	DAY 1 - MARCH 23
	Thursday
09:45	WELCOME - Conference opening
10:00-11:45	Session 1: MEDIA IN TIMES OF CRISIS
10:00	Natalia Landek, Jagiellonian University in Cracow, Poland
	The image of armed conflicts in American television releases
10:15	Marek Kawa, Korczak Academy of Applied Science in Warsaw, Poland
	Fear and anger. First days after 9/11 attack in American local media
10:30	Neerej Dev, Kristu Jayanti College, India
	Battle of perception and the Master Narratives of US in the Russia-Ukraine War
10:45	Louisa Gertrude Rogers, Northumbria University, UK
	War in Vogue: Militarized Bodies and The War on Terror
11:00	Ilona Biernacka-Ligięza, Maria Curie-Skłodowska University in Lublin, Poland
	Digitalization of local media the chance to rebuild local agora
11:15	DISCUSSION
11:45	Break (15 min)
12:00-13:00	KEYNOTE ADDRESS
	Alexa Weik von Mossner, University of Klagenfurt
	Growing Hope: Narratives of Food Justice in American Media
13:00	Break (15 min)

13:15-15:15	Session 2: AUDIOVISUAL STATES OF MIND
13:15	Justyna Fruzińska, University of Lodz, Poland
	The representation of Anglo-American relations under George VI: Downton Abbey and Hyde Park on Hudson
13:30	Dina Farouk Abou Zeid, Ain Shams University, Egypt
	Happiness through television among Egyptian viewers
13:45	Ilias Ben Mna, Humboldt-University of Berlin, Germany
	Ghostface needs a hug – Scream 2022 as a requel for crisis and self-care narratives
14:00	Isha Singh, Jawaharlal Nehru University, India
	Post Apocalyptic Americas in The Last of Us and The Walking Dead
14:15	Patrycja Winiarczyk, Maria Curie-Skłodowska University in Lublin, Poland
	German Expressionism in David Lynch's films
14:30	Iwona Grodź, WSUS, Poland
	The image of America in Polish audiovisual culture (film)
14:45	DISCUSSION
15:15	Break (15 min)
15:30-17:30	Session 3: ALL ABOUT WOMEN
15:30	Maja Piskadło, University of Warsaw, Poland
	"I Can't identify as a woman": Veep and the intricacies of female politics in the U.S.
15:45	
	Ergün Baylan, Çanakkale Onsekiz Mart University, Turkey
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16:00	
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17:45-19:30	Session 4: TO REMEMBER WHO WE ARE				
17:45	Ewa Antoszek, Maria Curie-Skłodowska University in Lublin, Poland				
	Border Performances: Challenging Popular Representations of the U.SMexico Border				
18:00	Kat Fox, University of California, Los Angeles, USA				
	This American Death: Memorializing mass casualty events in the American media				
18:15 Izabella Kimak, Maria Curie-Skłodowska University in Lublin, Poland					
	Busha, jaja, golumbkie & pieroshkies, or what Americans of Polish descent need Facebook groups for				
18:30	Agnieszka Gondor-Wiercioch, Jagiellonian University, Poland				
	The rhetoric of colonial and decolonial – Avatar meets Reservation Dogs				
18:45	Anna Bendrat, Maria Curie-Skłodowska University in Lublin, Poland				
	#BlackLivesMatter from media to the stage				
19:00	DISCUSSION				
19:30	End of Day 1				
	Day 2 - March 24				
	Friday				
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	Session 5: HEAR THE MUSIC				
09:30	Lidia Kniaź-Hunek, Maria Curie-Skłodowska University in Lublin, Poland				
	TikTok killed the music video star? The (r)evolution of music video in American music industry				
09:45	9:45 Madhurjya Kashyap, University of Hyderabad, India				
	Mapping the music: reception and memory				
10:00	Maciej Smółka, Jagiellonian University, Poland				
	Halftime shows as Cultural Discourse of America: Image-building and identity formation in performances from 2019 to 2023				
10:15	DISCUSSION				
10:45	5 Break (15 min)				

11:00-13:00 Parallel sessions					
	Session 6: MEDIA AND POLITICS		Session 7: NEURO-BOUNDARIES		
11:00	Omprakash Kushwaha, Chandigarh University, Punjab, India	11:00	Wiktoria Aleksandra Barańska and Patrycja Malinowska, Jagiellonian University in Cracow, Poland		
	Cartoons as Ideology: Comparison of Times of India and New York Times (1969-1971)		Celebrating neurodiversity or another old dating chestnut? The image of a person in the autistic spectrum created by the dating show Love on the spectrum		
11:15	Patrick Vaughan, Jagiellonian University in Cracow, Poland	11:15	Klaudia Halina Matera, SWPS University of Social Sciences and Humanities in Warsaw, Poland		
	The rise and fall of the rhetoric of detente		How does media influence the process of translation?		
11:30	Rafał KuŚ, Jagiellonian University, Poland	11:30	Elżbieta Pawlak-Hejno, Maria Curie-Skłodowska University in Lublin, Poland		
	U.S. Declaration of Independence in the contemporary presidential rhetoric		How Crowdfunding breaks boundaries - media examples		
11:45	Magdalena Żmijkowska, University of Warmia and Mazury in Olsztyn, Poland	11:45	Kamil Margielewicz, University of Silesia in Katowice, Poland		
	Image of U.S. Ambassadors to Poland in the pages of Polish weekly opinion magazines in 2021-2022		Conceptualization of the human condition in the 21st century, and its effects		
12:00	Swati Bute, Jagran Lakecity University, India	12:00	Piotr Tomczuk, Maria Curie-Skłodowska University in Lublin, Poland		
	Representation of America in India - In reference of geopolitical issues		Why do people love the Wild West? New media and romanticization of the Borderland History		
12:15	DISCUSSION	12:15	DISCUSSION		
12:45	Break (30 min)	12:45	Break (30 min)		

13:30-15:30	Session 8: WHO ON EARTH ARE WE?		
13:30	Radosław Sajna-Kunowsky, Kazimierz Wielki University in Bydgoszcz, Poland		
	Human and Earth in "National Geographic": a case study		
13:45	Jana Hallová, Masaryk University, Czech Republic		
	Identity and representation practices on Twitter via multimodality		
14:00	Irena Snikhovska and Yevheniia Kanchura, Zhytomyr Polytechnic State University, Ukraine		
	White Noise: interpretations and implications for modern media		
14:15	Petr Hans, Masaryk University, Czech Republic		
	Fox News' reporting on COVID measures		
14:30	Małgorzata Rutkowska, Maria Curie-Skłodowska University in Lublin, Poland		
	Stop buying, start sewing! Slow Fashion and sustainability in selected American historical fashion Vlogs on YouTube.		
14:45	Julie A. Davis and Robert Westerfelhaus, College of Charleston, USA		
	Part of the team yet always apart: Black Widow through multiple Marvel series		
15:00	DISCUSSION		
15:30	FAREWELL - Conference closing		