



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



# 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**

**İç Tasarım ve Yayına Hazırlayan**

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## Consortium

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

**Turkish National Commission for UNESCO**

**Radio and Television Supreme Council (RTÜK)**

**International Islamic University Malaysia (IIUM)**

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

**Erciyes University (ERÜ)**  
**The Center for Media and Religion Studies (MEDIAM)**

**International University of Sarajevo (IUS)**

**American University in the Emirates (AUE)**

**Medya ve Din Araştırmaları Dergisi (MEDIAD) -**  
**Journal of Media and Religion Studies**

**University of Vienna**  
**Institute for Media and Communication Studies**

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## **Honorary Chairman of the Symposium**

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# CONGRESS PROGRAM

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**2nd International****Media, Digital Culture and Religion Congress**

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**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 Açıkgül, 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

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## 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 Sadıç, 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**

**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 Dzgal, 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 Dzgal, 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&amp;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 Onyedi Eylül University, Balıkesir, Türkiye

Yakup Toktay, Assist. Prof., Bandırma Onyedi 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 Onyedi 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&amp;A

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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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### 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: Tanık 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



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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

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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

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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

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

**Rabiah Tul Adawiyah  
Mohamed Salleh**

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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



2nd International

**Media, Digital Culture and Religion Congress**

# EVENT PHOTOS



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The screenshot shows a Microsoft PowerPoint presentation titled "Islam and the West". The slide content reads: "There has been much talk in recent years, especially after the events of September 11, 2001, about Islam and the West: Dialogue or confrontation? Some see that dialogue is futile, especially since the relationship between the West and the East (Islamic countries) is not equal in all fields, be it military, economic, technological, etc. Therefore, dialogue is pointless, especially since the West, with its strength and dominance in cultural and media industries, continues its propaganda campaigns, stereotypical images, defamation, and distortion against Muslims, and Arabs. The events of September 11, 2001, and the subsequent war on terrorism provided ground for incitement against Arabs and Muslims, claiming that terrorism, conflict, confrontation, killing, violence are inherent in Islam, which does not recognize dialogue, understanding, and coexistence. (Haddad 1997, Al-Douri 2001)." A small video inset in the bottom left corner shows a man with glasses speaking. The presentation is being viewed in a Teams window, with the Windows taskbar visible at the bottom.

The screenshot shows a Zoom meeting interface. The main window displays a presentation slide from the University of Vienna. The slide title is "Stigmatized Online: Muslim Reactions to Terrorism Narratives on Social Media". The presenter is Jörg Matthes, from the Department of Communication, University of Vienna. The slide also mentions the "2nd International Media, Digital Culture and Religion Congress, May 17, 2025". The Zoom interface includes a top bar with participant names (Mustafa Cengizler, Mosh Fakhrouji, Melissemir Jaha, DR. M. NAZMUL), a bottom toolbar with various controls, and a right-hand sidebar with a list of participants.



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### Kongre Düzenlenmesine İlişkin Resmi Görevlendirme Yazısı

Evrak Tarih ve Sayısı: 14.11.2024-747720



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#### 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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