



CALL FOR PAPERS

World Literature and Translation Issues Laboratory

In collaboration with:

The Department of Foreign Languages at the University of Medea

Organize the First Study Day on:

THE DISCOURSE OF POLARIZATION IN THE DIGITAL AGE: HOW SOCIAL MEDIA RHETORIC AND CULTURAL POLITICS SHAPE ONLINE DIVISION

EVENT DETAILS

- **Study Day Theme:** The Discourse of Polarization in the Digital Age: How Social Media Rhetoric and Cultural Politics Shape Online Division
- **Date:** April 22, 2026
- **Location:** Faculty of Letters and Languages, Research Laboratories, Conference Room
- **Organizing Institution:** University of Medea–Department of Foreign Languages (English Section)

THEME OVERVIEW

The rise of the digital age has fundamentally altered the processes by which public discourse is generated, disseminated, and assimilated. Although the digital space has facilitated unprecedented levels of connectivity, it has simultaneously exacerbated existing political, social, and cultural cleavages, resulting in widespread polarization. This phenomenon serves as a nexus for several research fields, necessitating an interdisciplinary examination of how digital platforms are instrumental in the propagation of divisive political narratives. These narratives are frequently framed using calculated linguistic rhetorical strategies, which subsequently affect both cultural identity formation and the coherence of the social fabric.

Consequently, this contemporary issue addresses the critical global challenge of political polarization, which is sustained by digitally mediated content, and requires comprehensive analysis through the complementary perspectives of political science, media studies, and linguistics.

This forthcoming academic event is, hence, organized to critically investigate the discourse that instigates and maintains the sociopolitical divisions prevalent across digital platforms. We seek contributions that delve into the complex mechanisms by which linguistic discourse, media organizational structures, and cultural politics interact. This intersection is posited as crucial to the formation of echo chambers, the reinforcement of ideological boundaries, and the collective mobilization of distinct groups toward increasingly polarized stances. Ultimately, the study day endeavors to stimulate a multidisciplinary scholarly dialogue concerning the profound ethical, societal, and political ramifications emanating from contemporary digital discourse.

STUDY DAY OBJECTIVES

The primary goals of this study day are:

- To develop a robust, interdisciplinary theoretical framework for analyzing the unique features of digital polarizing discourse, integrating insights from media and communication studies, linguistics, and political science.
- To systematically identify and categorize the specific linguistic, visual, and narrative rhetorical techniques currently employed to create and reinforce online division and ideological conflict.
- To critically assess how the structural and algorithmic dynamics of major digital platforms (e.g., social media) either incentivize or mitigate polarized rhetorical exchanges.
- To explore the real-world ethical and political consequences stemming from digital polarization, particularly concerning democratic deliberation, social trust, and cultural cohesion.
- To initiate a discussion on effective counter-discourse and its ethical design principles that scholars, journalists, and platforms can use to foster more productive and less divided digital public spheres.

SUGGESTED TOPICS AND AREAS OF INTEREST

We welcome original research from fields including, but not limited to, discourse analysis, the art of rhetoric, communication studies, media studies, political science, linguistics, sociology, and cultural studies.

Submissions are encouraged on topics such as:

- Media Structures and Online Platform Dynamics.
- Cultural Politics and Identity.
- Linguistic and Stylistic Rhetorical Features of Polarization.
- Counter-Discourse and Division Mitigation Strategies.

HONORARY CHAIRS

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- **Dr. Chafia Ammi**, Dean of the Faculty of Letters and Languages, University of Medea
- **Dr. Samir Zinai**, Head of the Department of Foreign Languages, University of Medea
- **Prof. Fatima Benrebai**, Director of World Literature and Translation Issues Laboratory, University of Medea

STUDY DAY CHAIR

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SUBMISSION GUIDELINES

Please complete the **attached Participation Form**, which includes sections for your personal information, institutional affiliation, and your abstract.

- **Abstracts:** We invite submissions of 300–400 word abstracts in one of three languages (English, Arabic, and French) outlining the research question, methodology, key findings, and theoretical contribution.
- **Format:** The completed form should be submitted in both word and PDF formats.
- **Submission Deadline:** March 22, 2026
- **Submission Email:** dpda@univ-medea.dz