

# MDCRC

2nd International

Media, Digital Culture and Religion Congress

17-18 May, 2025

# CONGRESS PROCEEDINGS BOOK

Kongre Özet Kitabı

Editors

Prof. Dr. Hakan Aydın  
Assoc. Prof. Dr. Metin Eken



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İç Tasarım ve Yayına Hazırlayan

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## İçindekiler

Congress Program.....	9
Proceedings.....	18
The Role of Media in Combatting Islamophobic Hate Speech From Human Rights Perspective... <i>Hacı Ali Açıkgül</i>	19
The impact of Islamophobia on Muslim Women: Human Rights Perspective..... <i>Noura Zaid Alrashoud</i>	20
Digitalization of Religion: Media Ethics in the Age of AI..... <i>Bejtulla Demiri</i>	21
Religion and National Identity in the Digital Public Sphere of the Balkans..... <i>Shener Bilalli</i>	22
Arab Media Discourse: A Failed Dialogue between Islam and the West..... <i>Mohamed Kirat</i>	23
Leveraging Digital Media for Holistic Religious Education: Integrating Tradition, Technology, and Community for Sustainable Futures..... <i>Shukran Abd Rahman</i>	24
Combating Islamophobia in the Era of Social Media: Considering the Paradigm of Prophetic Journalism..... <i>Moch Fakhruroji</i>	25
Stigmatized Online: Muslim Reactions to Terrorism Narratives on Social Media..... <i>Jörg Matthes</i>	26
Digital Islamophobic Projections of Far-Right Hashtags..... <i>Müşerref Yardım</i>	27
From Digital to Touchable Era: Boosting EFL Educators to Connect Media in Teaching Culture and Religion All at Once..... <i>Dedi Sulaeman, Tedi Rohadi, Muhammad Aminuddin, Anugrah Imani</i>	28
Religion and Perception of Offense in Internet Advertising: An Analysis of Islamic, Christian and Animist Religious..... <i>Stover Ezequias</i>	29
Eco-Theology and Papal Encyclicals on Climate Change: Exploring Stewardship and Advocacy Through Social Media Platforms..... <i>Peter Iorper Ugondo, Vitalis Torwel, Blessing Iorper Ugondo</i>	30
The Power of Influence: Insights into Theology Students' Perceptions of Social Media Opinion Leadership..... <i>Yusuf Asım Söylemez</i>	31
Religious Music Practices of the Greek Orthodox Community of Izmir in the Context of Authenticity..... <i>Aslı Aydar</i>	32

Digitalization and Religion in the Oscillation Between Building the Sacred “Mishkan” and Sinning the “Het Haegel”: The Theo-logistic of Digital Media in the Case of Jeffrey Shaw’s “Golden Calf”.....	33
<i>Mustafa Macit</i>	
Postmodern Consumer Culture and the Search for Sanctity: An Evaluation on Spiritual Healers.....	34
<i>Merve Bahadır, İhsan Çapcıoğlu</i>	
The Construction of Social Reality in The Digital Age: The Transformation of Spirituality and Religion.....	35
<i>Beyza Dut</i>	
The Use of Social Media by Ulama in Somalia: Opportunities and Challenges.....	36
<i>Abdikadir M. Hassan</i>	
The Impact of Social Media on Attention and Addiction of Youngsters in North Macedonia.....	37
<i>Sead Dzical</i>	
The Reception of Religion as a Factor of Humour: The ‘Doğu’ Series Example.....	38
<i>Ahmet Güven, Yakup Toktay</i>	
Social Media and the Transformation of Values, Privacy, and Identity Among University Students.....	39
<i>Yahya Turan</i>	
Religious Narratives Between Television and Social Media: A Study on the Digital Reinterpretation of Religion in Turkish Popular Culture.....	40
<i>İrem Ercan</i>	
The Ethical Implications of Digital Technology in Shaping Morality across Multi Religious Societies.....	41
<i>Mohammad Nazmus Sayadat</i>	
Two Faces of Fandom: Comparison of Kpop and Football Fandom.....	42
<i>Gamze Yalçın</i>	
Islamic Content on Screens: Analysing Gen Z’s Perceptions on Digital Media’s Influence on Language and Religiosity.....	43
<i>Rabiah Tul Adawiyah Mohamed Salleh, Sayyed Mohamed Muhsin</i>	
Coherence of Religious Discourse in Artificial Intelligence: The Shaping of Digital Discourse in Cultural Context and Social Media.....	44
<i>Mustafa Büyük</i>	
Academic Orientations in Media and Religion Studies: A Comparative Analysis.....	45
<i>Feyza Çevik</i>	
Representations of Piety in Contemporary Turkish TV Series: A Typological Approach.....	46
<i>Mesut Bostan, İrem Çakır</i>	
Embedded Biases and Digital Islamophobia: The Socio-Technical Perspectives of AI Literacy.....	47
<i>Yavuz Kanbur</i>	

Digital Communication of Communities of Consecrated Life in Croatia: The Case of Official Websites.....	48
<i>Suzana Peran, Hana Kilijan</i>	
Discursive Constructions of Islamophobia: A Comparative Media Analysis from Canada and France.....	49
<i>Mobassera Jahan Fatima, Tezcan Duma</i>	
Digitalization, Popular Culture, and Religion: Reconfigurations of the Sacred in the Digital Public Sphere.....	50
<i>Mustafa Derviş Dereli, Numan Karabudak</i>	
Regional Approaches to Digital Islamophobia: A Comparative View of CAIR, ENAR and AAI. 4.....	51
<i>F. Betül Aydın Varol</i>	
Religion on Global Screens: Representation of Religious Identities in Netflix Series.....	52
<i>Mevlüt Uğurlu</i>	
Pluralism on Screen and Cultural Conflict: Representations of Religious and Ethnic Identities in Serial (Bad) Weddings.....	53
<i>Muhammed Mücahid Dalkılıç</i>	
Algorithmic Faith: The Intersection of Digitalization and Religious Practices.....	54
<i>İsmail Kaplan</i>	
Context, Ideology, and Background: An Interpretative Approach to Understanding Society's Environmental CSR Expectations.....	55
<i>Selin Türkel, İrem Taştan</i>	
Palestinian Boycott on Social Media: Experiences of Palestinian Migrant Youth and the Role of Digital Activism.....	56
<i>Halime Aydın, Ali Erkam Yazar</i>	
From Campus to Community: How AHAS KIRKHS, IIUM Cultivates Religious Solidarity and Cultural Identity.....	57
<i>Mohammad Mohiuddin</i>	
Trace of the Boycott: A Content Analysis Beyond the News.....	58
<i>Ebru Karaca, Ali Erkam Yazar</i>	
Stance Against Brand Power: A Qualitative Study on Housewives' Brand Loyalty and Participation in Consumer Boycotts.....	59
<i>Beyza Nur Efe, Ali Erkam Yazar</i>	
From Universal Intellectual to Citizen Intellectual: New Media and Intellectuals.....	60
<i>Abdulsamet Günek</i>	
An Image Reflected on the Map of Science: Religion in the Artificial Intelligence Predicament.....	61
<i>Fikriye Çelik</i>	
Event Photos.....	62

## Consortium

International Balkan University (IBU)  
Balkan Research Center  
[Hosting Institution]

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Radio and Television Supreme Council (RTÜK)

International Islamic University Malaysia (IIUM)

Organisation of Islamic Cooperation (OIC)  
Independent Permanent Human Rights Commission

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The Center for Media and Religion Studies (MEDIAM)

International University of Sarajevo (IUS)

American University in the Emirates (AUE)

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Journal of Media and Religion Studies

University of Vienna  
Institute for Media and Communication Studies

2nd International

**Media, Digital Culture and Religion Congress**

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# CONGRESS PROGRAM

2nd International

## Media, Digital Culture and Religion Congress

**MAY 17, 2025 – 10.30  
OPENING SESSION**

**Venue: Stone Bridge Hotel, Skopje\***

Please note that the times indicated in this section follow North Macedonia's local time.

**Prof. Dr. Lütfi Sunar, Rector**  
International Balkan University

**Dr. Hacı Ali Açığül, President**  
Organisation of Islamic Cooperation Independent Permanent Human Rights Commission

**MAY 17, 2025 – 11.00-12.30  
OPENING PANEL**

**Venue: Stone Bridge Hotel, Skopje\***

Please note that the times indicated in this section follow North Macedonia's local time.

**Moderator**  
**Assoc. Prof. Metin Eken, Erciyes University,**

**Prof. Noura Alrshoud, Executive Director, OIC- IPHRC**  
The Impact of Islamophobia on Muslim Women: from Human Rights perspective

**Prof. Dr. Bejtulla Demiri, International Balkan University**  
Digitalisation of Religion: Media Ethics in the Age of AI

**Shener Bilalli, Prof. Dr., International Balkan University**  
Religion and National Identity in the Digital Public Sphere of the Balkans

2nd International

## Media, Digital Culture and Religion Congress

**MAY 17, 2025 – 13.30-17.30**  
**INVITED SPEAKERS**  
**(ONLINE)**

Please note that the times indicated in this section follow North Macedonia's local time.

**Moderator: Faruk Sadiç, Dr.**

**13.30-14.30 (Türkiye Local Time: 14.30-15.30)**

**Prof. Dr. Mohammed Kirat, American University in the Emirates**  
Arab Media Discourse: A Failed Dialogue Between Islam and the West

**14.30-15.30 (Türkiye Local Time: 15.30-16.30)**

**Prof. Dr. Shukran Abdul Rahman, International Islamic University Malaysia**  
Leveraging Digital Media for Holistic Religious Education

**15.30-16.30 (Türkiye Local Time: 16.30-17.30)**

**Prof. Dr. Moch Fakhruroji, The State Islamic University - UIN SGD**  
Combating Islamophobia in the Era of Social Media

**16.30-17.30 (Türkiye Local Time: 17.30-18.30)**

**Prof. Dr. Jörg Matthes, University of Vienna**  
Stigmatized Online: Muslim Reactions to Terrorism Narratives on Social Media

**Meeting ID: 969 9753 6959    Passcode: 138928    [Click to Join](#)**

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## Media, Digital Culture and Religion Congress

**MAY 17, 2025**

### FACE-TO-FACE PAPER PRESENTATION SESSIONS

**Venue: Stone Bridge Hotel, Skopje\***

**Please note that the times indicated in this section follow North Macedonia's local time.**

#### SESSION 1

Moderator: Sead Dzical, Ph. D.

**13.30-13.45**

**From Digital to Touchable Era: Boosting EFL Educators to Connect Media in Teaching Culture and Religion All at Once**

Dedi Sulaeman, Dr, UIN Sunan Gunung Djati Bandung, Indonesia

Tedi Rohadi, Dr, UIN Sunan Gunung Djati Bandung, Indonesia

Muhammad Aminuddin, Ph.D, UIN Sunan Gunung Djati Bandung, Indonesia

Anugrah Imani, Ph.D., UIN Sunan Gunung Djati Bandung, Indonesia

**13.45-14.00**

**The Impact of Social Media on Attention and Addiction of Youngsters in North Macedonia**

Sead Dzical, Ph.D., International Balkan University, Skopje, North Macedonia

**14.00-14.15**

**From Universal Intellectual to Citizen Intellectual: New Media and Intellectuals**

Abdulsamet Günek, Assoc. Prof., Muş Alparslan University, Muş, Türkiye

**14.15-14.30**

Q&A

#### SESSION 2

Moderator: Hakan Aydın, Prof. Dr.

**14.30-14.45**

**The Reception of Religion as a Factor of Humour: The 'Doğu' Series Example**

Ahmet Güven, Assoc. Prof., Bandırma Onyedli Eylül University, Balıkesir, Türkiye

Yakup Toktay, Assist. Prof., Bandırma Onyedli Eylül University, Balıkesir, Türkiye

**14.45-15.00**

**Social Media and the Transformation of Values, Privacy, and Identity among University Students**

Yahya TURAN, Assoc. Prof., Bandırma Onyedli Eylül University, Balıkesir, Türkiye

**15.00-15.15**

**The Power of Influence: Insights into Theology Students' Perceptions of Social Media Opinion Leadership**

Yusuf Asım Söylemez, Res. Assist., Sakarya University, Sakarya, Türkiye

**15.15-15.30**

Q&A

2nd International

## Media, Digital Culture and Religion Congress

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### SESSION 3

Moderator: Hakan Aydın, Prof. Dr.

15.30-15.45

#### The Construction of Social Reality in the Digital Age: The Transformation of Spirituality and Religion

Beyza Dut, Ph.D. Candidate, Ege University, İzmir, Türkiye

15.45-16.00

#### Embedded Biases and Digital Islamophobia: The Socio-Technical Perspectives of AI Literacy

Yavuz Kanbur, Res. Assist., Erciyes University, Kayseri, Türkiye

16.00-16.15

#### Religious Music Practices of the Greek Orthodox Community of İzmir in the Context of Authenticity

Aslı Aydar, M.A., Dokuz Eylül University, İzmir, Türkiye

16.15-16.30

#### Discursive Constructions of Islamophobia: A Comparative Media Analysis from Canada and France

Mobassera Jahan Fatima, Ph.D. Candidate, Ankara University, Ankara, Türkiye

Tezcan Durna, Assoc. Prof., Ankara University, Ankara, Türkiye

16.30-16.45

Q&A

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2nd International

## Media, Digital Culture and Religion Congress

**MAY 18, 2025**  
**ONLINE PAPER PRESENTATION SESSIONS**

Please note that the times indicated in this section follow Türkiye's local time.

**OPENING PRESENTATIONS**  
Moderator: Metin EKEN, Assoc. Prof. Dr.

**10.00-10.30**  
**European Islamophobia Report 2023 Main Findings**  
Enes Bayraklı, Prof. Dr., Turkish-German University, İstanbul, Türkiye

Note: We kindly invite all online paper presenters to attend the Opening Presentations. Following these presentations, you will be directed to your respective paper presentation rooms within Zoom.

**SESSION 1**  
Moderator: Tark Kodal, Dr.

**10.30-10.45**  
**The Ethical Implications of Digital Technology in Shaping Morality across Multi Religious Societies**  
Mohammad Nazmus Sayadat, Assist. Prof., International Islamic University Malaysia, Kuala Lumpur, Malaysia

**10.45-11.00**  
**Islamic Content on Screens: Analysing Gen Z's Perceptions on Digital Media's Influence on Language and Religiosity**  
Rabiah Tul Adawiyah Mohamed Salleh, Assist. Prof., International Islamic University Malaysia, Kuala Lumpur, Malaysia  
Sayyed Mohamed Muhsin, Assist. Prof., International Islamic University Malaysia, Kuala Lumpur, Malaysia

**11.00-11.15**  
**Navigating Religious Sensitivities in Speech: Insights From Malaysian Youth on Hate Speech**  
Farah Mursyieda Mohammad Fuad, Ph.D. Candidate, Universiti Putra Malaysia, Malaysia  
Sh Fatimah Alzahrah Binti Syed Hussien, Senior Lecturer, International Islamic University Malaysia, Malaysia  
Murni Wan Mohd Nor, Senior Lecturer, Universiti Putra Malaysia, Malaysia

**11.15-11.30**  
**From Campus to Community: How AHAS KIRKHS, IIUM Cultivates Religious Solidarity and Cultural Identity**  
Mohammad Mohiuddin, Assist. Prof., International Islamic University Malaysia, Kuala Lumpur, Malaysia

**11.30-12.00**  
Q&A

2nd International

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### SESSION 2

Moderator: Onur Önürmen, Assoc. Prof.

10.30-10.45

#### Eco-Theology and Papal Encyclicals on Climate Change: Exploring Stewardship and Advocacy Through Social Media Platforms

Peter Iorper Ugondo, Senior Lecturer, Taraba State University, Jalingo, Nigeria

Vitalis Torwel, Professor, Benue State University, Makurdi, Nigeria

Blessing Iorper Ugondo, Graduate Student, Taraba State University, Jalingo, Nigeria

10.45-11.00

#### Digital Communication of Communities of Consecrated Life in Croatia: The Case of Official Websites

Suzana Peran, Assist. Prof., Ph.D., Catholic University of Croatia, Zagreb, Croatia

Hana Kilijan, Ph.D. Student, Catholic University of Croatia, Zagreb, Croatia

11.00-11.15

#### Religion and Perception of Offense in Internet Advertising: An Analysis of Islamic, Christian and Animist Religious

Stover Ezequias, Ph.D. Candidate, University Institute of Lisbon, Portugal

11.15-11.30

Q&A

### SESSION 3

Moderator: Müşerref Yardım, Prof. Dr.

10.30-10.45

#### Digital Islamophobic Projections of Far-Right Hashtags

Müşerref Yardım, Prof. Dr., Necmettin Erbakan University, Konya, Türkiye

10.45-11.00

#### Regional Approaches to Digital Islamophobia: A Comparative View of CAIR, ENAR and AAI

F. Betül Aydın Varol, Assoc. Prof., Selçuk University, Konya, Türkiye

11.00-11.15

#### Palestinian Boycott on Social Media: Experiences of Palestinian Migrant Youth and the Role of Digital Activism

Halime Aydın, Master's Student, Necmettin Erbakan University, Konya, Türkiye

Ali Erkam Yazar, Assoc. Prof., Necmettin Erbakan University, Konya, Türkiye

11.15-11.30

#### Trace of the Boycott: A Content Analysis Beyond the News

Ebru Karaca, Master's Student, Necmettin Erbakan University, Konya, Türkiye (Online)

Ali Erkam Yazar, Assoc. Prof., Necmettin Erbakan University, Konya, Türkiye

11.30-12.00

Q&A

2nd International

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### SESSION 4

Moderator: Mustafa Macit, Prof. Dr.

10.30-10.45

**Digitalization and Religion in the Oscillation Between Building the Sacred “Mishkan” and Sinning the “Het Haegel”: The Theo-logistic of Digital Media in the Case of Jeffrey Shaw’s “Golden Calf”**

Mustafa Macit, Prof. Dr., Atatürk University, Erzurum, Türkiye

10.45-11.00

**Algorithmic Faith: The Intersection of Digitalization and Religious Practices**

İsmail Kaplan, Assist. Prof., Anadolu University, Eskişehir, Türkiye

11.00-11.15

**Academic Orientations in Media and Religion Studies: A Comparative Analysis**

Feyza Çevik, Res. Assist., Erciyes University, Kayseri, Türkiye

11.15-11.30

**The Use of Social Media by Ulama in Somalia: Opportunities and Challenges**

Abdikadir M. Hassan, Master’s Student, Erciyes University, Kayseri, Türkiye

11.30-12.00

Q&A

### SESSION 5

Moderator: İhsan Çapcıoğlu, Prof. Dr.

10.30-10.45

**Postmodern Consumer Culture and the Search for Sanctity: An Evaluation on Spiritual Healers**

Merve Bahadır, Dr., Independent Researcher, Türkiye

İhsan Çapcıoğlu, Prof. Dr., Ankara University, Ankara, Türkiye

10.45-11.00

**Religion on Global Screens: Representation of Religious Identities in Netflix Series**

Mevlüt Uğurlu, Dr., Nevşehir Hacı Bektaş Veli University, Nevşehir, Türkiye

11.00-11.15

**Representations of Piety in Contemporary Turkish TV Series: A Typological Approach**

Mesut Bostan, Assist. Prof., Marmara University, İstanbul, Türkiye

İrem Çakır, Undergraduate Student, Maltepe University, İstanbul, Türkiye

11.15-11.30

**Pluralism on Screen and Cultural Conflict: Representations of Religious and Ethnic Identities in Serial (Bad) Weddings**

Muhammed Mücahid Dalkılıç, Assist. Prof., Kilis 7 Aralık University, Kilis, Türkiye

11.30-12.00

Q&A

2nd International

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### SESSION 6

Moderator: Selin Türkel, Prof. Dr.

10.30-10.45

#### Context, Ideology, and Background: An Interpretative Approach to Understanding Society's Environmental CSR Expectations

Selin Türkel, Prof. Dr., Izmir University of Economics, Izmir, Türkiye  
İrem Taştan, Ph.D. Student, University of Strathclyde, Glasgow, Scotland

10.45-11.00

#### An Image Reflected on the Map of Science: Religion in the Artificial Intelligence Predicament

Fikriye Çelik, Assoc. Prof., Sivas Cumhuriyet Üniversitesi, Sivas, Türkiye

11.00-11.15

#### Coherence of Religious Discourse in Artificial Intelligence: The Shaping of Digital Discourse in Cultural Context and Social Media

Mustafa Böyük, Lecturer, Dr., Ankara Yıldırım Beyazıt University, Ankara, Türkiye

11.15-11.30

#### Stance Against Brand Power: A Qualitative Study on Housewives' Brand Loyalty and Participation in Consumer Boycotts

Beyza Nur Efe, Master's Student, Necmettin Erbakan University, Konya, Türkiye  
Ali Erkam Yazar, Assoc. Prof., Necmettin Erbakan University, Konya, Türkiye

11.30-12.00

Q&A

### SESSION 7

Moderator: Mustafa Derviş Dereli, Assoc. Prof.,

10.30-10.45

#### Digitalization, Popular Culture, and Religion: Reconfigurations of the Sacred in the Digital Public Sphere

Mustafa Derviş Dereli, Assoc. Prof., Necmettin Erbakan University, Konya, Türkiye  
Numan Karabudak, Master's Student, Marmara University, Istanbul, Türkiye

10.45-11.00

#### Religious Narratives Between Television and Social Media: A Study on the Digital Reinterpretation of Religion in Turkish Popular Culture

İrem Ercan, MBA Student, Galatasaray University, Istanbul, Türkiye

11.00-11.15

#### Two Faces of Fandom: Comparison of Kpop and Football Fandom

Gamze Yalçın, Res. Assist., Üsküdar University, Istanbul, Türkiye

11.15-11.30

#### Digital Religiosity and Freedom of Expression: The Right to Religious Expression on Social Media within the Context of the Turkish Constitution

Abdullah Elmas, Dr. Siirt University, Siirt, Türkiye

11.30-11.45

#### The Impacts of Artificial Intelligence on Online Freedom of Religion and Belief

Abdullah Elmas, Dr. Siirt University, Siirt, Türkiye

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# PROCEEDINGS

## The Role of Media in Combatting Islamophobic Hate Speech From Human Rights Perspective

### Hacı Ali Açıkgül

Dr., Judge,  
Chairman of OIC-IPHRC,  
Senior Advisor to Turkish  
Ministry of Justice,  
hacikgul@hotmail.com  
ORCID: 0000-0002-5634-1416

**Abstract:** Islamophobia, is not only a social prejudice and racism but it is a distortion of human conscience. It stems from fear, ignorance, and the persistent framing of the "others", mainly Muslims as a threat. The media bears a profound ethical responsibility especially in an age where digital media platforms shape perceptions faster than the hidden reality. The role of media for promoting freedom of expression and combatting hate speech is very crucial. However, the freedom of expression is not 'absolute' rather its exercise is subject to 'special duties and corresponding responsibilities' based on 'avoidance of harm to others' under the international human rights instruments. Therefore, it is imperative to reconcile the right to freedom of expression with other rights, such as the right to freedom of religion or the right to be free from discrimination. Countering Islamophobia, is not simply a political or cultural necessity, it is a test of our collective moral compass, and media must play a role to this challenge by choosing to build understanding rather than division. In order to regulate and streamline the role of media in combatting Islamophobic hate speech states should develop codes of conduct for media so as to effectively counter the hate speech, take firm actions to prevent the use of religion in their media outlets for inciting hatred, discrimination and violence against minorities and to improve/repeal relevant laws in conformity with their respective international human rights obligations. Media institutions must adopt a multi-layered approach rooted in ethics, education, and accountability. The collaboration with interfaith groups, civil society, and human rights institutions can help establish shared guidelines and public campaigns that promote respect and mutual understanding.

**Keywords:** Islamhpobia, Hate speech, Media, Freedom of Expression, Discrimination

## The impact of Islamophobia on Muslim Women: Human Rights Perspective

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**Abstract:** The article critically examines the gendered dimensions of Islamophobia, emphasizing the unique and disproportionate prejudices faced by minority Muslim women. It highlights how, under the pretext of secularism and integration, many Western societies impose legal and social restrictions on Muslim women's religious dress, denying them autonomy and reinforcing harmful stereotypes. Drawing on personal experience, the author, Executive Director of the IPHRC, demonstrates that wearing the hijab has not hindered professional growth but rather strengthened her identity, resilience, and achievements. Citing engagements with Taliban authorities in Afghanistan and participation at the UN Human Rights Council, she underscores the need to shift global focus from external appearances to fundamental rights, such as education and self-determination.

The article further critiques the media's role in perpetuating negative stereotypes, calling out its failure to portray the diversity and dignity of Muslim women. It stresses that such portrayals violate international human rights laws, including the freedom to practice religion and religious expression and protection from hate speech. To counter this, a five-pillar strategy is proposed: strengthening regulation, promoting media literacy, ensuring inclusive representation, collaborating with civil society, and training journalists. These steps aim to transform media into a tool for empowerment, respect, and meaningful representation of Muslim women providing protection against stereotypes and hate speech.

**Keywords:** Islamophobia, Autonomy, Stereotypes, Hate speech, Diversity, International Human Rights Law

### Digitalization of Religion: Media Ethics in the Age of AI

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**Abstract:** The growing interaction between religion and technology is reshaping how people experience and practice faith. This research explores how artificial intelligence (AI) and digital platforms are being used to create and distribute Islamic religious content, such as AI-generated sermons and chatbot-based spiritual advice. While these tools offer convenience and access, they also introduce complex ethical concerns about authenticity, spiritual value, and accountability. Algorithms on platforms like YouTube and TikTok influence what religious content users see, often marginalizing minority voices, including Islamic perspectives. The study examines these issues through the lens of Islamic ethics and proposes a new framework called “techno-theological ethics,” which blends digital literacy with religious responsibility. Key values—transparency, accountability, and inclusivity—are essential to ensure AI serves faith rather than distorting it. By analyzing the risks of algorithmic bias and the challenges of AI use in religious contexts, this research highlights the urgent need for ethical guidelines. The goal is to encourage responsible digital engagement that respects religious values while embracing technological innovation.

**Keywords:** Artificial Intelligence, Digital Religion, Media Ethics, Islamic Perspective, Techno-Theological Ethics

## Religion and National Identity in the Digital Public Sphere of the Balkans

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**Abstract:** This article examines the complex and evolving relationship between religion and national identity within the digital public sphere in the Balkan region. Drawing upon recent academic research and selected case studies from various digital media platforms, the study explores how the internet has become a powerful tool in shaping collective identities. It investigates how online environments simultaneously function as catalysts for both interethnic polarization and constructive transnational dialogue. Special attention is given to the ways in which religious symbols, language, and narratives are reinterpreted and strategically employed in political discourse to reinforce or challenge national ideologies. Moreover, the article analyzes the growing role of religious leaders as digital influencers who impact public opinion and discourse across borders. By highlighting their use of social media to engage with followers and assert moral authority, the research underscores their influence in both unifying and dividing communities. The study emphasizes the dual nature of digital spaces as arenas for conflict, identity negotiation, and potential reconciliation.

**Keywords:** Religion, National Identity, Digital Public Sphere, Interethnic Polarization, Dialog

## **Arab Media Discourse: A Failed Dialogue between Islam and the West**

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**Abstract:** In an era dominated by globalization and controlled by the informational society and the digital environment, the Islamic World is facing stereotypical images, distortion, and deception. The problem became more complex after the events of September 11 and the spread of terrorism worldwide. What have Muslims done to address the problem and confront the phenomenon of Islamophobia and systematic distortion of Islam? What about the battle for public opinion and the role of Arab media in addressing the issue? What have Arab satellite channels presented to the other to correct the distortion and misinformation? And what are their contributions to establishing a dialogue that corrects and refutes distortion and deception, and builds bridges for understanding and integration? How do Muslims view the West? And how does the West view Muslims? What are the reasons for the distorted and misleading Western view of Islam and Muslims? What are the intentions and goals of both parties? Is it coexistence, understanding, and dialogue, or confrontation and conflict? What are the reasons for the failure of dialogue? And what strategies to use to establish channels of communication and understanding? Islamophobia has increased, and campaigns of systematic distortion and deception against Islam and Muslims and Arabs through Western media and global media corporations as well as cultural multinational firms have multiplied, spreading propaganda, distortion and disinformation through news, analyses, reports, films, series, and the internet, among others. In contrast, Arab media are operating in a vacuum without identity, without a specific strategy, and without an action plan to confront propaganda campaigns and distortion and deception operations from the West.

**Keywords:** Islamophobia, Propaganda, Disinformation, Global Media Corporations, Understanding, Confrontation

### Leveraging Digital Media for Holistic Religious Education: Integrating Tradition, Technology, and Community for Sustainable Futures

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**Abstract:** In an era of rapid digital transformation, the methods of teaching and learning religion must evolve to remain effective, engaging, and impactful. This paper explores the role of advanced media and digital culture in enhancing religious education while ensuring that the learning process remains holistic, integrated, and community-oriented. By leveraging digital technology, religious education can move beyond traditional paradigms and foster meaningful engagement with diverse communities. The discussion emphasizes the need for strategic approaches that blend religious teachings with modern digital tools to nurture scholars and students who are well-equipped to contribute to sustainable futures. In alignment with the principles of Ummatic development, this paper advocates for an integrative approach that combines Islamic wisdom with contemporary advancements, positioning religion as a key enabler of Sustainable Development Goals. Through the application of knowledge, the strengthening of a culture of adab, and the cultivation of wisdom, this study aims to inspire excellence and shape a future where religious education serves as a driving force for progress and enlightenment in the digital age.

**Keywords:** Digital Media, Holistic Religious Education, Tradition, Technology, Sustainable Future

## Combating Islamophobia in the Era of Social Media: Considering the Paradigm of Prophetic Journalism

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**Abstract:** Global media conglomeration marks the increasing commercialization and colonization of media as a public space. In the context of Islamophobia, this topic often arises and appears more as a commodity and implying that professional journalists are nothing more than labor for giant media industries. They witness many humanitarian events and tragedies as nothing more than media content. They may prioritize reporting on the situation of war rather than providing humanitarian assistance, while this is done in the name of objectivity to prove impartiality. This then worsened in the era of social media, which is more user-centered and personal, so that the opportunity for the spread of Islamophobia is greater. To minimize this trend, it is necessary to consider the prophetic paradigm in journalism, a paradigm that mediates between the positivism and the critical paradigm, which are considered contradictory. Generally, this paradigm tends to be similar to the critical paradigm, which prioritizes humanistic values and participatory dimension, while participatory in the prophetic journalism suggests humanizing, liberating, and transcending human. Therefore, the paradigm of prophetic journalism is also an important basis for building media literacy in the era of social media.

**Keywords:** Islamophobia, Prophetic paradigm, Prophetic journalism, Humanizing, Liberating, Transcending

## Stigmatized Online: Muslim Reactions to Terrorism Narratives on Social Media

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**Abstract:** Terrorism news on social media not only shapes the attitudes of the majority society, but also influences the self-image and sense of belonging of Muslim minorities in Western countries. Research shows that undifferentiated representations in the media and social networks often reinforce stereotypical links between Islam and terrorism and thus contribute to stigmatization. This talk exemplifies this idea with a summary of empirical findings. We aimed to understand how online intolerance against Muslims and various forms of counter-speech on social media affect the experience of social threat and negative emotions of Muslim minority members. The results of an experiment show, for instance, that intolerant posts online significantly increase the feeling of identity threat and negative affective reactions. Contrary to expectations, counter-speech - whether civil or uncivil - did not strongly attenuate these effects. However, uncivil counter-speech reduced the experience of threat somewhat more strongly compared to the civil variant. The talk offers important implications for journalistic practices and dealing with intolerance in social media.

**Keywords:** Terrorism News, Social Media, Representation of Muslims, Representation of Islam

## Digital Islamophobic Projections of Far-Right Hashtags

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**Abstract:** According to 2022 data, 63% of the world's population is online, while this rate was 34.3% in 2013. With the increase in social media and internet use, it is seen that Islamophobic discourses have also moved to digital platforms. Between 2019 and 2021, 3,759,180 Islamophobic posts were made on Twitter alone. The fact that online hate speech increases offline attacks against Muslims is fueled by far-right discourses. In recent years, far-right discourse has become popular, especially in Western countries. However, although far-right discourse varies according to different geographies, their common features include being anti-immigrant and anti-Muslim. While the far-right normalizes its discourses by spreading them to large masses through the media, it has turned into a global crisis in recent years by exceeding the national scale on digital platforms. Therefore, digital Islamophobia attracts attention with its internationalization feature. Keywords and hashtags also come to the fore in digital Islamophobia. The far-right produces, spreads and consumes hatred and hostility towards Islam and Muslims through hashtags. This study will reveal how the far-right discourse reinforces its hatred and hostility towards Islam and Muslims through content analysis of hashtags such as #removekebab, #StopIslam, #JeSuisCharlieMartel, #deportmuslims, #KillAllMuslims, #MuslimsReportStuff, #SignaleUnMusulman and #IslamHorsDEurope shared on social media.

**Keywords:** Far-Right, Digital Islamophobia, Online Islamophobia, Hashtag, Social Media

## From Digital to Touchable Era: Boosting EFL Educators to Connect Media in Teaching Culture and Religion All at Once

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**Abstract:** This paper explores the essential part from digital to touchable era: boosting efl educators to connect media in teaching culture and religion all at once. Touchable era refers to the condition that nowadays people are easy to access media with all touchable devices. Cultural and Religious matters are spread massively through touchable media. The researchers, as well as educators, are required to be very close to this media in order to teach with various experiences globally. As we transition from a predominantly digital era to one where tactile and experiential learning is emphasized, EFL educators are presented with unique opportunities to engage students in meaningful ways. This study discovers how EFL educators can effectively incorporate various media forms—such as videos, podcasts, and social media—into their curricula to foster a deeper understanding of cultural and religious contexts. By bridging the gap between language teaching and cultural literacy, educators can create immersive environments that resonate with learners' interests and backgrounds. Thus, the transistion from digital to touchable era is able to boost the EFL educators to connect culture and religion all at once in their teaching and learning process.

**Keywords:** Culture, Digital Era, Podcast, Religion, Social Media, Touchable Era

## Religion and Perception of Offense in Internet Advertising: An Analysis of Islamic, Christian and Animist Religious

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**Abstract:** The study examines the perception of the message of adverts for entertainment products on the Internet by religious Islamists, Christians and animists. It also looked at the implicit and explicit intentions of the advertising message of entertainment products and how they reflect the identity of the event. A qualitative methodological approach was adopted. 21 interviews were conducted with the leaders of the three religions under study and 4 focus groups with a number of participants ranging from 6 to 8 in each group. It was concluded that the perceptions of adverts for entertainment products revealed a certain rejection on the part of the interviewees, mainly in the criteria of morality and importance. The use of half-naked women in contexts disconnected from the product was one of the criticisms raised, making this practice an offence against religious values. The analysis emphasises that these advertising materials are aimed at specific audiences and use visual and symbolic elements that can be interpreted in different ways and depending on the degree of spirituality and religiosity of those who watch them. There is criticism of the exclusivity of these adverts, especially those that focus on exalting sensuality or immorality, sexuality, appeals to witchcraft and the ‘worldly’ side of the festivities.

**Keywords:** Religion, Religiosity, Internet Advertising, Advertising Message

## **Eco-Theology and Papal Encyclicals on Climate Change: Exploring Stewardship and Advocacy Through Social Media Platforms**

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**Abstract:** Ecological issues have taken centre stage in theology, especially the Vatican Papal Encyclicals on climate change through social media platforms. Against this backdrop, this paper analyses how eco-theological messages from Papal encyclicals are framed and disseminated on social media platforms to promote stewardship and advocacy for climate change action using a qualitative methodology. The paper employs qualitative analysis of official Vatican social media posts on platforms, including X, Instagram, and Facebook, in the last five years, focusing on the thematic framing, hashtags, visual elements, and audience engagement metrics. Anchored on Eco-Theology, Framing and Jürgen Habermas's Communicative Action theories, the paper examines the intersection of theology and digital communication strategies to build mutual understanding and collective action on climate change. The paper expects to identify the key themes in the Vatican's digital messaging on climate change, assess social media frames in these messages that engender environmental responsibility, and influence public attitudes and behaviour. The conclusion seeks to highlight the innovative use of social media to bridge traditional eco-theological teachings on climate action and how digital platforms can amplify faith-based advocacy for global environmental activism.

**Keywords:** Eco-theology, Climate change, Social media, Environmental activism, Papal Encyclicals, Advocacy, Communicative action

## The Power of Influence: Insights into Theology Students' Perceptions of Social Media Opinion Leadership

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**Abstract:** Social media platforms have shaped individuals' thoughts and behaviors in today's digital age. Unlike traditional opinion leaders, virtual influencers gaining popularity on these platforms can influence opinions, attitudes, and ways of thinking. This study aims to contribute to the social sciences literature by offering a new perspective on the role of social media influencers. The research was conducted using a quantitative survey model commonly used in social sciences. Data were collected from theology students (N=466) at a public university in Türkiye. The participants were administered the "Social media influencers' opinion leadership scale in the eyes of followers". When comparing the data, a t-test was used between two groups, and one-way ANOVA was used to compare more than two groups. The Post Hoc Tukey test was used for further analysis in case of significant differences. The quantitative analysis revealed significant differences in trust, imitation, communication, and entertainment ( $p < 0.05$ ). The study concludes that social media influencers have the potential to share the roles traditionally held by opinion leaders, religious authorities, and educators, particularly within the dimensions investigated. This highlights the need for further exploration of their impact in these domains.

**Keywords:** Education and Training, Religious Education, Opinion Leadership, Social Media Influencers

## Religious Music Practices of the Greek Orthodox Community of Izmir in the Context of Authenticity

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**Abstract:** Non-Muslim communities living within the Muslim majority society preserve their expressive cultural practices with special care against the danger of assimilation of their national and religious identities. From this perspective, religious musical practices constitute an important lens through which to understand the cultural heritage of communities. The Byzantine musical script, which Christians developed almost from the beginning of the church tradition in order to perform hymns, has the mission of characterizing the cultural heritage of the faith by distinguishing it from the musical practices of other societies. Another powerful task of religious musical practices in relation to the notation system is the ability to unite the citizens of the countries belonging to the Eastern churches under a single religious identity, creating a concrete sociality despite their different cultures. The aim of this study is to subject the ethnographic data obtained from the rituals and feasts of the Greek Orthodox community of Izmir to a theoretical framework and to analyze them through the concept of authenticity, focusing on the religious music practices of the Greek Orthodox community of Izmir.

**Keywords:** Religious Music, İzmir, Orthodox, Christian, Authenticity

## Digitalization and Religion in the Oscillation Between Building the Sacred “Mishkan” and Sinning the “Het Haegel”: The Theo-logistic of Digital Media in the Case of Jeffrey Shaw’s “Golden Calf”

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**Abstract:** If the digital world is a sacred space for some today, we can look for its theological implications in the Mishkan, a portable tent that God commands Moses to build in the book of Exodus. If, on the other hand, the digital world is a cause or representation of change or even deviation in the religious, then we can find its traces in the Het Haegel/Calf Sin in the book of Exodus. As a matter of fact, Jeffrey Shaw's hyperrealist work Golden Calf (1994), through an LCD monitor with the figure of the Golden Calf placed on a pedestal, dragging people who take the screen in their hands into a semi-religious ceremony, and having ironic references both to digital technologies and users by referring to an archaic worship ritual and to an archaic worship ritual through digital technology, is undoubtedly inspired by the Het Haegel narrative. Our aim is to first excavate the logic of digital culture in relation to the Judeo-Christian tradition and its logistical sources with a phenomenological approach, to produce an analytical interpretation framework, and then to evaluate the current state of the relationship between digital culture and religion based on this framework and the example of Shaw's work, and to contribute to the discussions on religion, media and digital culture by opening its connotations on behalf of the religious.

**Keywords:** Digital Culture, Media, Technology, Religion, Golden Calf, Mishkan, Theology

## Postmodern Consumer Culture and the Search for Sanctity: An Evaluation on Spiritual Healers

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**Abstract:** Today, spiritual practices and basic skills such as healing techniques, quantum, NLP, subconscious cleansing and coaching, which are called alternative experiences, are turning into professional occupations. At the pace of the digital age, individuals turn to healers in the face of daily problems and seek authentic, exotic experiences within the framework of consumer culture. Spiritual healing and the search for the sacred are shaped by the processes of competition and worldliness at the macro level, and alienation, individualization, isolation, loss of meaning and the search for meaning at the micro level. In a wide spectrum, spiritual healing techniques and sacred seeking are becoming a part of today's consumer culture, responding to individuals' search for spiritual fulfillment, and reaching large masses through social media platforms. This study aims to question what spiritual techniques such as quantum and subconscious cleansing, which have gained popularity in recent years, are, how they are featured on social media, and the relationship between consumption and sacredness. The study will evaluate the spiritual healing techniques and social media posts of Eylem Amine Altunkaynak, who provides trainings in the light of Sufism, and Şebnem Tacigut, a quantum thinking trainer, through content analysis technique.

**Keywords:** Postmodern Consumerism, Sacred, Spiritual Healing Techniques, Social Media

## **The Construction of Social Reality in The Digital Age: The Transformation of Spirituality and Religion**

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**Abstract:** In their theory of the construction of social reality, Berger and Luckmann examine the formation of symbolic universes, exploring the legitimating nature of the conceptual devices and social organization that sustain them. As the social order grows more complex, the legitimating umbrella becomes more complicated and sophisticated. In the global world, digital media society shares and internalizes common beliefs and practices according to subjective preferences and orientations. Accordingly, the understanding and practice of religion have evolved, moving away from traditional structures. Digitalization has transformed the field of religion and instrumentalized it for different purposes, moreover, advancements in artificial intelligence have made it more susceptible to disinformation. Individuals who act as role models on social media often contribute to this phenomenon by promoting their agendas. A diverse array of mystical practices has emerged as a response to the quest for meaning among individuals living in a secular world, often feeling disconnected from established religious traditions. These practices have woven a rich tapestry of rituals and philosophical concepts inspired by New Age movements that gained prominence during the counterculture of the 1960s and 1970s. This blending results in a distinctive fusion of spiritual and religious elements, integrating aspects of conventional faith with innovative spiritual explorations. Practices such as energy consultancy, shamanic activities, meditation, yoga, healing sessions, and teachings from the Far East foster the search for “meaning” and promote “well-being”. Accordingly, the sense of well-being has arisen to mask the inherent semantic gaps in daily life, even if it doesn't eliminate them. Contemporary thinkers, explorers, and coaches often draw from sacred and religious traditions but typically avoid emphasizing religiosity when working with clients. As a consequence of this evolution, we are witnessing the emergence of the global techno-religious individual- a person whose understanding of reality and relationship with religion is undergoing a profound transformation.

**Keywords:** Digital media, Social Construction, Spirituality, Religion, New Age, Transformation

## The Use of Social Media by Ulama in Somalia: Opportunities and Challenges

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**Abstract:** Religious communication utilizing social media platforms has changed the way religious leaders (Ulama) perform their interactions with their followers and transmit religious information to the public audience. This study examining the crisis of religious authority and the problem of authenticity faced by traditional religious leaders (Ulama) on digital platforms in Somalia. The research also investigates Somali Ulama's use of social media along with the opportunities and digital barriers they encounter in online spaces. This study is significant as it is one of the first to examine the new forms of interaction that religious authority figures encounter on social media in the Somali context and their impact on society, and it's also provides essential knowledge about Ulama's modern digital activities as it affects both religious leadership and societal dialogue and community unity. The research centers its analysis on YouTube because this platform serve as primary social media tool for Somali Ulama. The scope of the study involves analyzing posts shared on social media platforms, particularly between 2022 and 2024 period to present relevant contemporary insights. A qualitative content analysis was conducted to explore key materials posted by prominent Somali Ulama on social media, especially YouTube. "Data was collected through a systematic analysis of a selected sample of social media posts and online discussions. The findings reveal how social media platforms, particularly YouTube, promote religious outreach towards young people, facilitate spiritual dialogue, and enable rapid responses to regional issues. Through online platforms, religious leaders face multiple security risks such as misinterpretation of religious content, online harassment, and the dissemination of extremist messages. This study demonstrates social media functions as a forceful tool for religious participation but needs moral regulations and digital literacy structures to achieve its maximum positive outcomes while handling security threats.

**Keywords:** Social Media, Religious Leaders, Digital Communication, Online Engagement, Religious Discourse, Somalia

### The Impact of Social Media on Attention and Addiction of Youngsters in North Macedonia

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**Abstract:** The rise of social media has profoundly changed the cognitive, emotional, and even spiritual landscape of today's young people. As digital platforms become increasingly integral to daily life, educators are witnessing a decline in the ability of youth to focus, process emotions, and engage in meaningful conflict resolution. While the digital age offers unprecedented access to information and connectivity, it simultaneously cultivates a culture of surface-level engagement, emotional volatility, and a growing dependence on online validation. One of the most striking effects of digital media and the rapid adoption of artificial intelligence is the diminishing attention span of young users. The constant influx of notifications, quick-scrolling feeds, and algorithm-driven short-form content trains students to process information in fragmented bursts, eroding the capacity for deep, contemplative thought. Educators often note that students struggle to read or reflect without interruptions, frequently shifting their focus toward their devices. In this context, religion and spirituality—traditionally sources of inner reflection, community, and moral grounding—face unique challenges and opportunities. Young people increasingly seek meaning and identity in digital spaces, where metrics like likes, shares, and comments become substitutes for inner worth and divine affirmation. The shift from inward spiritual development to outward digital performance raises important questions about how religious institutions and faith-based education can remain relevant. Practices such as prayer, meditation, and ritual, which require sustained attention and introspection, now compete with the instant gratification of online interaction. Furthermore, the online world often fragments the collective experience of religious community, replacing sacred spaces with curated virtual personas. This digital shift affects not only how young people understand themselves but also how they relate to concepts of transcendence, truth, and belonging. As educators and faith leaders navigate these transformations, there is an urgent need to develop media literacy strategies that are spiritually grounded and emotionally intelligent—helping youth reconnect with deeper values in an age of distraction.

**Keywords:** Social Media, Religious Leaders, Digital Communication, Online Engagement, Religious Discourse, Somalia

## The Reception of Religion as a Factor of Humour: The ‘Doğu’ Series Example

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**Abstract:** The “underground stand-up” movement, which has developed in recent years in areas such as Kadıköy, Beşiktaş and Taksim, draws attention with its alternative and harsh sense of humor. In these shows, sensitive topics such as politics, sexuality, national-spiritual values and religion are used as humorous material. In Doğu Demirkol’s “Doğu” series, which emerged from this movement, humorous elements about Islam, specifically religion, are frequently included; criticisms are made towards both religious and secular segments. Scenes from the series are shared extensively on social media and receive different reactions. This study aims to examine how the religious humor in the series is received by society. In line with the religious dialogues identified in 15 of the 24 episodes, interviews will be conducted with a total of 12 students, 6 from the Faculty of Theology and 6 from the Faculty of Communication, and how they receive the aforementioned dialogues will be investigated. The research question focuses on how young people with different backgrounds receive humor about religion in the context of Stuart Hall’s oppositional, dominant and negotiated reading categorization. It is assumed that the series will be subject to oppositional reading by the students of the Faculty of Theology and to dominant reading by the students of the Faculty of Communication.

**Keywords:** Religion, Humour, Stuart Hall, Reception Analysis, Series of “Doğu”

## **Social Media and the Transformation of Values, Privacy, and Identity Among University Students**

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**Abstract:** Social media has become an integral part of modern social life, especially for younger individuals who now spend a significant portion of their daily lives on these platforms. This shift has influenced social behaviors and contributed to the development of new values and lifestyles. Social media now plays a key role in shaping personal identity, building relationships, and forming value judgments, including familial, moral, religious, and national perspectives. The 18–25 age group is particularly influenced by these changes. This study explores the social media habits and attitudes of university students, with a focus on how heavy users experience shifts in their values and privacy perceptions. It also examines how they create online social spaces, represent their identities, and whether anonymity leads to changes in self-expression. To gather data, the researcher developed an interview form grounded in social psychological theories and relevant literature. Feedback was obtained from communication experts, and the finalized form was distributed online via Google Forms. The study aims to provide insights into how university students engage with social media, and how this engagement reflects broader changes in values and privacy awareness.

**Keywords:** Social Media, Privacy, Values, University Youth

## Religious Narratives Between Television and Social Media: A Study on the Digital Reinterpretation of Religion in Turkish Popular Culture

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**Abstract:** This study investigates the digital reinterpretation of religious narratives depicted in contemporary Turkish television series through social media platforms. In recent years, productions such as *Kızılıcak Şerbeti* and *Kızıl Goncalar* have increasingly integrated religious themes—ranging from institutional structures to personal faith practices—into mainstream entertainment. These representations, when circulated on social media outlets such as X, Instagram, and TikTok, are subject to reinterpretation, humor, critique, and symbolic rearticulation by digital audiences. Adopting a qualitative social media content analysis methodology, this research aims to elucidate how religious discourse transitions from traditional broadcast formats into the participatory and rapidly evolving digital sphere. Rather than offering normative evaluations, the study seeks to provide a descriptive account of the transformations in religious meaning-making processes within digital culture. By situating its findings within the broader framework of media, religion, and popular culture studies, the research contributes to a deeper understanding of how religious expressions are reshaped in response to contemporary technological and cultural dynamics.

**Keywords:** Religion, Social Media, Turkish Television, Popular Culture, Digital Transformation

### The Ethical Implications of Digital Technology in Shaping Morality across Multi Religious Societies

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**Abstract:** Digital technology has ushered in an era of unprecedented social and cultural transformation, fundamentally affecting how people interact, communicate, and see the world. The growing digitization of many aspects of human life has required a rethinking of ethical norms when humanity began to concentrate on itself rather than divine creatures. This research explores the concept of ethical insinuations and its application in delineating digital technology and compare its effects on social harmony, religious coexistence, and well-being in multi-religious societies, enabling more pragmatic suggestions on forging a more ethical and inclusive digital space that is considerate of diverse religious beliefs, nurtures common values and free from dissemination of misinformation, hate speech, and radical ideologies. The concept of ‘digital wisdom,’ which exceeds digital literacy since it is a matter of ethical and moral use of technology, is what this study focuses on, and proposing a holistic model that merges technical advancements and ethical frameworks to safeguard the long-term development of society in direct correlation with Maqasid al-Shariah and Islamic legal maxims.

**Keywords:** Ethics, Digital Technology, Shariah, Morality, Multi-Religious Society

## Two Faces of Fandom: Comparison of Kpop and Football Fandom

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**Abstract:** In contemporary society, popular culture has become intertwined with daily life. People can be fans of many things such as TV series/movie characters, athletes, singers, artists, influencers, anime, etc. Among the numerous fandoms within popular culture, this article focuses on two different fandom bases: Kpop and Football Fandoms. The purpose of this study is to explain how K-pop fandom and football fandom are perceived in society from economic, socio-cultural, political, psychological, and spiritual perspectives. The document analysis method was employed. As a result of this comparative analysis, it was concluded that although they have several similarities in many aspects, their social perception is significantly divergent. The perception of football in society is relatively more positive or neutral compared to Kpop. It can be said that Football is perceived more positively in society due to its characteristics such as having a longer history than Kpop, being economically more valuable, and politically more powerful. However, the discussion of Kpop in the context of religious and moral concerns in society is also an important factor that shapes social perception. Finally, when viewed from a gender perspective, it is seen that K-pop has a more feminine appearance while football has a more masculine appearance. This difference can be considered to play a role in the formation of social perception.

**Keywords:** Fandoms, Kpop, Football, Perception, Popular Culture, Fan

## Islamic Content on Screens: Analysing Gen Z's Perceptions on Digital Media's Influence on Language and Religiosity

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**Abstract:** The digital age fundamentally alters religious engagement, particularly for young Muslims engaging with a constant stream of online content. Islamic content, including reminders disseminated widely across social media, represents a significant aspect of this digital religious landscape for Generation Z. While discussions often highlight the negative effects of digital media, less research explores how Gen Z perceives the influence of this digital exposure on their own lives. Focusing on students at the International Islamic University Malaysia (IIUM), this study investigates Gen Z's perceptions regarding Islamic content encountered on social media. It specifically examines the perceived influence of engaging with this content on their linguistic practices (language use, vocabulary related to Islam) and their overall religiosity (encompassing identity, belief, and practice). Utilising a survey-based methodology, this research quantifies key variables, including self-reported exposure, engagement patterns, perceptions of influence, and religiosity levels, and analyzes the relationships between them. Findings reveal the nuanced interplay between digital religious engagement and identity expression as understood by young Muslims themselves. This work provides valuable insights for educators, content creators, and digital da'wah initiatives within the IIUM context and potentially beyond.

**Keywords:** Gen Z, Islamic Content, Perceptions, Language, Religiosity

## Coherence of Religious Discourse in Artificial Intelligence: The Shaping of Digital Discourse in Cultural Context and Social Media

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**Abstract:** This study aims to examine the discursive differences of artificial intelligence-based language models in the production of content related to Islam according to cultural context and social media format. In the study, five frequently discussed basic religious questions were posed to ChatGPT in Turkish and English in three different sessions; both the original texts and the simplified versions of the answers in social media format were obtained. In this way, a data set of 60 texts in total was created. The data were analysed using thematic analysis and qualitative content analysis methods. As a result of the analysis, it was observed that religious discourses were simplified in the content produced in social media format, the emphasis on neutrality and universalism increased, and shifts in meaning were observed according to the cultural context. This situation brings along discursive, ethical and cultural problem areas regarding the capacity of artificial intelligence applications to represent religion in social media. The study aims to make original contributions to the literature on how artificial intelligence-supported religious content production is shaped in the digital media environment.

**Keywords:** Artificial Intelligence, Digital Discourse, Religious Representation, Social Media, Cultural Context

## Academic Orientations in Media and Religion Studies: A Comparative Analysis

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**Abstract:** The interaction between media and religion has increasingly become a globally recognized interdisciplinary field of study. The trajectory of academic production in this area plays a significant role not only in advancing theoretical frameworks but also in understanding broader social and cultural transformations. In this context, peer-reviewed academic journals serve as central platforms for generating and directing scholarly knowledge on the relationship between media and religion. This study aims to conduct a comparative analysis of two such journals: Journal of Media and Religion, published since 2002, and Medya ve Din Araştırmaları Dergisi (MEDIAD), which has been in publication since 2018. Articles published in both journals over the last five years were examined using content analysis through both quantitative and qualitative lenses. Units of analysis include publication frequency, article topics, keywords, types of studies, and author profiles. The findings reveal global and local academic trends, thematic orientations, and theoretical diversity within the field of media and religion. In this respect, the study provides a critical evaluation of scholarly publishing practices in the field and contributes to a deeper understanding of how media and religion research is shaped across different academic and cultural contexts.

**Keywords:** Media and Religion, Journal of Media and Religion, Medya ve Din Araştırmaları Dergisi (MEDIAD), Academic Journals, Comparative Study.

## Representations of Piety in Contemporary Turkish TV Series: A Typological Approach

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**Abstract:** This study examines the representation of religious identities in recent Turkish television series broadcast on national networks. Focusing on the intersection of media, religion, and cultural identity, the research proposes a typology of religious portrayals across five narrative clusters: ideological polarization (Kızıl Goncalar), cultural religiosity (Gönül Dağı), tradition-bound religiosity (Yalı Çapkını), incidental religiosity (Yargı), and invisibilized religiosity (Aldatmak). The theoretical framework is grounded in Niyazi Berkes' analysis of secularism as a comprehensive social transformation, Şerif Mardin's center-periphery model highlighting the cultural role of religion, and İsmail Kara's emphasis on Islam as a resilient cultural and existential foundation in modern Turkey. This tripartite perspective enables a nuanced understanding of how religion persists as a symbolic, cultural, and narrative resource in a modernizing society. Through thematic and semiotic analysis of selected episodes, the study reveals that religious representations are neither monolithic nor indicative of a simple return to tradition. Instead, religion functions as an indispensable referential system, providing narrative legitimacy and cultural familiarity in mainstream television fiction. Consequently, the increasing presence of religious imagery reflects not only aesthetic strategies but also the enduring role of religion in shaping collective identity and popular imagination in Turkey.

**Keywords:** Turkish Television, Religious Representation, Popular Culture, Secularization, Cultural Identity

## **Embedded Biases and Digital Islamophobia: The Socio-Technical Perspectives of AI Literacy**

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**Abstract:** Artificial intelligence literacy refers to the foundational competence of individuals to understand the core principles, architectural structures, and operational dynamics of AI systems. In this context, AI-literate individuals are familiar with essential concepts from subfields such as machine learning, deep learning, and natural language processing. They are also able to distinguish methodological and functional differences across various AI platforms, applications, and model types. Recognizing ethical and security issues—such as data bias, algorithmic unfairness, limited model transparency, and explainability gaps—is an essential part of AI literacy. Moreover, it constitutes a comprehensive socio-technical critical awareness that allows for the analysis of broader societal impacts, including systemic discrimination and hate. From identifying exclusionary patterns in model outputs to critically evaluating results that violate the principles of algorithmic neutrality, AI literacy plays a vital role in developing a critical technological perspective grounded in values such as digital justice, explainability, and representational fairness. In addressing the digital manifestations of structural biases such as Islamophobia, AI literacy equips individuals with both technical expertise and ethical reasoning. It enables them to critically engage with algorithmic systems, resist discriminatory outcomes in informed ways, and actively contribute to the design of more just, transparent, and inclusive digital environments.

**Keywords:** Algorithmic Discrimination, Societal Impact of Artificial intelligence, AI Literacy for All

## Digital Communication of Communities of Consecrated Life in Croatia: The Case of Official Websites

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**Abstract:** Based on Castells' theory of the networked society (2000) and Hjarvard's concept of the mediatization of religion (2008), as well as the historical understanding that the Catholic Church has consistently adopted communication technologies to spread its message and foster community, this paper examines the digital presence of Croatian male and female communities of consecrated life. Digital technologies and the development of the Internet have influenced the concept of sociality, and the use of digital media, which some authors consider a means of strengthening community, today fulfils the function of social connection and communication in society (Mueller and Friemel, 2024). As a result, communities of consecrated life are increasingly compelled to rethink their communication strategies, especially as research shows that many believers now seek religious information online. Using the method of content analysis, the aim of this paper is to analyse the websites of Catholic communities of consecrated life in Croatia. We investigate how much religious communities use websites, whether there are differences between male and female communities, and what content they use to communicate their religious mission and identity. In conclusion, we interpret the research findings within the broader context of monasteries as institutions with religious, cultural, and social functions, and we reflect on the implications of digital communication technologies for their contemporary role.

**Keywords:** Digital Space, Websites, Networked Society, Communities of Consecrated Life, Catholic Church.

## Discursive Constructions of Islamophobia: A Comparative Media Analysis from Canada and France

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**Abstract:** This study examines the discursive formation and reproduction of Islamophobia in mainstream media discourses within two ideologically distinct societies: Canada and France. It focuses on the coverage of two recent incidents—the murder of a Muslim man inside a mosque in France on 26 April 2025, and the assault on a Muslim woman in a public library in Canada on 22 March 2025. Utilizing Fairclough’s Critical Discourse Analysis (CDA), the study analyzes the linguistic strategies, framing techniques, and ideological narratives present in news reports published by France 24, Le Monde, The Globe and Mail, and The National Post. The research aims to uncover how these discursive choices shape public perceptions of Islam and Muslim communities, and how national ideologies—such as Canadian multiculturalism and French laïcité—mediate media representations of Islam-related events. In addition, a comprehensive literature review is conducted to ground the analysis within theoretical discussions of Islamophobia, racism, multiculturalism, secularism, and CDA. This comparative inquiry seeks to highlight the discursive mechanisms that normalize anti-Muslim bias, revealing both overt and subtle forms of Islamophobia in liberal democratic media environments.

**Keywords:** Islamophobia, Critical Discourse Analysis (CDA), Muslim Representation, French, Multiculturalism

## **Digitalization, Popular Culture, and Religion: Reconfigurations of the Sacred in the Digital Public Sphere**

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**Abstract:** This article explores the dynamic interplay between digitalization, popular culture and religion, with a particular focus on the ways in which digital technologies reshape religious expression and experience in the context of popular media. The main aim is to examine how social media and digital platforms mediate religious symbols, narratives and practices and how they are often intertwined with the dynamics of entertainment and consumer culture. Using a literature review methodology, the study draws on academic research in media studies, sociology of religion and digital anthropology to reveal the transformation of religious discourse in the digital public sphere. As a result, the article argues that digitalization has enabled both the individualization and popularization of religion, facilitating new forms of religious engagement that are highly personalized and often disconnected from traditional institutional structures. It also argues that religion in the digital age is increasingly taking on new forms shaped by elements of popular culture, and that traditional boundaries between the sacred and profane therefore need to be critically reconstructed.

**Keywords:** Digitalization, Popular Culture, Religion, Sacred, Digital Public Sphere

## Regional Approaches to Digital Islamophobia: A Comparative View of CAIR, ENAR and AAI

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**Abstract:** This study compares the strategies of international civil society organizations such as CAIR (Council on American-Islamic Relations), ENAR (European Network Against Racism), and AAI (Alliance Against Islamophobia) in combating digital Islamophobia. While digitalization provides a platform for the spread of hate speech and discrimination, these organizations have developed methods to counter online hate. The study, through qualitative content analysis, examines the content strategies on each organization's websites and their approaches to reaching target audiences. CAIR adopts a legal and rights-based approach; ENAR offers policy recommendations within a broader context of racism, while AAI focuses on creating educational and dialogue opportunities. The findings reveal differences in the use of digital tools and types of content, as well as variations in each organization's social impact and strategies. To develop the most effective digital countermeasures, these three approaches need to work together and digital literacy must be enhanced. In the future, it is critical for social media platforms to take responsibility and for collaboration among these organizations to be strengthened.

**Keywords:** Islamophobia, Digital Strategies, CAIR, ENAR, AAI

## Religion on Global Screens: Representation of Religious Identities in Netflix Series

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**Abstract:** This study investigates the representations of religious identity through the series Messiah and Unorthodox, which are broadcast on Netflix, one of the important and influential digital broadcasting platforms today. In both series, religion is represented as an obstacle to the individual's search for freedom and identity, religious elements and traditions are depicted as oppressive and dominating, and modern secular structures are depicted as an opportunity for salvation from this oppressive environment. While the subjects of religious authority, faith and doubt are addressed through an unidentified Messiah character in the series Messiah, Hasidic Judaism is depicted as a rigid belief system that suppresses individuality and freedom through the series Unorthodox. Secular spaces, such as the Berlin location where the character escapes in the series Unorthodox, are presented by associating them with individual freedom. In this study, by analyzing through Hall's theory of representation, it is revealed that in both series, religion is constructed not only as a belief system but also as a cultural means of meaning. The representations have been made to appeal to everyone due to Netflix being a global platform and therefore have been simplified, dramatized and given a form that is compatible with secular norms. In this way, the media both concretizes, visualizes and transforms religious identity. In this context, Netflix ceases to be an intermediary that serves to present religious identities to global audiences and acts by taking on a normative role by intervening in the ways belief systems are presented.

**Keywords:** Netflix, Religious Representation, Media, Messiah, Unorthodox, Secularization, Religious Identity

## Pluralism on Screen and Cultural Conflict: Representations of Religious and Ethnic Identities in Serial (Bad) Weddings

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**Abstract:** This study focuses on the media representation of religious and ethnic pluralism in contemporary French society through the 2014 film *Serial (Bad) Weddings* (*Qu'est-ce qu'on a fait au Bon Dieu?*) directed by Philippe de Chauveron. The film satirically explores themes such as cultural diversity, tolerance discourse, and social prejudice through the story of a traditional Catholic family whose four daughters marry men from different religious and ethnic backgrounds. In this context, the film sheds light on the contradictions surrounding secularism, integration, and multiculturalism in Europe, while critically questioning the limits of “tolerance” policies constructed through media narratives. The analysis centers on the film’s characters and narrative structure to reveal the representational strategies used in depicting religious and ethnic identities. Furthermore, it examines how humor functions both to obscure and to expose cultural conflicts. In addition, the study incorporates an analysis of digital audience responses and social media commentary to understand how the film circulates within the framework of contemporary digital culture. Through this multi-layered approach, the research aims to contribute to broader discussions on media, digital culture, and the construction of pluralistic identities.

**Keywords:** Religious Identity, Ethnic Representation, Multiculturalism, Media Discourse, Humor and Cultural Conflict

## **Algorithmic Faith: The Intersection of Digitalization and Religious Practices**

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**Abstract:** As digitalization continues to reshape many aspects of social life, it also significantly impacts forms of belief and religious practices. Traditional religious authorities, rituals, and sources of religious knowledge are gradually being replaced by digital media, social networks, and algorithms. This study explores how digital religiosity has evolved in contemporary society and examines this transformation through the concept of "algorithmic faith." Algorithmic faith refers to a new kind of religious experience in which belief becomes more individualized, selective, and intertwined with technological infrastructures in the digital age. The study delves into how digital technologies are altering understandings of religious authority and influencing individual perceptions of religiosity. To better understand the relationship between digital religiosity and algorithmic faith, the study conducts a systematic review of existing literature. Key works from digital sociology of religion, media studies, and philosophy of religion are analyzed, providing a theoretical framework to explore how both traditional and modern forms of religiosity are being transformed by digital technologies.

**Keywords:** Digital Transformation, Algorithmic Faith, Artificial Intelligence

## Context, Ideology, and Background: An Interpretative Approach to Understanding Society's Environmental CSR Expectations

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**Abstract:** The extant literature on corporate social responsibility (CSR) from the perspective of individuals within society is surprisingly sparse, warranting additional theoretical and practical research in this field. For this purpose, interviews and surveys were conducted with a sample of 300 individuals with a range of socio-economic statuses in Turkey. The research then focused on 77 participants who self-identified as religious Muslims who scored lower on environmental consciousness to understand differences within this data set. Interpretative analysis revealed unexpected findings regarding societal expectations about CSR. The findings indicate that environmental CSR conceptualization in Turkey is informed by five very different ideologies, namely as Islamic, liberal, secular, statist, and populist, which are appropriated respectively to the appraisal of the contextual background.

**Keywords:** CSR, Micro-Macro, Ideology, Türkiye, Environmental Expectations

## **Palestinian Boycott on Social Media: Experiences of Palestinian Migrant Youth and the Role of Digital Activism**

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**Abstract:** Today, social media has become a space that directly transforms individuals' everyday practices and consumption behaviors. Especially among young people, exposure to social media content often leads to participation in various social movements and digital activism. In this context, boycott campaigns gain visibility on social media and can significantly influence purchasing decisions. Understanding how Palestinian youth engage with such campaigns is crucial in analyzing their political attitudes and consumption patterns in digital environments. This study aimed to examine the participation of Palestinian migrant youth in social media-based boycott movements, their purchasing behaviors towards boycotted brands, and the role of digital activism in shaping these behaviors. It analyzed their attitudes toward boycotting and the impact of advertisements for boycott-related brands encountered on social media. Furthermore, the study explored how digital activism contributes to awareness and influences consumption preferences in the digital space. The research employed a qualitative methodology with a phenomenological design to understand participants' lived experiences and unique perspectives. In-depth interviews were conducted with 15 Palestinian migrant youth using open-ended questions. The data revealed the meanings participants attributed to boycotting and how social media, advertisements, and digital activism collectively played a role in shaping their perceptions and actions.

**Keywords:** Social Media, Digital Activism, Boycott, Palestinian Youth, Consumer Behavior.

### From Campus to Community: How AHAS KIRKHS, IIUM Cultivates Religious Solidarity and Cultural Identity

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**Abstract:** The role of academics and higher education institutions is crucial in fostering brotherhood and mutual understanding among individuals, which in turn contributes to building a comfortable communal environment. This paper explores how the AHAS Kulliyah of Islamic Revealed Knowledge and Human Sciences at the International Islamic University Malaysia (IIUM) functions as a vital platform for enhancing religious solidarity and nurturing cultural identity among its diverse academic community. Through a case study of the Kulliyah's Eid-ul-Fitr celebration and other communal activities, the research highlights how academic institutions can transcend their educational roles to become centers of cultural integration, spiritual enrichment, and social cohesion. This paper examines the interaction between religious practices, academic life, and cultural expression within the university environment, and analyse the role of such initiatives in cultivating a sense of belonging and collective responsibility. Additionally, it discusses the broader implications of religious and cultural interactions and activities on campus in cultivating unity in a polar- media-influenced world. By analysing the philosophy, structure, and impact of these initiatives at AHAS KIRKHS, the study offers insights into best practices for respecting faith, culture, and community within higher education institutions.

**Keywords:** Religious Solidarity, Cultural Identity, Campus-based Religious Engagement

## Trace of the Boycott: A Content Analysis Beyond the News

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**Abstract:** Boycott is a phenomenon that is widely covered in the media as an important tool of social movements and economic protests. This study analyzes the approach of the selected Milliyet, Sabah, Cumhuriyet and Sözcü newspapers to boycott news and examines the content of their news. In the study, the boycott news published in the newspapers was evaluated with the content analysis method and it was observed that they were presented in different ways according to variables such as the type of news, media approaches and implementers. According to the findings, the most emphasized type of boycott in boycott news was consumer boycotts, while political boycotts were given more limited space. However, it was observed that the news focused on the transmission of boycott processes, but did not provide sufficient information about the results and long-term effects of boycotts. Media organizations have varied in their approach to boycotts; some have been supportive, while others have been critical. This study contributes to understanding how newspapers presented boycott news and the place of these news in the public opinion.

**Keywords:** Media Analysis, Content Analysis, News Framing

## Stance Against Brand Power: A Qualitative Study on Housewives' Brand Loyalty and Participation in Consumer Boycotts

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**Abstract:** Boycott means that a group of people or a community severs their ties with a particular person, organization or product or refrains from using the products of that person or organization. Brand loyalty refers to the emotional and psychological attachment of consumers to the brand. The effect of brand loyalty and boycotts on purchasing behavior is an important research topic, especially in terms of housewives' consumption habits and the effects of boycotts. According to the findings, it was observed that the consumption habits of housewives were affected by the boycotts. It was determined that the shopping habits of the participants were shaped according to the boycott. The findings and results of the research have provided us with new perspectives to understand the transformation of consumption habits with the boycott. Purpose: This research was designed to explore the attitudes of housewives towards the boycott and their perspectives towards brands after the boycott. It aims to reveal the factors affecting the participants' participation in boycotts and their consumption habits, their belief in the boycott and their loyalty to the brands. Method: The research was conducted using qualitative methods and a phenomenological design. The phenomenological approach focused on the participants' participation in the boycott and their loyalty to the brands they preferred. A semi-structured interview method was used in the research. Participants were selected using a purposive sampling method; data were analyzed using thematic analysis method. Interviews were organized with housewives and interviews were conducted with 15 housewives.

**Keywords:** Boycott Behavior, Brand Loyalty, Consumer Decision-Making Process, Housewives, Consumption Habits

## From Universal Intellectual to Citizen Intellectual: New Media and Intellectuals

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**Abstract:** Intellectuals, who are individuals with high levels of education and awareness, have important functions in society. Intellectuals make a significant contribution to the fields of education, art, culture and politics. The function of the intellectual and his perception of the intellectual have transformed over time. Michel Foucault states that the universal intellectual turned into a specific intellectual after the Second World War and intellectualism became professional. The qualifications and functions of the intellectual have undergone a sharp transformation today. Who is an intellectual and what does an intellectual do? The answer to the question has become unclear. In our age, where information and communication are so intense that they create aphasia, citizen intellectuals have emerged thanks to the new media. Citizen intellectuals create an impact on their followers by sharing their knowledge and experiences through social media. This situation is proof that intellectuality, like knowledge, has undergone a sharp transformation. This study aims to trace intellectualism and address its manifestations today. For this purpose, who is an intellectual? How has the meaning attributed to the intellectual and the function of the intellectual transformed in the historical process? Who are the new intellectuals and how do they appear in public opinion? How does one use intellectual public opinion tools and new media? How does the intellectual approach religious events and society? How does the axis of religion, intellectual and digitalization work? It addresses the questions and analyzes the answers to the relevant questions through various samples.

**Keywords:** Intellectuals, Religion, New Media, Universal Intellectuals, Specific Intellectuals, Citizen Intellectuals.

## **An Image Reflected on the Map of Science: Religion in the Artificial Intelligence Predicament**

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**Abstract:** The borderless nature of AI has the potential to affect the limiting nature of religion. This is because the social disruption that AI is likely to cause has an impact on religion. The promise of AI to create the seemingly impossible may give rise to a new religious movements. This carries the danger of making divine religions fragile. Another problematic is the effort of AI systems to assert that their intelligence is not artificial. Moreover, the uncertain, unlimited and insecure nature of AI leads to the emergence of new religious guidance. Thus, traditional religious authority is being undermined. In the face of these risks, academia's interest in the subject gains importance. This study aims to show the framework of scientific texts focusing on the relationship between AI and religion and to determine the identified gaps. In this quantitative research, bibliometric analysis was used. 381 publications on AI and religion between 1996 and 2024 were analyzed. It is concluded that academic attention to this problematic increased especially in 2024, and that this is due to the fact that AI has become a reality in all areas of life. The study suggests that the domestic literature urgently pays attention to this problematic.

**Keywords:** Religion Studies, Artificial Intelligence, Religion, Bibliometric Analysis, Science Map

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# EVENT PHOTOS

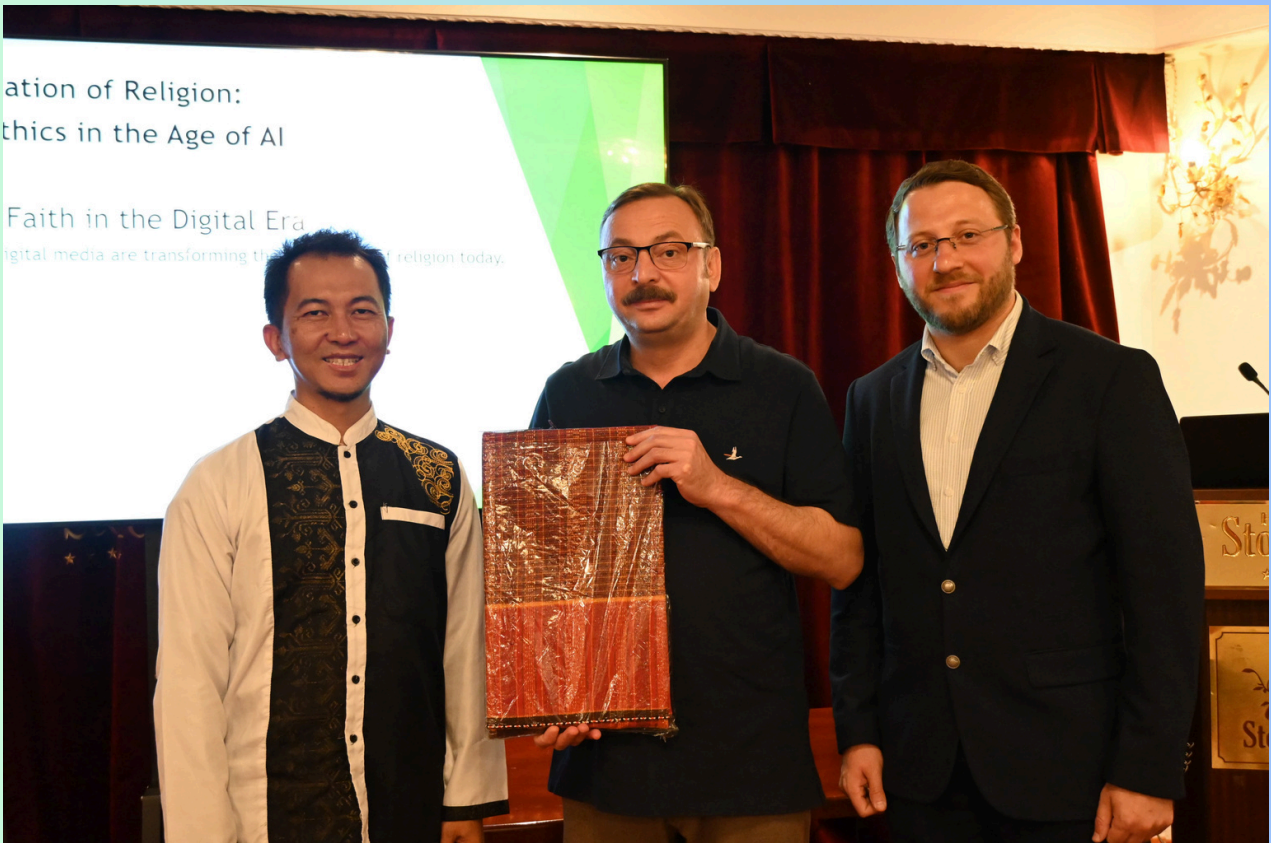
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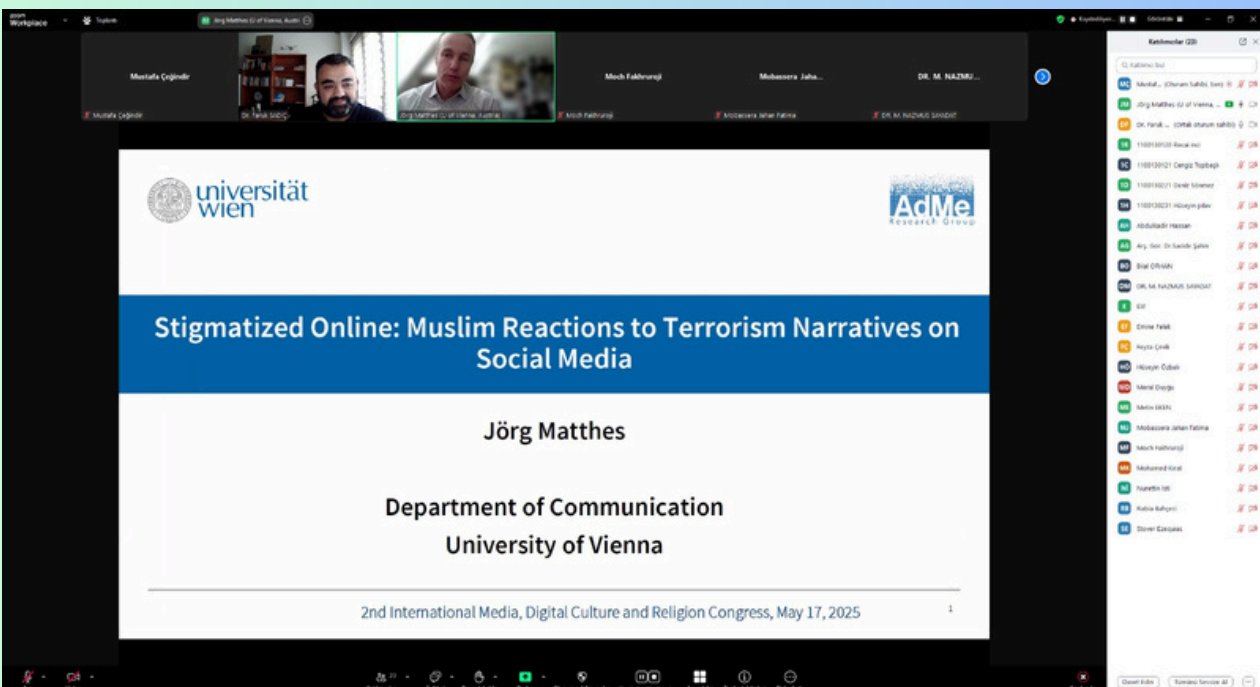
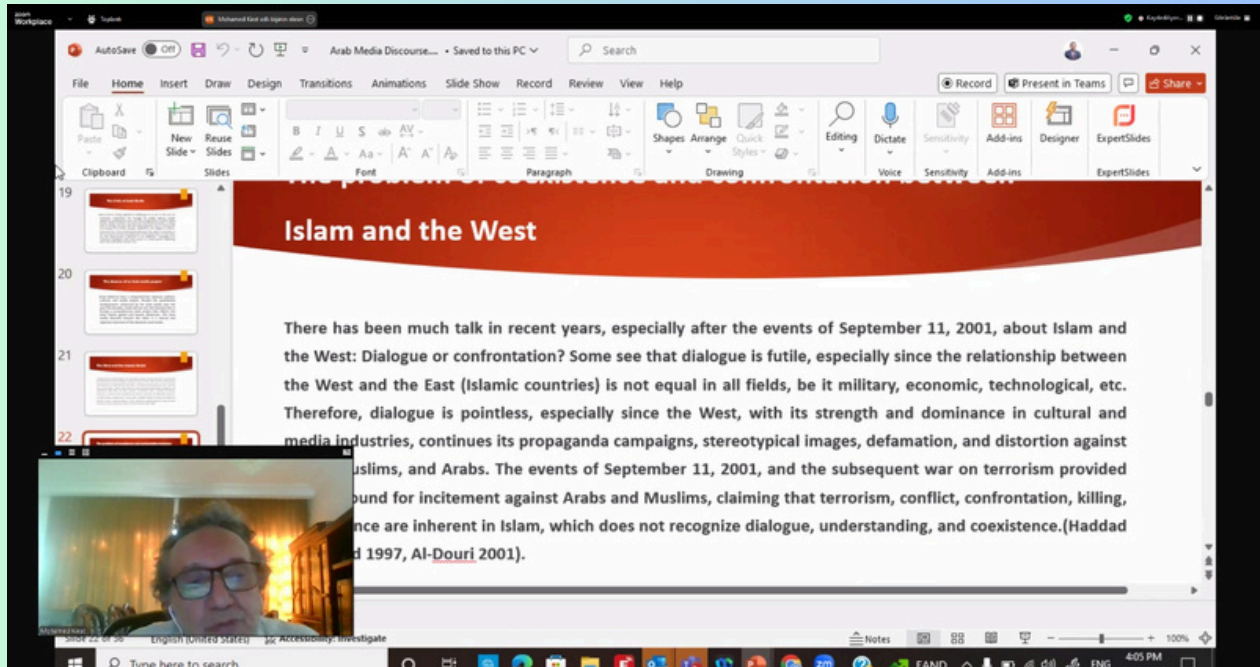
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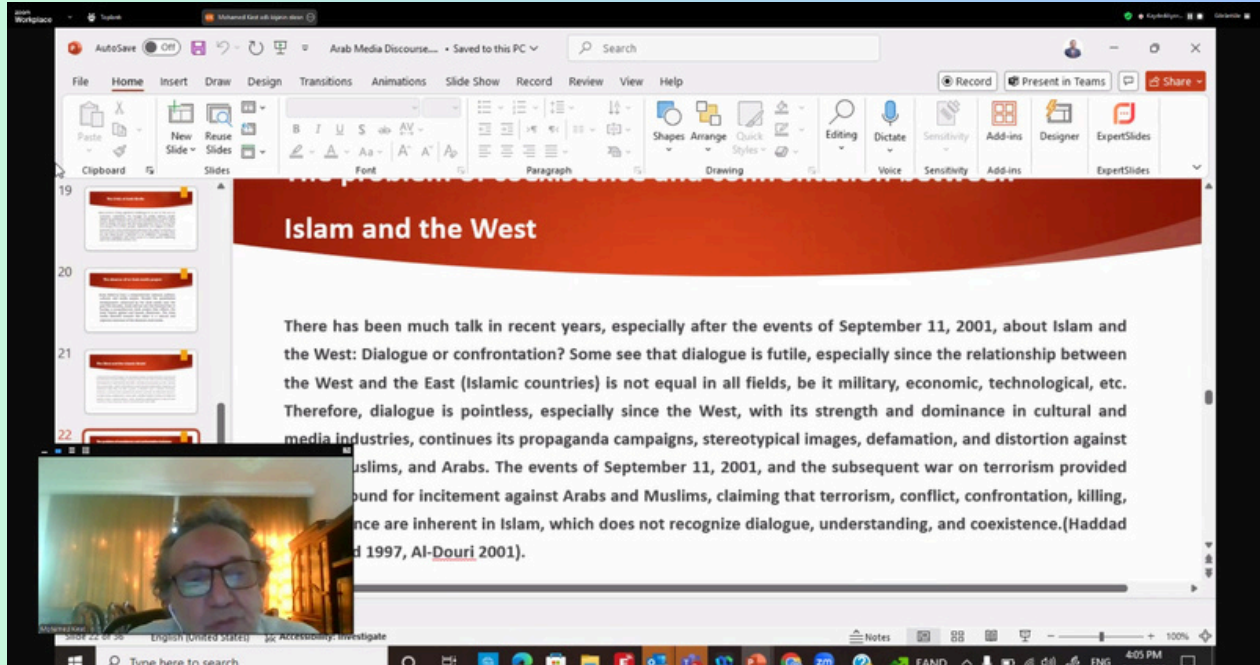
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### Kongre Düzenlenmesine İlişkin Resmi Görevlendirme Yazısı

Evrak Tarih ve Sayısı: 14.11.2024-747720



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ERCİYES ÜNİVERSİTESİ REKTÖRLÜĞÜ  
Sağlık Kültür ve Spor Daire Başkanlığı

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Konu : Medya, Dijital Kültür ve Din Kongresi

14.11.2024

#### MEDYA VE DİN ARAŞTIRMALARI UYGULAMA VE ARAŞTIRMA MERKEZİ MÜDÜRLÜĞÜNE

İlgi : 21.10.2024 tarih ve 736213 sayılı yazınız.

Kayıtlı ilgi yazınızda Uluslararası Balkan Üniversitesi'nin ev sahipliğinde Makedonya Üsküp'te ikincisi gerçekleştirilmesi planlanan Medya, Dijital Kültür ve Din Kongresi'nin düzenlenmesinde Üniversitemiz Medya ve Din Araştırmaları Uygulama ve Araştırma Merkezinin konsorsiyum üyesi olarak yer alma talebiniz belirtilmektedir.

Bilgilerinize ve bahse konu kapsamda Medya ve Din Araştırmaları Uygulama ve Araştırma Merkezinin konsorsiyum üyesi olarak yer alması Rektörlüğümüzce uygun görülmüştür.

Gereğini rica ederim.

**Prof. Dr. Muammer Hakan  
POYRAZOĞLU  
Rektör Yardımcısı**

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