

1st Research Symposium 2016

Abstract Handbook



RCC 2016





JCA

PC-1 **How to produce an academic scientific paper/research; A. Samarah**

Due for the lack of interest, information, awareness etc. for many academic and non-academic institutions and centers, at many places in the world, we have decided to shed the light onto this important subject that many students nowadays need to learn i.e., how to produce, introduce and submit (any) academic and scientific paper/article/research in the proper way to make it recognized worldwide.

I also will try to give some ideas of the contents of the various chapters. In addition, the present paper will be useful to describe the typical structure for those who aim to go on with their postgraduate researches e.g., doctoral and master theses. Therefore, we've selected case study (in communication area) based on an empirical data, as example, for better clarifications and support.

PC-2 **Politeness in Arabic culture; A. Samarah**

Choices of many different kinds of e.g., what we want to say, how we want to say it. Specifically, we must choose what sentence types, words, and even sounds best unite the 'what' with the 'how'. How we say something is at least as important as what we say. In fact, the content and form are quite inseparable, being but two facets of the same object. According to Thomas (1995), the past twenty years within pragmatics there has been a great deal of interest in 'politeness', to such extent that politeness theory could almost be seen as a sub-discipline of pragmatics. Then Thomas claims that, much has been written (comparatively little based on empirical research) and different theories and paradigms have emerged. Thomas adds, that we find people are using the same terms in very different ways, are operating with different definitions of 'politeness' and are talking at cross-purposes. Thomas (1970) argues, that within the vast literature on politeness which has built up since the late 1970s we find tremendous confusion. The confusion begins with the very term politeness, which has caused much misunderstanding. (Thomas, 1970, p. 149)

PC-3 **Women in the Saudi Press: A feminist Perspective; E. Kurdi**

This PhD explores the experience of female journalists working in the Saudi Arabian press. It looks at the difficulties they face as women journalists, their motives for working in this area and their writings. The research discusses how the culture gender segregation in Saudi Arabia impacts upon Saudi media representations of gender stereotypes and the role of print media (the press) in exposing women's issues to the public and forming public opinion. I utilized a media studies' approach adopting an Islamic feminist perspective.

PC-4 **Social Media on Virtual Space: The Saudi Monarchy Reinvention Online; H. Mohammad Shoaib, S. Mohammad Shoaib**

Virtual space provides alternative ways of socially constructing and performing leadership. Social media worldwide is a phenomenon that impacts and influences identity construction on virtual space. Saudi Arabia is considered one of the top countries in its use of social media, and that immensely affects its people. Even though Saudi Arabia is based on strong cultural and traditional roots, it still holds some of the highest rankings of social media penetration worldwide on platforms such as Twitter and YouTube. This paper explores different facets of the Saudi Arabian leadership reflected in its Monarchy-online identity that is manifested through virtual

space on Twitter. Social media plays a significant role in shaping and influencing identities in relation to the amount and depth of self-disclosure.

PC-5

Emotional Branding: A Cross Cultural Comparison of the Impact of Advertisements' Emotional Appeals Congruency with the Saudi and British Culture on Consumers' Responses; D. Sonbol

In this research, the authors will investigate to what extent the emotional appeals, employed in both the Saudi and British advertisements, match or are congruent with the culture and consumers' values. Also, the authors will adopt a mixed method approach to investigate the underlying reasons of why consumers tend to gravitate towards certain brands and their advertisements. Also, the research will employ content analysis to examine the types of appeals in the preferred ads by the consumers. In addition, the authors will shed light on the gender differences in terms of ad appeal preferences and the cultural implications of the selection of certain types of ad appeals.

PC-6

Branding and identity: Logos of educational institutions in Tripoli-Lebanon; S. Kabbara Abbas

This research studies the visual identity and brands of a collection of selected logos of educational institutions in the city of Tripoli, northern Lebanon. It discusses the characteristics of each brand, through a detailed deconstruction of its graphical elements and components. The work aims to classify the selected examples into 3 major categories.