

# Call for Book Chapters

Abstract Submission Extended  
30 November 2023



## BOOK TITLE: Transcultural Media Narratives: Mapping the Cross-Cultural Communication Landscape

### Scope

The book explores the complex relationship between the media landscape and cross-cultural communication in today's interconnected world. Its goal is to investigate the multifaceted dimensions, opportunities, and challenges that arise from this relationship. By offering diverse perspectives, theories, and practical insights, the book seeks to contribute to the field's knowledge and promote inclusivity, intercultural understanding, and global cohesion.

### Topics

- Arts and cross-cultural communication.
- Advertising, propaganda, representations and cross-cultural communication.
- Cross-cultural advertising and cultural sensitivity.
- Audiovisual translation as cross-cultural communication.
- Localization and globalization of media content.
- Media relations in cross-cultural strategic communication.
- Cross-cultural storytelling and narrative development in strategic communication.
- Social media and cross-cultural dialogue.
- Media Literacy and Intercultural Competence.
- Digital media and virtual communities.
- Media framing and cross-cultural conflicts.
- Media ethics and cultural sensitivity.

Interested authors are invited to submit a 500-word abstract, outlining their proposed chapter along with a brief author biography. Abstracts should clearly outline the research questions, methodology, and expected contributions.

The book will be published online by LabCom Books, which is an International Communication Sciences PressBook, <https://labcomca.ubi.pt/> and it will be assigned an ISBN.

### PUBLISHER:

Editora LabCom,  
LabCom Comunicação e Artes,  
Universidade da Beira Interior,  
Covilhã, Portugal.

### EDITORS:

Prof. Eduardo CAMILO  
Prof. Karima BOUZIANE

### Important Dates

- **Abstract Submission Extended : 30 November 2023**
- Notification : 15 November 2023
- Full Chapter Submission: 15 February 2024
- Notification : 30 February 2024
- Final Submission: 15 March 2024
- Expected Publication: 30 March 2024

### Scientific Committee

- Abdellah EL BOUBEKRI, Mohamed I University, Oujda, Morocco.
- Ágnes MAGNUCZNÉ GODÓ, Miskolc University, Hungary.
- Dan STOICA, Alexandru Ian Cuza, University of Iași, Romania.
- Hassan RAZKANE, Chouaib Doukkali University, El Jadida, Morocco.
- Mohamed MIFDAL, Chouaib Doukkali University, El Jadida, Morocco.
- Mohamed EL BOUAYADI, Chouaib Doukkali University, El Jadida, Morocco.
- Ouidyane ELOUARDAOUI, Chouaib Doukkali University, El Jadida, Morocco.
- Rayco GONZALEZ, Universidad de Burgos, Spain.
- Urbano MESTRE SIDONCHA, University of Beira Interior, Portugal.
- Younes AICH, Chouaib Doukkali University, El Jadida, Morocco.
- Youssef BOUTAHAR, Sidi Mohamed Ben Abdellah University, Fez, Morocco.

### CONTACT & SUBMISSIONS

PROF. KARIMA BOUZIANE:  
bouziane.k@ucd.ac.ma

PROF. EDUARDO CAMILO:  
eduardocami@gmail.com