies, Gender and Communication
Session Chair: Bríd Andrews

63101   13:25-13:50
Gender, Race, and Identity: An Intersectional Analysis of the Movie "Moonlight" by Barry Jenkins
Asmita Sen, Manipal Academy of Higher Education, India

64743   13:50-14:15
An Analysis of the Portrayal of Madwomen in the Films of the Sixth Generation of Chinese Directors
Xinyue Wang, Beijing Film Academy, China
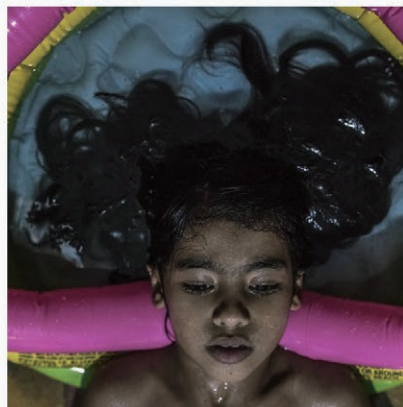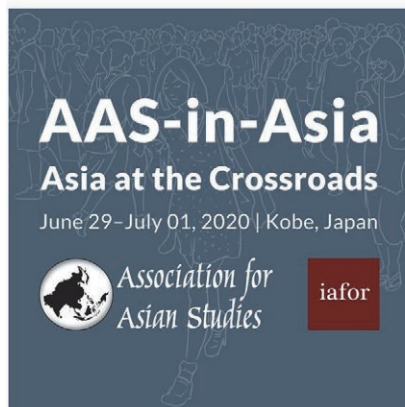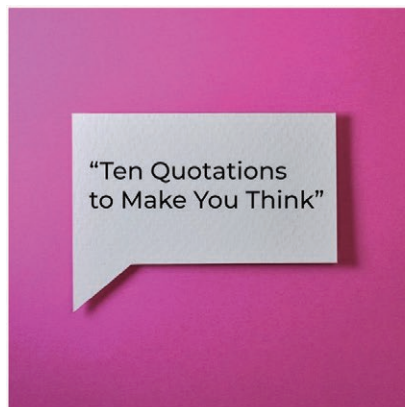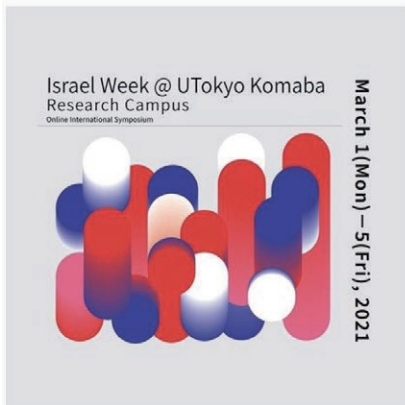
61709   14:15-14:40
Simulation and Solidarity: How an Indian Subaltern Music Video on YouTube Simulates Solidarity
Suanmuanlian Tonsing, School of Information, University of Michigan-Ann Arbor

64128   14:40-15:05
Work Town Wakes Girls: Cotton Queens Project
Bríd Andrews, University of Bolton, United Kingdom

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Friday, July 22

Plenary Session

All times are in British Summer Time (UTC+1)

Abstracts appear as originally submitted by the author. Any spelling, grammatical, or typographical errors are those of the author.

Keynote Presentation: Minnie Moll
Designing Back Better

Friday, July 22 | 13:25-14:10 | MAL B34

Design shapes the world we live in—the products and services we use, the places we live, transport we use and the very systems that underpin our society.

Innovation, and to some extent design, have driven our ever increasing and unsustainable levels of consumption, and the depletion of the Earth's finite resources. Design has been a big part of what has brought us to the climate emergency we face, and now it needs to be part of the solutions for a more regenerative future.

We need to redesign nearly every aspect of how we live our lives, from everyday behaviours to entire underlying systems. Doing so can make us more resilient, whether it's the tangible mitigations against climate impact or the hopeful vision of a future that is attractive, affordable and aspirational.

They say "never waste a good crisis". So, it's time for design to shine as a powerful creative problem-solving tool that we can use to achieve net-zero and beyond, to a more regenerative future for all.

Minnie Moll

Minnie was previously Chief Executive of Jarrold Retail in Norwich – an outstanding experiential retailer with an award-winning department store; Joint Chief Executive of the East of England Co-op; and Executive Director of Marketing at Notcutts Garden Centres – the third largest garden centre group in the UK.

Having graduated with a creative arts degree, Minnie's early career focused on advertising, design, innovation and strategic consultancy. She was Managing Partner of HHCL, who were named "Advertising Agency of the Decade"', before working as Global Marketing Director of ?What If!, a leading innovation company that won the Sunday Times/Great Place to Work Institute "Best Place to Work in the UK" for two years running.

Minnie has an excellent track record of purpose-driven leadership and building strong organisational cultures. She was voted "Vistage Business Leader of the Year" in 2020 and listed as one of the "100 Most Inspirational Women in Suffolk and Norfolk" in 2018. She was appointed by HRH Prince Charles in 2016 as his Ambassador for Responsible Business in the East of England as part of Business in the Community. Minnie has been a board member of two Business Improvement Districts (BIDs) and a Town Deals Board.

The challenge of delivering the net-zero targets and Sustainable Development Goals requires a new approach where business and policy move beyond a focus on reducing the harm of extractive, wasteful and massively polluting linear economic practices, to new forms of economic activity that, by design aim to; 1. eliminate waste and pollution, 2. keep product and materials in use and in circulation, and 3. regenerate nature as a by-product of economic activity. A regenerative circular economy addresses significant root causes of climate change, biodiversity loss, waste and pollution.

Regenerative circular design is centred around a systems approach for rethinking products (including food), services, systems, business models and business ecosystems, taking into account factors including the country and infrastructure contexts in which they will be made, sold and used. Other factors considered include material or ingredient choices, and combinations, alternative models for product delivery, options for creating products as a service, and importantly, what happens to the products and materials post-use and through subsequent uses.

The combination of business innovation and public policy sits at the heart of this transition, and over the past 10 years we have seen a significant take-up and early adoption of this thinking in key sectors and countries around the world.

Andrew Morlet

Andrew Morlet joined the Ellen MacArthur Foundation in 2013 to define and launch its business programmes and became Chief Executive in 2014. Previously Andrew was the global managing director for information and technology strategy at Accenture and a partner with McKinsey & Company developing corporate and business unit strategy, working at the Board level of leading global companies across multiple sectors in the USA, UK/Europe and Asia. Prior to entering consulting Andrew worked in the not for profit sector as a clinical epidemiology and healthcare research scientist.

Notes

Saturday, July 23

Parallel Sessions

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09:40-11:20 | Room MAL 539 (5F)
Saturday Onsite Presentation Session 1
Literature / Literary Studies
Session Chair: Nizara Hazarika

64349   09:40-10:05
Mahometanism, Orientalism, and Islamophobia: The Case of Father Bombo's Pilgrimage to Mecca
Wisam Chaleila, Al-Qasemi Academic College, Israel

63732   10:05-10:30
Worlds Without Limit: Borges's Library and the Contours of the Universe
Alfonso J. García-Osuna, Hofstra University & The City University of New York, Kingsborough, United States

63642   10:30-10:55
The Library as a Magic in the Lodz Ghetto
Lily Zamir, Davis Yellin College, Israel

64319   10:55-11:20
Metanarrative in Agatha Christie's Detective Fiction
Luz Ramirez, California State University, San Bernardino, United States

11:35-12:50 | Room MAL 539 (5F)
Saturday Onsite Presentation Session 2
Inclusion & Identity
Session Chair: Melsia Tomlin-Kraftner

64766   11:35-12:00
Routes of Roots Grounded in Multiple Diasporas: A Sociohistorical Perspective of Family and Identity in Caribbean Family History
Melsia Tomlin-Kraftner, Bournemouth University, United Kingdom

64877   12:00-12:25
Beyond Identity: The Socio-Economic Impacts of Archaeology on a Non-Descendant Community in Sudan
Rebecca Bradshaw, United Arab Emirates University, United Arab Emirates

64748   12:25-12:50
The Generation Africa Slate: Documentary films made by, about and for Africans (and also for the Global North)
Julia Cain, University of Cape Town, South Africa
Liani Maassdorp, University of Cape Town, South Africa

13:50-15:30 | Room MAL 539 (5F)
Saturday Onsite Presentation Session 3
Literature / Literary Studies

Session Chair: Bornali Bhuyan

64725   13:50-14:15
Ontological Magical Realism as a Mode of Resilience: Reading Akhtaruzzaman Elias's Novel Khwabnama
Ishrat Ara Khatun, Indian Institute of Technology Kharagpur, India

63582   14:15-14:40
Understanding Witch-Hunting as a Gender Based Violence in the Assamese Novel, 'Ishu' by Manikuntala Bhattacharjee
Bornali Bhuyan, KRB Girls' College, India

63573   14:40-15:05
In Search of Faith Amidst Qualms: Colonial Era Assamese Novelist Chandraprova Saikiani's Quest for Liberation, Emancipation and Empowerment
Maloshi Choudhury, North Gauhati College, India

63587   15:05-15:30
Decoding Entanglements and Epiphanies: Motherhood and Disability in Geetali Bora's Antaratam
Nizara Hazarika, Sonapur College, India

15:45-17:00 | Room MAL 539 (5F)
Saturday Onsite Presentation Session 4
Arts - Performing Arts Practices

Session Chair: Barbara Fast

62889   15:45-16:35
Workshop: Overcoming the Brains Negativity Bias: Efficient Learning Tools We Tend to Avoid
Barbara Fast, University of Oklahoma, United States

63403   16:35-17:00
Performing Arts Teachers' Understandings of Professional Self: Explorations Using an Arts-based Method
Magdalena De Stefani, Instituto Universitario de Artes Escénicas, Uruguay
Zhuomin Huang, University of Manchester, United Kingdom
Richard Fay, University of Manchester, United Kingdom

09:40-11:20 | Room MAL 540 (5F)
Saturday Onsite Presentation Session 1
Media Disaster Coverage

Session Chair: Rebecca Lind

64747   09:40-10:05
Comparative Discourse Between Covering Ukrainian and Afghani Refugee Crisis
Noorhan Aboubakr, Columbia College, Canada

63788   10:05-10:30
Film Journalism in Portugal: An Analysis of the Press, Radio, Television and Online of 2019
Jaime Lourenço, Universidade Autónoma De Lisboa/ CIES-iscte, Portugal

64093   10:30-10:55
Structure and Strategies of News: How BBC, CNN and AL Jazeera Report Hong Kong Protests, 2019-2011
Ruiyue Zhang, University of Westminster, United Kingdom

57631   10:55-11:20
Reflections of/on US Media Stereotypes of Class and Socioeconomic Status
Rebecca Lind, University of Illinois at Chicago, United States

11:35-12:50 | Room MAL 540 (5F)
Saturday Onsite Presentation Session 2
Education

Session Chair: Luc Pauwels

64246   11:35-12:00
Photography-based Research Projects in the Classroom: Discussing Experiences, Evaluation Criteria and Outcomes
Luc Pauwels, University of Antwerp, Belgium

63942   12:00-12:25
The Art of Theatrical Diplomacy: Bodies and Words in Early Anglophone Women's Drama
Sandra Perot, Berkshire School, United States

64765   12:25-12:50
Cultivating 4C Skills Through Art-based Activities for Vulnerable Children in Thailand
Thithimadee Arphattananon, Mahidol University, Thailand

13:50-15:30 | Room MAL 540 (5F)
Saturday Onsite Presentation Session 3
Interdisciplinary Communication

Session Chair: YinHua Chu

64331   13:50-14:15
Phenomenological Research Based on Chinese People's Experience of Media Architecture
Haoyi Ruan, University of Wales Trinity Saint David, United Kingdom

63539   14:15-14:40
Exploring the Dimensionality of the Affective Space Elicited by Gendered Toy Commercials
Luca Marinelli, Queen Mary University of London, United Kingdom
Charalampos Saitis, Queen Mary University of London, United Kingdom

62196   14:40-15:05
Roles of Governmental and Non-Governmental Bodies on Chain Remand Complaints in Malaysia
Ifa Sirrhu Samsudin, Attorney General Chambers of Malaysia & Universiti Kebangsaan Malaysia, Malaysia
Ramalinggam Rajamanickam, Universiti Kebangsaan Malaysia, Malaysia
Rohaida Nordin, Universiti Kebangsaan Malaysia, Malaysia

63059   15:05-15:30
A Study on Photobooks as a Medium from the Perspective of Vilém Flusser's Theory of Technical Images
YinHua Chu, National Taipei University of Education, Taiwan

15:45-17:00 | Room MAL 540 (5F)
Saturday Onsite Presentation Session 4
Interdisciplinary Arts & Media

Session Chair: Darius K-S. Chan

64185   15:45-16:10
Emotional Impacts on Online Purchasing During the COVID-19 Pandemic
Cise Mis, Eastern Mediterranean University, Cyprus

64728   16:10-16:35
Academy as Potentiality in Brazil: Pindoba Group, Rosa Parks Collective and Their Performances of Resilience in the Context of COVID-19
Carolina Piva, Federal University of Goiás, Brazil
Luciene Dias, Federal University of Goiás, Brazil
Ralyanara Freire, State University of Campinas, Brazil

64647   16:35-17:00
Examining a Model of Family Conflict over Political Issues: Data from a Longitudinal Study of Parent-Child Dyads in Hong Kong
Darius K-S. Chan, The Chinese University of Hong Kong, Hong Kong
Grand H-L. Cheng, National University of Singapore, Singapore

Notes

Sunday, July 24

Parallel Sessions

All times are in British Summer Time (UTC+1)

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10:25-11:40 | Room MAL 539 (5F)
Sunday Onsite Presentation Session 1
Interdisciplinary Arts
Session Chair: Seokhun Choi

63622   10:25-10:50
Resilience of Picturesque: Olivier Messiaen's Birdsong in Livre du Saint Sacrement
Ya-Yin Liu, National Taiwan University, Taiwan

62808   10:50-11:15
Consumption & Ritualization in Daoist Practices: Women's Spiritualization in Ming-Qing China
Sara Neswald, Soochow University, Taiwan

64306   11:15-11:40
Towards a Dramaturgy of Forgiveness: The (Im)Possibility of Forgiveness in The Last Days of Judas Iscariot
Seokhun Choi, University of Seoul, South Korea

12:40-13:55 | Room MAL 539 (5F)
Sunday Onsite Presentation Session 2
Interdisciplinary Arts
Session Chair: Rusne Kregzdaite

64236   12:40-13:05
Factors That Influence Willingness to Pay for Theatre Performances: The Case of Lithuanian National Drama Theatre
Rusne Kregzdaite, Vytautas Magnus University, Lithuania

64317   13:05-13:30
Fine Arts in a Digital Age
Alicia Lawrence, Nova Scotia College of Art & Design University, Canada

64134   13:30-13:55
Narratives of the Imagined Future: A Strategy of Resilience and Resistance
Debra J. Phillips, Australian Catholic University, Australia

14:10-15:00 | Room MAL 539 (5F)
Sunday Onsite Presentation Session 3
Arts & Education
Session Chair: Ronella van Rensburg

64133   14:10-14:35
A Strategy for Resilience: Strengthening Teachers' Mental Health to Promote the Flourishing of the Whole School Community
Debra J. Phillips, Australian Catholic University, Australia

63191   14:35-15:00
Cause-and-Effect Analysis of Music Literacy Education in South African Secondary Schools
Ronella van Rensburg, University of Pretoria, South Africa
Ronél de Villiers, University of Pretoria, South Africa

10:00-11:40 | Room MAL 540 (5F)
Sunday Onsite Presentation Session 1
Political Communication

Session Chair: Christos Nedelkopoulos

64745   10:00-10:25
Visual Political Communications Strategy of Beijing Olympic Games: Comparative Analysis on Beijing 2008 and 2022
Xin Fang, Guangzhou Academy of Fine Arts, China

61962   10:25-10:50
The Unnerved and Unhoused: A Rhetorical Analysis of Save Austin Now's Campaign to Disband Unhoused Individuals From Austin, Texas
Mary Helen Clark, Arizona State University, United States

64143   10:50-11:15
Politics of Media and Media in Politics: Implications of Digitization for the Future of Democracy in Nigeria
Silk Ugwu Ogbu, Pan Atlantic University, Nigeria

64067   11:15-11:40
From 'Poetic Politics' to 'Poetic Imagery': Critical Theory as Interpretative Tool for the Understanding of Post-democracy (Media) Public Sphere
Christos Nedelkopoulos, University of Ioannina, Greece

12:40-13:55 | Room MAL 540 (5F)
Sunday Onsite Presentation Session 2
Cultural Studies

Session Chair: Michael Drewett

63617   12:40-13:05
A Reflection of Resistance: Political and Cultural Perceptions of Young Palestinian Citizens of Israel as Reflected in Palestinian Films
Iris Fruchter Ronen, University of Haifa, Israel

64749   13:05-13:30
On the Martial Art in the Matrix Universe: From Crouching Tiger, Matrix, to Everywhere, All at Once
Xavier Lin, National Chi Nan University, Taiwan

63932   13:30-13:55
Queen at Sun City – Controversy and Beyond
Michael Drewett, Rhodes University, South Africa

14:10-15:50 | Room MAL 540 (5F)

Sunday Onsite Presentation Session 3

Science, Environment and the Humanities

Session Chair: Jeffrey Spear

64324   14:10-14:35
The Role of Omani Women's Associations in Preserving Women's Creative Industries
Najlaa AlSaadi, Sultan Qaboos University, Oman
Bader Al Mamari, Sultan Qaboos University, Oman

63725   14:35-15:00
Indigenous Sustainable Tourism and the Approach of Atmosphere: Tsou's Laiji Village and Andou Tadao's Church of the Mountain
Ming Lin, National Dong Hwa University, Taiwan

62605   15:00-15:25
Water Disruption Amidst Covid-19 Movement Control Order in Malaysia: The Historical and Legal Analysis
Khairunnizam Muhamad Ideres, University of Malaya, Malaysia
Ainee Adam, University of Malaya, Malaysia
Sarah Tan Yen Ling, University of Malaya, Malaysia

63623   15:25-15:50
Ruskin, Re-enchantment, and the Representation of Nature — In Court
Jeffrey Spear, New York University, United States

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64201
Assessing Public Engagement with Emerging Media in Qatar
John V. Pavlik, Rutgers, The State University of New Jersey, United States
Venus Jin, Northwestern University in Qatar, Qatar
Noora Ahmed Gh A Lari, Qatar University, Qatar
Shravan Regret Iyer, Rutgers, The State University of New Jersey, United States

History

64770
Mediality in Exile: Notes of Landscape Pedagogy in University Extension Practice of the Philosopher José Ortega y Gasset (1939-1942)
María Eugenia Pizzul, National University of La Plata, Argentina

Journalism

64790
How to Sustain Public Interest Journalism Democratically-from Public Funding to Philanthropy
Yotaro Okamoto, Komazawa University, Japan

64528
Metaphor in News, Cognitive Narratology and Country Image: A Discourse Analysis of COVID-19 in People's Daily
Tianqi Deng, Communication University of China, China
Zhihao Shi, Xi'an International Studies University, China

Visual Communication

64721
Visual Rhetoric and Mobilization of Public Opinion: A Multi-modal Discourse Analysis of China's Family Planning Policy Propaganda Posters
Xiaotian Hou, Shanghai International Studies University, China

ECAH2022 Pre-Recorded Virtual Presentations

Arts - Social, Political and Community Agendas in the Arts

64881
How Power Inequality Operates in the Gig Economy: Taking Chinese Food Delivery Platform Meituan as an Example
Jialu Chen, King's College London, United Kingdom

Cyberspace, Technology

63790
Reimagining Faculty Management with APL nextED Faculty Management System to Improve All of Academic Operations
Bryan Aylward, University of Arizona Global Campus, United States
Cassie Hurst, University of Arizona Global Campus, United States

Globalisation

65218
Africa's Regional Internationalism and New Global Politics: In a Deeply Plural World
Rita Kiki Edozie, University of Massachusetts Boston, United States

Literature/Literary Studies

64419
Mark Twain's Historiographic Metafiction about Joan of Arc
Hsin-yun Ou, National University of Kaohsiung, Taiwan

Religion, Spirituality

64646
A Study of Visual Symbol Perception in Shamanic Rituals
Hang Sun, Japan Advanced Institute of Science and Technology, Japan

Science, Environment and the Humanities

61711
Incorporating Museum Specimens Into the Educational Activities and Training of Environmental Health Students
Sotirios Maipas, National and Kapodistrian University of Athens, Greece
Anastasia Konstantinidou, National and Kapodistrian University of Athens, Greece
Andreas Lazaris, National and Kapodistrian University of Athens, Greece
Marlen Mouliou, National and Kapodistrian University of Athens, Greece
Effie Papageorgiou, University of West Attica, Greece
Nikolaos Kavantzas, National and Kapodistrian University of Athens, Greece

Teaching and Learning

63594
Investigating the Learning and Cognitive Process With Phenomenography: A Case Study of a Visual Experimental Research Course
Yu-Chieh Lin, National Yunlin University of Science and Technology, Taiwan
Wen-Huei Chou, National Yunlin University of Science and Technology, Taiwan
Yi-Chun Li, National Yunlin University of Science and Technology, Taiwan

64734
The Value Orientations in Reading Texts of the Senior Secondary Chinese Language Curriculum in Hong Kong
Mandy Au, The Education University of Hong Kong, Hong Kong

EuroMedia2022 Pre-Recorded Virtual Presentations

Advertising, Marketing, & Public Relations

64519
Online Marketing Communication of the Elderly Care Business in Thailand
Yossanan kaeokomonman, The University of the Thai Chamber of Commerce, Thailand
Jantima Kheokao, School of Communication Arts University of the Thai Chamber of Commerce, Thailand
Tassanee Krirkgulthorn, Boromarajonani College of Nursing, Thailand
Pairote Wilainuch, School of Communication Arts University of the Thai Chamber of Commerce, Thailand
Sopark Panichpapiboon, School of Communication Arts University of the Thai Chamber of Commerce, Thailand

Film and Literature: Artistic Correspondence

64746
From the Stage to the Screen: The Dancing Body in the 1938 Film Adaptation of Shaw's Pygmalion
Hsin-yun Ou, National University of Kaohsiung, Taiwan

Film Criticism and Theory

63581
The Power of Seeing and Being Seen: Feeling Shame in In the Mood for Love and The Grandmaster
Yanjun HE, BNU-HKBU United International College, China

64663
Wolves on the Prairie and Worms in the Sand: From Colonizer to Colonized – The Inversion of Principalities in Western Films
Zimu Wang, China University of Labor Relations, China
Qing Xiao, Communication University of China, China

Film Direction and Production

63156
Documentary Made in China: Introduction to Censorship and Media Policies
Mo Li, Polytechnic University of Valencia, Spain

64148
Style and Aesthetics of Film Directing and Film Production Review of "We Are Hong Kongers"
Ka Lok Sobel Chan, Hong Kong Baptist University, Hong Kong

Journalism

63161
New Models of Representing Reality in Digital Journalism: The Case of Newsgames
Luca Serafini, Lumsa University of Rome, Italy
Rebeca Andreina Papa, University of Molise, Italy

EuroMedia2022 Pre-Recorded Virtual Presentations

Media Disaster Coverage

64649
Women Narratives on COVID-19 Trauma
Inês Morais, Nova University, Portugal

Social Media and Communication Technology

61698
Watching Jude Law Digging a Hole: Games and Covid-19 On-Line Participation in HBO/Punchdrunk's The Third Day and "Autumn"
Bo Kampmann Walther, University of Southern Denmark, Denmark

64665
Faith on Facebook: A Replication Study Exploring the Effects of Church Communication on a Social Media Platform
Melissa Rodriguez, Regent University, United States
Joel Ramsey, Regent University, United States

64169
Examining the Impact of Social Media Use on Inter-family Communication: A Study in Family Communication Patterns Theory
Hossam Elhamy, Zayed University, United Arab Emirates

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(bce.iafor.org)

The Barcelona Conference on Arts, Media
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(barcelona-amc.iafor.org)

Kyoto, 2022

October 17–20, 2022

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Tokyo, 2022

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