The 3rd International Media Conference

Media in the Face of Change

Challenges of the Present and Prospects for the Future

Digital Media Department, College of Arts
Alnoor University In cooperation with RUDN University, Russia. In partnership with Al-Nisour University, Iraq.

28-29 OCT 2026

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About
The Conference

The conference addresses a wide range of contemporary media issues, including digital transformation, artificial intelligence in journalism, social media, digital communication, misinformation and disinformation, media ethics, changing journalistic practices, and the influence of emerging technologies on information production and dissemination.



About
The Researchers

Through research presentations, keynote lectures, and academic dialogue, participating researchers have the opportunity to share their findings, engage with international colleagues, establish research networks, and develop opportunities for future academic collaboration.

Formatting
Guidelines

All manuscripts must be written in English and submitted in Microsoft Word (DOC/DOCX) format, accompanied by a compiled PDF version. Papers must be formatted on A4 pages with 2.5 cm (1-inch) margins, using Times New Roman, 12-point font, and 1.5 line spacing. Each manuscript should include a bold, centered title; author names, affiliations, and email addresses; an abstract of 150–250 words; 4–6 keywords; a main text organized into Introduction, Methodology, Results, Discussion, and Conclusion; and references formatted according to APA style. Only original, unpublished, and plagiarism-free manuscripts will be accepted. Papers must be at least six pages long to be included in the conference proceedings.

Paper:
Paper size: A4

Margins:
2.5 cm (1 inch) on all sides

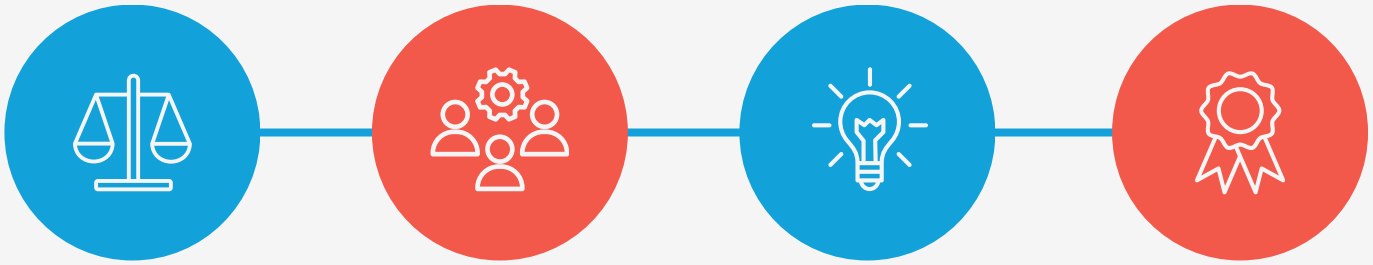
Font:
Times New Roman, 12 Pt

Line spacing:
spacing: 1.5

RUDN university



Mission, Vision & Values



Integrity Corporation Innovation Excellence

Mission

The conference aims to foster interdisciplinary dialogue on digital media transformation, disinformation, ethics, and geopolitical change, empowering researchers and media professionals to drive innovation, uphold journalistic integrity, and engage audiences effectively.

Vision

To establish an international, interdisciplinary platform that advances critical dialogue, knowledge exchange, and academic collaboration on the evolving challenges and future prospects of the global media landscape in a rapidly changing world.

Keynote Speakers



Assoc. Prof. Dr. Bella Akhmedovna Bulgarova

Mass Communications Department, Editor-in-Chief of Al-Noor Journal for Digital Media Studies, Associate Professor, RUDN University, Moscow, Russia



Prof. Dr. Mohammed Nihad Ahmed

Department of Translation, College of Arts, Mosul University, Mosul, Iraq



Assoc. Prof. Dr.Alexander V. Korenkov

Mass Communications Department, Associate Professor, RUDN University, Russia



Prof. Dr. Kulikova Ella Germanovna

Mass Communications Department, Professor, RUDN University, Moscow, Russia

Keynote Speakers



Asst. Dr. Jasim Mohammed Mahmoud

Researcher at Al-Noor University, Mosul, Iraq



Dr. Aurika Shavtikova

Head of the Department of Strategic Communications & PR, RT Arabic TV Channel; Associate Professor, RUDN University, Moscow, Russia



Dr. Mohammed Wahab Abbood

Faculty member, Researcher, PhD in Electronic Journalism, Baghdad, Iraq



Dr. Hashem Hani Shehadeh Alhaded

Senior Producer of the Social Media Department, RT Arabic TV Channel; Associate Professor, RUDN University, Moscow, Russia

Keynote Speakers



Dr. Ali Bashar Aghwan

University of Mosul – College of Political Science / researcher and academic specializing in political science, international relations, Mosul, Iraq



Asst Lect. Hakam Abed Najim

An academic and researcher in the field of digital media, Mosul, Iraq



Mr. Mohammad Amro

Editor-in-chief, RT Arabic TV Channel, Master student, RUDN University, Moscow, Russia

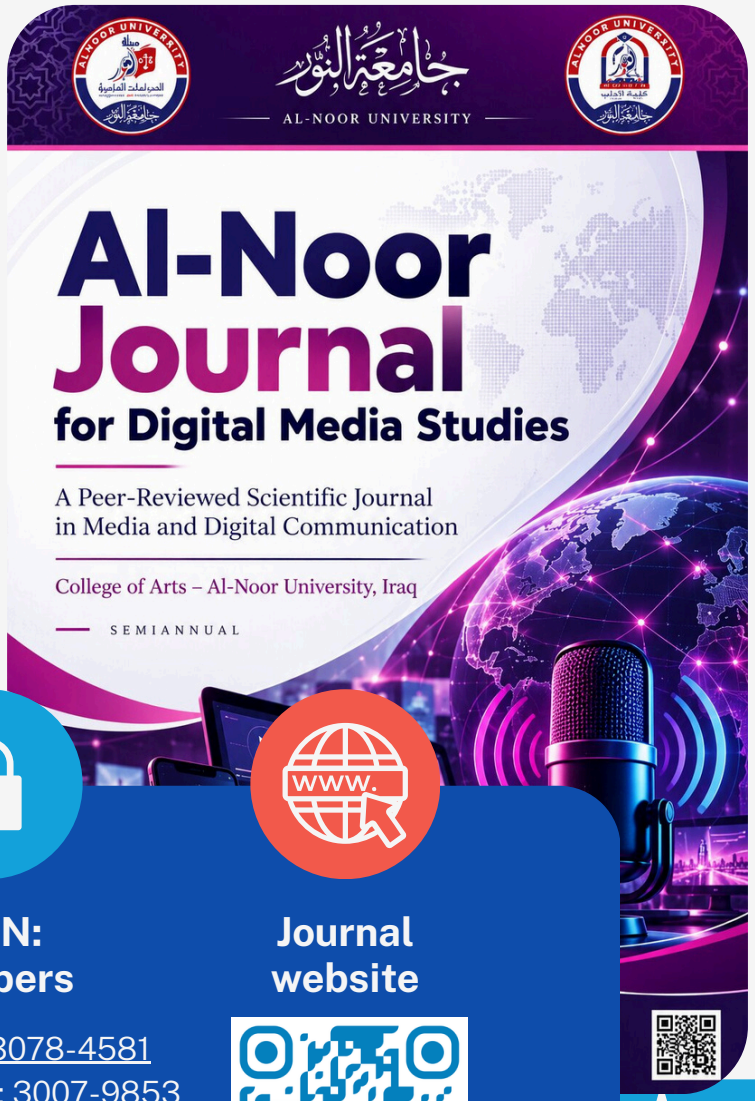


Ms. Rasha Mohammed Naji

Lecturer, PhD student, Al-Nisour University, College of Media, Baghdad, Iraq

Publishing Journal

Al-Noor Journal for Digital Media Studies is a scientific and open-access journal. Publishing under Creative Commons Attribution 4.0 International (CC-BY) license, this journal has been published quarterly by Al - Noor University , Iraq, since January 2024. We are using iThenticate to prevent plagiarism and ensure our submitted manuscripts originality. A double-blind peer-reviewing system uses to assure the publications quality.



Publication fees

All papers accepted at the conference are published free of charge in the journal.

ISSN: Nombers

Print ISSN: 3078-4581
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Journal website

Themes Of the Conference



Media and Societal Transformations



Digital Media and Artificial Intelligence



Media in the Face of Crises and Disinformation



Media Education and Professional Capacity Development



The Future and Sustainability of Media

Agenda

Opening Speeches28th Oct 2026 I Started 10:00 AM (Moscow - Baghdad time)

01 **Opening speech (video) by Prof Dr. Barabash Victor Vladimirovich**
10:00 AM

02 **Opening speech by Assoc. Prof. Dr. Bella Akhmedovna Bulgarova**
10:10 AM

03 **Opening speech by Prof Dr. Ismail Abdulwahhab Ismail**
10:20 AM

Keynote Speakers
Facilitator: Assoc. Prof. Dr. Bella Akhmedovna Bulgarova
Started 10:20 AM
Room 535, EGF Building 10/2 Miklukho - Maklaya St., RUDN University, Moscow
Alnoor University, The Hall of Alnoor University Presidency, Mosul, 41012, Iraq

#	Speaker's Name	Country	Research Title	Time
01	**Assoc. Prof. Dr. Bella Akhmedovna Bulgarova**	Russia	Mass Communications Department, Editor-in-Chief of Al-Noor Journal for Digital Media Studies, Associate Professor, RUDN University, Moscow, Russia	10:30
02	**Prof. Dr. Mohammed Nihad Ahmed**	Iraq	Department of Translation, College of Arts, Mosul University, Mosul, Iraq	10:40
03	**Assoc. Prof. Dr. Alexander V. Korenkov**	Iraq	Mass Communications Department, Associate Professor, RUDN University, Russia	10:50
04	**Prof. Dr. Kulikova Ella Germanovna**	Russia	Mass Communications Department, Professor, RUDN University, Moscow, Russia	11:00
05	**Asst. Dr. Jasim Mohammed Mahmoud**	Iraq	Researcher at Al-Noor University, Mosul, Iraq	11:10
Coffee Break from 11:10 to 11:30				

Google Meet Link: https://calendar.app.google/QpLcJpmbC7F3UvFN9

Keynote Speakers

Facilitator: Assoc. Prof. Dr. Bella Akhmedovna Bulgarova

Started 11:30 AM

Room 535, EGF Building 10/2 Miklukho - Maklaya St., RUDN University, Moscow

Alnoor University, The Hall of Alnoor University Presidency, Mosul, 41012, Iraq

#	Speaker's Name	Country	Research Title	Time
01	Dr. Aurika Shavtikova	Russia	Head of the Department of Strategic Communications & PR, RT Arabic TV Channel; Associate Professor, RUDN University, Moscow, Russia	11:20
02	Dr. Mohammed Wahab Abbood	Iraq	Faculty member, Researcher, PhD in Electronic Journalism, Baghdad, Iraq	11:30
03	Dr. Hashem Hani Shehadeh Alhaded	Russia	Senior Producer of the Social Media Department, RT Arabic TV Channel; Associate Professor, RUDN University, Moscow, Russia	11:40
04	Dr. Ali Bashar Aghwan	Iraq	University of Mosul – College of Political Science / researcher and academic specializing in political science, international relations	11:50
05	Asst Lect. Hakam Abed Najim	Iraq	An academic and researcher in the field of digital media, Mosul, Iraq	12:00
06	Mr. Mohammad Amro	Russia	Editor-in-chief, RT Arabic TV Channel, Master student, RUDN University, Moscow, Russia	12:10
07	Ms. Rasha Mohammed Naji	Iraq	Lecturer, PhD student, Al-Nisour University, College of Media, Baghdad, Iraq	12:20
08	Dr. Aurika Shavtikova	Russia	Head of the Department of Strategic Communications & PR, RT Arabic TV Channel; Associate Professor, RUDN University, Moscow, Russia	12:30

Google Meet Link: https://calendar.app.google/QpLcJpmbC7F3UvFN9

Speaker's name	Country	Title	Time
Assistant Professor Dr.**Mohammed Jassim Falhi Al-Mousawy,** Lecturer Dr.**Mohammed Wahhab Abbood,** Al-Nisour University,College of Media, Baghdad	Iraq	Current Challenges and Future Prospects of Digital Transformation in Iraqi Journalism	12:30
Assistant Professor: **Saad** Mr.**Mohammed Khudair,** Assistant Lecturer **Shaker Mahmoud Abdel – Obaidi,** Al-Nisour University, College of Media, Baghdad	Iraq	Digital Media in the Context of Technological Transformation: Reality and Challenges	12:40
Ms. **Hiba Ali Alkhadour,** Student, Faculty of Philological Sciences Perm State National Research University, Perm	Russia	Framing "the Other" in Media Coverage of the War in Gaza: A Comparative Study of Al Jazeera and BBC Arabic Websites	12:50
Ms. **Elias Roula**, Mass Communications Department, PhD student, , RUDN University, Moscow	Russia	Learning to Question What We See: Media Literacy Education as a Theoretically Grounded Response to Multipolar Information Competition in Syria, 2020-2025	13:00
Mr. **Aseel Yahya Jabbar,** PhD Student, Department of Radio and Television, College of Media University of Baghdad	Iraq	Artificial Intelligence and the Reshaping of Media Work: A Proposed Framework for Aligning Technological Efficiency with Professional Responsibility	13:10
Mr. Mohaimen Wahhab Abbood, PhD Student, Al-Iraqia University, Baghdad	Iraq	Sustainability Journalism and Shifts in Professional Practice in the Era of Digital Transformation	13:20
Mr. **Akbar Yonarisman Muhammad,** Mass Communications Department, PhD student, RUDN University, Moscow	Russia	AI-Generated Misinformation: Challenges to Media Credibility and the Future of Journalism	13:30
Mr. **Ju Yang**; Ms. **Duan Xiaoxiao,** PhD students, Mass Communications Department, PhD student, RUDN University, Moscow	Russia	Pathways and Mechanisms for the Digital Translation of Traditional Chinese Myth in Contemporary Cinema -A Qualitative Comparison of Four Film Cases	13:40
Ms.**Yumeng Zhang**, Ms.**Yan Li**, PhD students, Mass Communications Department, PhD student, RUDN University, Moscow	Russia	Cultural Narratives and Value Expression in Li Ziqi's Food Videos on Bilibili	13:50
Nguyen Thi Thao Van, Position:4th-year undergraduate student, RUDN University, Moscow	Russia	Triangulating Online Comments and Survey Data: Young Audiences' Reception of Chinese AI-Generated Short Dramas in Vietnam and China	14:00
Suo Zhen, PhD student, Mass Communications Department, PhD student, RUDN University, Moscow	Russia	Algorithmic Sovereignty and Information Gate-keeping: How Platform Algorithms Shape Youth Perceptions of Online Narratives about Tibet on Transnational Short-video Platforms	14:10
Mr. **Sukharev Alexander,** 2nd-year Master's student, International News Production, HSE University, Institute of Media, Moscow	Russia	Generation Z and Technologies of Historical Memory Manipulation: Shorts, AI, and History	14:20
Assoc. Prof. Dr. **Gromova V. Anastasia**, Ms. **Kontsevich A. Angelina**, Undergraduate student, Mr. **Chipiga N. Konstantin**, Undergraduate student, Mass Communications Department, PhD student, RUDN University, Moscow	Russia	Current technologies of content optimization for generative systems	14:30

29th Oct 2026
Started 10:00 AM (Moscow= Baghdad time)
Google Meet Link: https://calendar.app.google/QpLcJpmbC7F3UvFN9

Speaker's name	Country	Title	Time
Ms. **Wang Xinyuan,** Undergraduate student, Kaluga State University named after K. E. Tsiolkovsky, Kaluga	Russia	From Gameplay to Cultural Interpretation: The Construction of Meanings around Chinese Culture in Overseas Honor of Kings Player Communities	10:00
Ms. **Yun Lu**, Mr. **Lin Hao,** PhD students, Mass Communications Department, PhD student, RUDN University, Moscow	Russia	Values for a New Era: Analyzing the Concepts of "Sovereignty,""Tradition," and "Development" in Youth Media Discourse Across Civilizational Camps	10:10
Ms. **Jouly Darwish,** Master student, Mass Communications Department, RUDN University, Moscow	Russia	Algorithmic Avatars and Sovereignty: AI Anchors and the Reshaping of News Authority in Arabic-Speaking Television Channels (Al Jazeera, Al Arabiya, and RT Arabic, 2023–2026)	10:20
Ms. **Kasimova Alexandra** Mikhailovnaa, Undergraduate student, Mass Communications Department, RUDN University, Moscow	Russia	Media in the face of change: challenges of the present and prospects for the future	10:30
Ms. **Sofya Kurbatova**, the 4th year student, Kutafin Moscow State Law University (MSAL), Legal support of national security, Moscow	Russia	Cyber folklore and digital archaic: youth patriotism and the politics of historical memory on Tiktok	10:40
Ms. **Zhukova Lika,** he 4th year student, Department of Linguistics, RUDN University, Moscow	Russia	Alteration of media literacy skills in young people within the development of social networks	10:50
Ms. **Amal Raies,** Master student, Mass Communications Department, RUDN University, Moscow	Russia	Media Transformation and International Representation in Post-Revolution Tunisia (2011–2017): The Role of Digital Media in Shaping National Image	11:00
Ms. **Irina Osipova**, Independent Researcher, Moscow	Russia	The John Titor Mystery: Digital Folklore, Online Communities, and the Construction of Credibility	11:10
Ms. **Khouloud Salhi**, Master student, Mass Communications Department, RUDN University, Moscow	Russia	Artificial Intelligence in Journalism: Global Expectations and Adoption Challenges in Algerian Newsrooms	11:20
Mr. **Sagheer Hussain,** Master student, Mass Communications Department, RUDN University, Moscow	Russia	Algorithmic Personalization and Cultural Identity Formation: The Role of TikTok's Recommendation Algorithm in Shaping Cultural Exposure among Pakistani Youth	11:30
Assoc. Prof. Dr. **Gasanov Anar Movsum oglu**, Mass Communications Department, RUDN University, Moscow	Russia	Authorship Geography and Citation Visibility in Research on Trust in AI-Generated News, 2015–2025: A Bibliometric Analysis	11:40
Assoc. Prof. Dr. Burdovskaya Yu. Elena, Ms. Meskolit Valerya, the 4th year student, Mass Communications Department, RUDN University, Moscow	Russia	Brand communications in the youth digital space: platforms, opinion leaders, and cultural codes	11:50
Ms. Ignatieva V. Nikol, the 4th year student, Mass Communications Department, RUDN University, Moscow	Russia	The representation of Russia's and China's roles in a multipolar world: a comparative analysis of two major powers in the media space.	12:00
Mr. Adham Masadeh, Master student, Mass Communications Department, RUDN University, Moscow	Russia	The AI Spokesperson as a Mediator of Government Communication: A Qualitative Case Study of 'Farah' in Jordan	12:10

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