



4th Global Conference on Media, Communication and Film

 20 - 22 February 2026

 London, United Kingdom



Conference Abstract Book

The abstracts of the presentations can be found in the online conference Abstract Book.

All abstracts will be available in the conference proceedings starting from the inaugural day of the Conference. Visit the following link to access the abstracts or Scan the QR code:
<https://proudpen.com/proceedings/index.php/mcfconf>

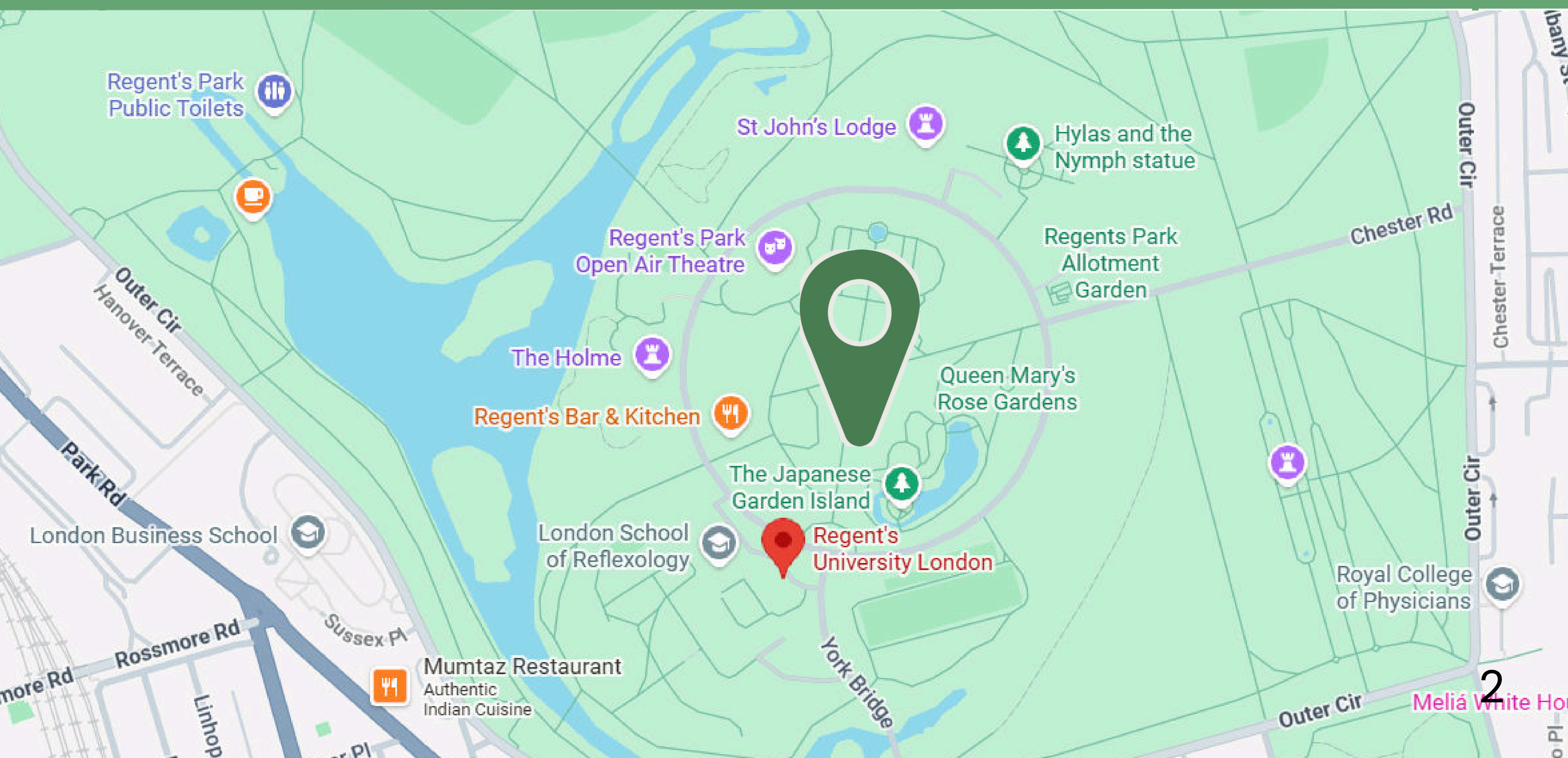


Conference Venue

Regent's University London, Knapp Gallery



Address Inner Circle, Regent's Park, London NW1 4NS



1st Day

Oral Check-in Information

12:30 – 13:00

REGISTRATION & WELCOME

Friday
Feb 20, 2026

We are thrilled to welcome you to the highly anticipated Oral Session at the **MCFCNF** Conference!

Join us for an inspiring lineup of distinguished speakers from diverse disciplines as they share their insights and expertise on a wide array of thought-provoking topics.

Location: London, United Kingdom

Check-in Time: 12:30 – 13:00 (local time) – **Room A**

We look forward to an exciting and enriching session together!

13:00 – 14:00

Lunch Time

Media, Technology, Representation & Geopolitical Narratives

14:00 – 14:15

Prof Dr. Elsayed Darwish – United Arab Emirates

The Augmented Journalist: Assessing AI Adoption and Institutional Readiness in the i. UAE Media Industry via Journalistic Insights

14:15 – 14:30

Dr. Sara Anwar – Pakistan

Automation in Contemporary Newsrooms: AI Writing Tools, Verification Systems, and Their Influence on Editorial Decision-Making

14:30 – 14:45

Samela Lima – Brazil

Metrics of Meaning: Rethinking Audience Engagement in the Age of Algorithmic Authority

14:45 – 15:00

Comfort Umoren-Olorunnisomo – United States

#EndSARS Protest and the Contestation of Misleading Information

1st Day

Oral Check-in Information

Friday
Feb 20, 2026

15:00 – 15:30

Networking and Refreshments

15:30 – 15:45

Mohammed Mamdouh & Ali Matay – United Arab Emirates

Moments Apart: Bridging Immersive Film and Neuroscience to Foster Compassion in Caretakers of Patients with Alzheimer’s Disease

15:45 – 16:00

Molly Lode – United States

Cultivation Theory and Ethical Dilemmas in Science Fiction Television

16:00 – 16:15

David Alejandro Esqueda Villegas – Mexico

The Characterization of Trauma Response in Tv: The Case of Harrison in The Dexter Franchise

16:15 – 16:30

Yayoi Kitamura – Japan

Screened Justice Framed by Pop Culture: An Examination of Japanese Anime Line Art and the Amplification of Justice/Injustice in Online Courts and Mock Trials

16:30 – 17:00

Closing Time

2nd Day

City Tour Information

See the iconic sights of London:
Orient yourself in London & see the major sights

Meeting point:

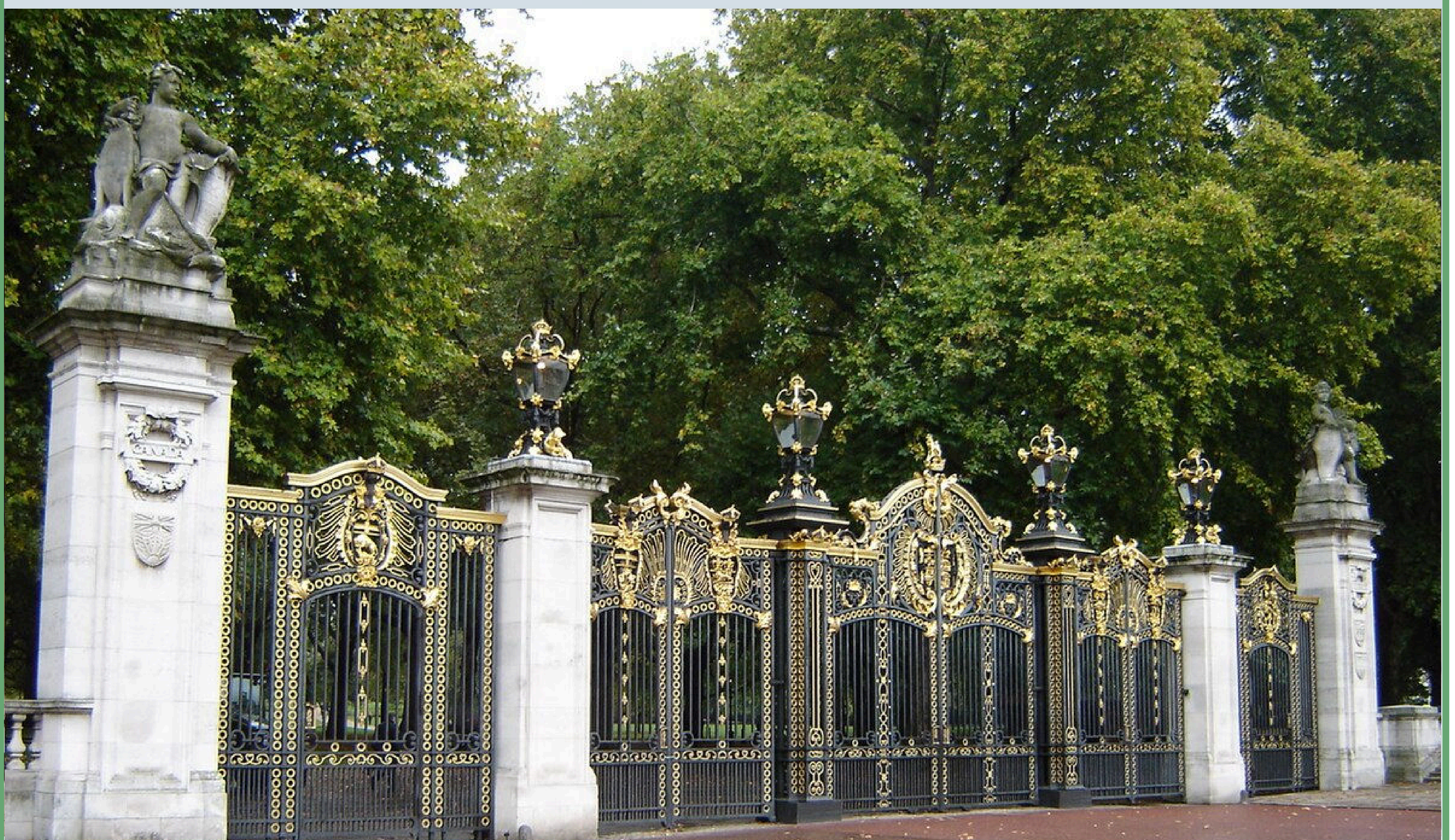
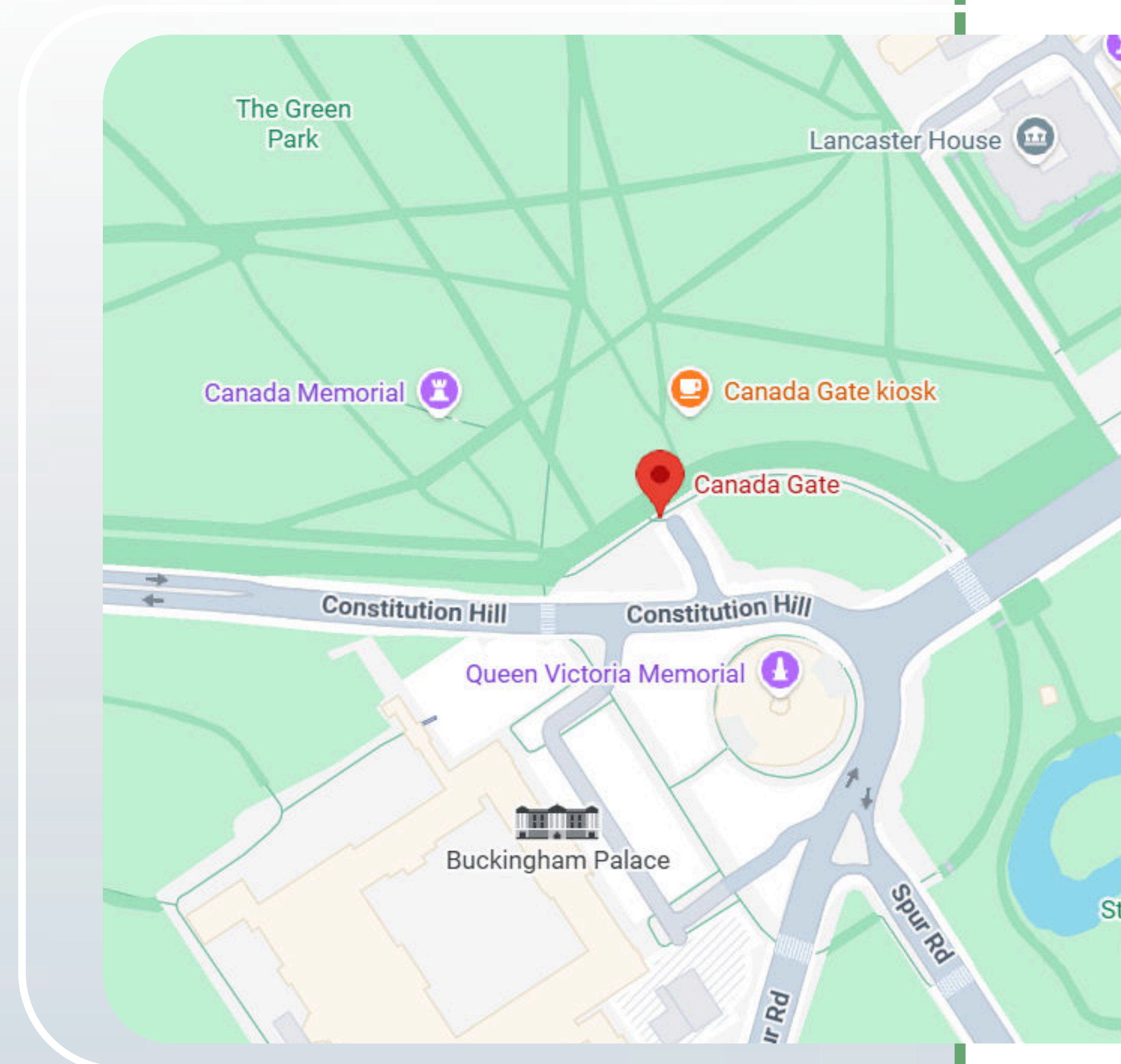
Canada Gate, inside Green Park,
opposite Buckingham Palace

Tour Date: 21 February 2026

Tour Time: 10:00 AM

Tour Itinerary:

- > Buckingham Palace
- > St. James's Park
- > Trafalgar Square
- > Horse Guards
- > 10 Downing Street
- > Parliament Square
- > Houses of Parliament
- > Big Ben
- > Westminster Abbey
- > London Eye



3rd Day

Virtual Check-in information

18:15 – 18:30

VIRTUAL WELCOME SESSION

Sunday
Feb 22 2026

A Warm Welcome to All MCFCONF Participants!

We are delighted to have you join us for an enriching virtual experience. This year's **MCFCONF** promises a dynamic program featuring diverse sessions, engaging discussions, and meaningful networking opportunities – all accessible from the comfort of your home.

🕒 **Check-In:** 18:15 – 18:30 (London, United Kingdom local time)

We look forward to connecting with you online and making this conference a memorable and impactful event.

Media, Culture, and Communication in the Digital and Global Age

18:30 – 18:45

Dr. Smilena Smilkova – Bulgaria

Music in Bulgarian Children's Films in The 1970s

18:45 – 19:00

E. J. Alawode – Spain

Women, WhatsApp, and Work: Digital Literacy in Southwestern Nigeria's Informal Economy

19:00 – 19:15

Karima Kartite – Morocco

Beyond the Illusion of Hope: the Objectification of Muslim Women in Hollywood Cinema

19:15 – 19:30

Dr. Milan Mašát – Czech Republic

Artificial Intelligence as Communicator in Children's and YA Literature: Trust, Dialogue, and Distributed Digital Agency

19:30 – 19:45

Dr. Nana Sifa Twum – Ghana

Strategic Communications in Addressing Illegal Mining in Africa: Media, Governance, and Public Engagement in Ghana

3rd Day

Virtual Check-in information

Sunday
Feb 22 2026

19:45 – 20:00

Nathan Rouse – United States

'Men of Constant Sorrow': Exploring the Coen Brothers' America Through A Serious Man and O Brother, Where Art Thou?

20:00 – 20:15

Q & A – Break Time

20:15 – 20:30

Zhuo Ran Bi – China

Breaking Up with Idols On Social Media: Para-Loveshock Experienced by Fans in The Idol's Love Collapse Incident

20:30 – 20:45

Chen Hanying – China

Sisterhood and Affective Economies in China's Underground Idol Culture: Female Fans, Intimacy, and Emotional Commodities

20:45 – 21:00

Jiuzhen Deng – United States

Inside the Algorithmic Kawaii: Negotiating Anime Subcultural Filter Bubbles

21:00 – 21:15

Yilin Liu – China

Who Do We Trust? AI, Algorithms, and Emotions in Shaping News Credibility on Social Media

21:15 – 21:30

Gabriela Guiu – Romania

Feeling in Control? Digital Dependency and Authenticity among Romanian Gen Z

21:30 – 21:45

Alicia García-Oliva – Spain

Social Media Use of Health in Videos Prior to And Post Covid-19: Decoding Anti-Vaccine Communication to Prevent Childhood Vaccine Hesitancy in Spain

21:45 – 22:00

Q & A – Closing Time

F.A.Q. of the Conference

To give you as much information as possible, we provide you with the following frequently asked questions (FAQs) and answers.

Invoices or payment receipt. When will I receive my invoice/payment receipt?

01.

We send sales receipts or invoices to customers immediately after registration, along with the payment confirmation email. These documents include an official signature and stamp. If you do not receive your sales receipt or invoice, please contact us using the email address provided in your conference program.

Invoices or payment receipt. When will I receive my invoice/payment receipt?

02.

We send invoices to customers in the last week before the conference. (Invoices come with signature and stamp). If you do not receive an invoice, please contact us at the email address in your program.

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Any other questions?

Or maybe you want to leave your feedback?

We look forward to your letter by the following email:

 info@mcfconf.org

 ruby@proudpen.com



 www.proudpen.com
 info@proudpen.com