



IMAGINING IDENTITIES

Imaginando Identidades
SEVILLA 2026



DAY 1 SCHEDULE

Tuesday, April 28, 2026

09:00–09:30	Opening Ceremony Luís Navarrete — Dean of the Faculty of Communication María Elena Villar and Ana I. Barragán-Romero — Organizers
09:30–10:15	Opening Talk Nerea Martí Ayuso
10:15–10:30	 <i>Coffee break</i>
10:30–12:00	Panel / Session 1: Media and Identity / Digital Identities <i>Moderators: Lucía Caro-Castaño and Lourdes Gallardo Hurtado</i> <ul style="list-style-type: none">▶ "Am I what my FYP says I am?" Study on Consumer Identities <i>Antonio Moreno Cárdenas — Universidad de Sevilla</i>▶ Daijin (Suzume no tojimari, Makoto Shinkai, 2022): anatomy of an uncomfortably adorable character <i>Águeda María Valverde-Maestre — Universidad de Sevilla</i>▶ Building identities through Instagram at the 2026 World Cup <i>Rafael Vega Jiménez — EUSA</i>▶ The image that sees us die: self-representation and "Cinema of the Wound" in the Syrian-Iraqi conflict <i>Bruno Hachero Hernández — Universidad de Sevilla</i>
12:00–12:30	 <i>Coffee break</i>
12:30–14:00	Panel / Session 2: Culture, Immigration, Place and Identity <i>Moderator: María Elena Villar</i> <ul style="list-style-type: none">▶ Projecting Andalusia: The narrative construction of regional identity in the institutional discourse of Juanma Moreno (2019-2024) <i>Julio Torres Sánchez — Universidad de Sevilla (Master's student)</i>▶ Crisis Cabinet, role playing game about immigration for the classroom <i>Antonio Roda-Martínez — EUSA / Screenwriter</i>▶ Tracing Connection: Language, Culture, and Multilingual Belonging in Digital Conversations <i>Aya Al-Zehhawi — Northeastern University</i>▶ "We defend our grandmothers' Russian (potato) salad": identity configurations around food in Seville. The ODER case. <i>José Manrique Reyes — Universidad de Sevilla</i>▶ Forging Identities From Warzone to Classroom: transition to university culture, minority-majority and military stereotypes <i>John Sotham — Florida International University</i>
14:00–15:30	<i>Lunch break</i>
15:30–17:00	Panel / Session 3: Student Works-in-Progress <i>Studies in media, social networks, film, and politics</i> <i>Moderators: Bianca Sánchez and Marta Sánchez Martín</i>

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- ▶ Communication, Propaganda and messianic power in Dune: political construction of the Paul Atrides Myth
Santiago Fernández Escamilla — Universidad de Sevilla
- ▶ Imposed fiction or chosen reality? The AI influencer as an accepted simulacrum in digital communication.
Lucía Romero Rodríguez — Universidad de Sevilla
- ▶ Study of the short works of Carla Simón
Noelia Castaño Martínez, Rebeca de Castro-Palomino Arjona and Nacho Vargas Carrión — Universidad de Sevilla
- ▶ Media leadership and communication crises in The League: media treatment on X (Twitter) of incidents associated with Javier Tebas (2021-2025)
Mario Coro Delgado — Universidad de Sevilla
- ▶ Andalucism in Andalusian Politics
Javier Barrionuevo Fernández — Universidad de Sevilla

17:00–17:15

Break

SPECIAL AUDIOVISUAL SESSION: Film and Performance

(refreshments provided)

- ▶ Beyond the Standard Model
Tim Ouillette and Johan Bonilla — Northeastern University
- ▶ Greta
Elly van der Maesen — Screenwriter, actress, and director
- ▶ Learning How to Draw
Kledia Spiro — Antidisciplinary artist
- ▶ Creation process of the miniseries "Bajotecho" (Alex Mateos and María Gómez Bellido, 2024)
María Gómez Bellido — Universidad de Sevilla (Doctoral student)

17:15–19:00

Day 2 SCHEDULE

Wednesday, April 29, 2026

09:00–11:00	Psychodrama Workshop <i>"Professional Identity"</i> María Guerrero — Psychologist and Professor of Psychodrama
11:00–11:30	 <i>Coffee break</i>
11:30–13:00	Panel / Session 4: Queering & Gender Identity <i>Moderator: Kristopher L. Cannon</i> <ul style="list-style-type: none">▶ Drag aesthetics as a device of feminist authorship: construction of the authorial image in the pop of Chappell Roan <i>Clara Godoy Rodríguez — Universidad de Sevilla</i>▶ The symbolic construction of the female body in digital advertising: consumption, identity and brand strategies <i>Guadalupe Melendez Gonzalez-Haba & María Alfonseca Ruiz — Universidad de Cadiz</i>▶ M, F & X: The U.S. Passport & the Management of Identity <i>Craig Robertson — Northeastern University</i>▶ Non-binary gender expression of young people through color: analysis of Genderless (Sagasti, 2025) from the perspective of deconstructive criticism <i>Sergio Jesús Villén Higuera, Álvaro Linares Barrones and María Nieves Corral Rey — Universidad de Málaga</i>
13:00–15:00	<i>Lunch break</i>
15:00–16:30	Panel / Session 5: Politics, Propaganda & identity <i>Moderator: Ana I. Barragan Romero and Antonio Macarro</i> <ul style="list-style-type: none">▶ The construction of conservatism through public corporate image: The cases of Trump (GOP), Abascal (VOX), and Meloni (Fdi) on Instagram <i>Esperanza Martínez Jiménez — Universidad de Sevilla</i>▶ Brazilian immigration, disinformation and hate speech in Portugal: a case study with immigrant journalists <i>Valdemir Soares dos Santos Neto — Universidade do Algarve/Universidad de Cádiz</i>▶ Truth Social as a right-wing platform: digital communities, AI contradictions and its influence on the creation of the US Tech Force <i>Marta Sánchez Martín — Universidad de Sevilla</i>▶ Political narratives in India on the religious identities of Bangladeshi Muslim immigrants <i>Khushbu Kumar — Universidad de Jaen</i>
16:30–17:15	CLOSING SESSION <i>María Elena Villar, Antonio Macarro and Ana I. Barragán-Romero</i>