



NEOLAiA Open Science Festival

Faculty of Education, UO City Campus

June 12, 2025 from 13:30 to 18:00, rooms 207 and 208

You are warmly welcome to join us in exploring the current topics and approaches in research in humanities and social sciences!

NEOLAiA Festival is an opportunity to look into

- ✓ an original interdisciplinary research project of a large international student team in NEOLAiA Summer School in Digital Humanities and Social Sciences
- ✓ learn about and from cultural heritage, environmental justice, and the sociology of social change
- ✓ reflect on the role of AI and other digital tools in teaching, learning, and research, and
- ✓ to find out what the perspective of language studies can tell us about the landscape of online communication we all live in.

Programme

13.30	Welcome to NEOLAiA Open Science Festival (room 207)
13.35–15.00	Vanishing and Silenced Communities, Places and People: <i>Vítkovice</i> in the hands of an international student team (room 207)
15.00 – 15.15	<i>break</i>
Parallel lectures 15.15 – 16.00	
15.15 – 16.00	From dissonant inheritance to colonial heritage: the parcours of recent heritage in Casablanca <i>Romeo Carabelli, University of Tours</i> (room 207)

15.15 – 16.00 **The Black Agrarian Novel: Environmental Justice in Natalie Baszile’s Queen Sugar**
Jan Beneš, University of Ostrava (room 208)

16.00 – 16.15 *break*

Parallel presentations and workshops 16.15 – 18.00

room 207 *The landscape of online communication we all live in*

16.15 – 16.50 **“Keep fighting!”: The construction of a shared figured world in the comments reacting to posts by manosphere influencers**
Dominika Beneš Kováčová, University of Ostrava

16.50 – 17.25 **Beyond inspiring and educating through circularity: An ecolinguistic analysis of constructing identity and expertise through the circular economy narrative**
Zuzana Hurtová, University of Ostrava

17.25 – 18.00 **When the customer is not right: Responding to negative reviews on TripAdvisor**
Christopher Hopkinson, University of Ostrava

room 208 *Sociology of professions and AI and other digital tools in teaching, learning, and research*

16.15 – 16.50 **The Cannes Film Festival and the film industry: a study of transformations in the organizational field and their impact on professions**
Gregoire Lacoste, University of Tours

16.50 – 17.25 **Next-Gen Teaching: Harnessing Digital Tools to Inspire and Connect – workshop**
Encarnación Almazán Ruiz, University of Jaén

17.25 – 18.00 **How to Train Your Chatbot: Personalized GPTs in Research and Education – workshop**
Michal Místecký, University of Ostrava

What are the lectures, workshops, and presentations all about?

Vanishing and Silenced Communities, Places and People: *Vítkovice* in the hands of an international student team

students and teachers of NEOLAiA Universities with Daniela Rywiová (University of Ostrava) as the team leader

The NEOLAiA Summer School introduced students to an innovative method in gathering and interpreting information on industrial and cultural heritage. They learned how to create an interactive Geographic Information Systems (GIS) map with a number of information layers for a comparative monitoring of social, cultural, historical, and visual phenomena. The main task was to let digital technologies assist the protection of the memory of places, digital mapping of the vanished monuments, communities, and visual objects, reconstruct the multi-structured history and reconnect it with the presence. The history and the present of Vítkovice, originally an independent town, now a part of the City of Ostrava was the site and the test bed of all the learning.

From dissonant inheritance to colonial heritage: the parcours of recent heritage in Casablanca

Romeo Carabelli, University of Tours

North African cities have undergone profound transformation over the last two centuries, with modernity arriving alongside the colonial period. This dual feature makes the built heritage very rich semantically, but also controversial, as it distances itself from tradition.

Due to the scale of construction and urban development in the second half of the 20th century, it is impossible to ignore these parts of the city, and considering them as heritage is not an automatic process.

Drawing on the experience of Morocco's economic capital, and specifically that of Casamémoire, a significant local cultural association, we explore how the perception of these areas is gradually evolving, as they acquire heritage value and transition from "external minority" to "local memory".

The Black Agrarian Novel: Environmental Justice in Natalie Baszile's *Queen Sugar*

Jan Beneš, University of Ostrava

"The Black Agrarian Novel: Environmental Justice in Natalie Baszile's *Queen Sugar*" focuses on the ways in which Natalie Baszile's novel *Queen Sugar* (2014) engages in environmental justice by giving voice to a historically discriminated group of Black (sugarcane) farmers, thematizing environmental racism in the form of land dispossession and various discriminatory practices, while also highlighting the strategies—such as transgenerational agrarian knowledge, cooperative economics,

and an ethical interracial model of farm labor and management—which its Black farmer characters adopt to cope with environmental burdens.

“Keep fighting!”: The construction of a shared figured world in the comments reacting to posts by manosphere influencers

Dominika Beneš Kováčová, University of Ostrava

Previous research shows that influencers build and foster (parasocial) relationships with their followers by adopting involvement strategies and specific self-presentation practices that emphasize authenticity and relatability. While the impact influencers exert is generally measured by the level of engagement their posts generate, it can be assumed that the (multimodal) content of the comments reacting to their posts also manifests users' perception of influencers. With that in mind, in this presentation I will examine how users respond to influencers' posts that are likely to threaten their positive face and rapport with followers (e.g., posts containing apologies and threats). Specifically, the presentation will draw on a dataset of comments responding to social media posts shared by prominent 'manosphere' influencers and identify particular narratives and multimodal resources some commenters utilize to create and participate in their shared figured world.

Beyond inspiring and educating through circularity: An ecolinguistic analysis of constructing identity and expertise through the circular economy narrative

Zuzana Hurtová, University of Ostrava

Recent years have witnessed a growing interest in the sustainability of fashion industry. Using the example of a popular fast fashion brand's YouTube video presentations, the presentation aims to examine the linguistic choices and discursive strategies adopted by the brand to communicate its shift towards the circular economy. The ecolinguistic framework as outlined by Stibbe (2021) is used to identify and describe the language and underlying cognitive structures that shape the brand's sustainability narrative as encouraging either ecologically destructive, ambivalent or beneficial behaviour. The analysis shows that the emphasis on the circular economy model is used to construct socially and environmentally responsible identity and expertise around circularity to foreground the company's own achievements and product features and thus achieve customer identification and loyalty. It contributes to the discussion on branding and proposes alternative options to communicate and acknowledge the ecosystem that life depends on.

When the customer is not right: Responding to negative reviews on TripAdvisor

Christopher Hopkinson, University of Ostrava

Online customer review platforms like TripAdvisor, where businesses can respond to reviews, have become an important component of their communication with (potential) customers. When responding to negative reviews, businesses usually take an apologetic line, but sometimes they choose to “fight back”, criticizing the review and even attacking the reviewer personally. I will present an overview of this type of behaviour, looking at how businesses sometimes deliberately damage rapport with customers – and crucially, why they may choose to do so.

The Cannes Film Festival and the film industry: a study of transformations in the organizational field and their impact on professions

Gregoire Lacoste, University of Tours

The presentation explains how the Cannes Film Festival, an event with global resonance, influences a sector undergoing profound transformation - the film industry - right down to the future of its professions. The film industry was deeply affected by the Covid crisis in 2020. However, other deep-seated crises are traversing the industry: upheavals in media chronology and the business model, the irruption of AI, scandals and the fight for gender equality, the climatic impact of productions... The themes are numerous and are profoundly challenging strategies and professions. Drawing on neo-institutional theory, we explain how this event is becoming a shaping element in the field, and what paradoxes it is attempting to address in order to guide business foresight. Our aim will be to gain a better understanding of job foresight in a changing artistic ecosystem, and to analyze the role that the world's biggest event in the sector, the Cannes Film Festival, can play in this transformation.

Next-Gen Teaching: Harnessing Digital Tools to Inspire and Connect

Encarnación Almazán Ruiz, University of Jaén

Digital tools have transformed education by facilitating the development of creative and engaging learning resources. The strategic use of digital tools not only transforms traditional teaching methods but also facilitates more inclusive and innovative educational experiences that meet the needs of the current academic landscape. Thus, this workshop explores how digital tools can be harnessed to create innovative and engaging learning materials in higher education. Participants will discover how digital tools can make a difference in lectures by motivating and fostering collaboration environments. Content creation software can be used to design inclusive, dynamic, and interactive classes that meet diverse student needs. The session will also highlight how some digital tools can foster internationalisation and facilitate smooth intercultural communication exchange. Attendees will learn practical approaches for integrating these technologies into their teaching practices, enhancing student engagement and motivation. By the end of the workshop, participants will gain valuable insights to transform conventional teaching methods into more inclusive and innovative educational experiences, thus meeting the needs of the 21st-century academic environment and effectively preparing students for a globalised world.

How to Train Your Chatbot: Personalized GPTs in Research and Education

Michal Místecký, University of Ostrava

The workshop focuses on GPT models trained on text inputs provided by ChatGPT users. Such personalized GPTs can fulfill various functions, such as serving as reference partners, providing writing inspirations, or emulating authorial styles. The last aspect will be paid the most attention, as recent linguistic research has explored how well specific GPT models can mimic the style of particular Czech writers. In addition to a methodological introduction, participants will have the opportunity to observe the creation of a GPT model in real time and evaluate its performance.