

الملتقى السنوي للبحث العلمي

Annual Scientific Research Forum

Scientific Research and Innovation
are a gateway to a better future

البحث العلمي والابتكار بوابة
لمستقبل أفضل

الملتقى السنوي للبحث العلمي

الرؤية

تطوير الإنتاج العلمي لأعضاء هيئة التدريس، لتحقيق رؤية 2030 وخلق مجتمع معرفي.

الرسالة

تعزيز مهارات البحث والابتكار وخلق بيئة محفزة للبحث علمي رائدة على مستوى البرامج الأكاديمية، وإثارة التنافس بين الباحثين واستكشاف واستقطاب المواهب إسهاماً في تحقيق التنمية المستدامة في المجتمع المحلي.

محاور الملتقى

- الذكاء الاصطناعي لمستقبل أفضل.
- الاتجاهات الحديثة في بيئة الأعمال.
- الاتجاهات الحديثة في الأدب واللغويات.

اهداف الملتقى

يسعى الملتقى الى تحقيق الأهداف التالية:

- تسليط الضوء على أهمية البحث العلمي في تنمية المجتمع وتقدمه.
- التحفيز على الابداع والابتكار في البحث العلمي.
- تعزيز القيم الوطنية للبحث العلمي لخدمة المجتمع.
- ترسيخ القيم البحثية ورضانه جودة البحث العلمي وجودة مخرجاته.
- بناء الثراء المعرفي وتعزيز التنافس بين أعضاء هيئة التدريس.
- تعزيز الشراكات مع الجامعات ومؤسسات المجتمع المدني.

Annual Scientific Research Forum

VISION

Developing the scientific production of faculty members, to achieve Vision 2030 and create a knowledge society.

MISSION

Enhancing research and innovation skills, creating a stimulating environment for pioneering scientific research at the level of academic programs, stimulating competition among researchers, and exploring and attracting talent to contribute to achieving sustainable development in the local community.

FORUM TOPICS

- Artificial intelligence for future life.
- Modern trends in Business.
- New trends in linguistics and literature.

OBJECTIVES OF THE FORUM

- Spotighting the importance of scientific research in the development and progress of society.
Encouraging creativity and innovation in scientific research.
- Promoting national values of scientific research to serve society.
- Consolidating research values and maintaining the quality of both scientific research and its outputs.
- Building and expanding knowledge enrichment platforms and outlets and enhancing research-based competition among faculty members.
- Strengthening and diversifying partnerships with other universities and civil society organizations.

INTRODUCTION

Scientific research and innovation are widely recognized as crucial gateways to a better future, driving progress and shaping the world we live in. In this rapidly evolving era, where advancements in technology and knowledge are transforming the societies, three key areas emerge as drivers of change; artificial intelligence (AI) for future life, modern trends in business, and new trends in linguistics and literature. These domains hold immense potential for societal development, and their exploration is essential to achieve a brighter future.

Artificial intelligence, with its ability to simulate human intelligence and automate complex tasks has the power to revolutionize various aspects of our lives. From healthcare and transportation to communication and entertainment, AI has the potential to enhance efficiency, improve decision-making, and create innovative solutions to pressing challenges. By leveraging the vast amounts of data available today, AI can unlock new insights and drive scientific breakthroughs. It offers the promise of personalized medicine, autonomous vehicles, smart cities, and intelligent virtual assistants, among countless other applications that can transform our world.

In parallel, modern trends in business are shaping the landscape of entrepreneurship, commerce, and economic growth. As technology continues to develop, businesses must be adapted to remain competitive. Concepts such as digital transformation, e-commerce, data analytics, and sustainability are revolutionizing traditional business models. Embracing these trends can lead to increased efficiency, improved customer experiences, and developing innovative products and services. Moreover, businesses that prioritize sustainability and social responsibility contribute to the betterment of society and the environment, creating more inclusive and equitable future.

Another key area that plays a significant role in shaping our future is the exploration of new trends in linguistics and literature. Languages and literature are fundamental aspects of human cultures and communication, and their evolution reflects in social changes. New trends in linguistics delve into the study of language structure, acquisition, and usage aiming to understand the complexities of human languages, improving communication across cultures and communities. Additionally, literature reflects the narratives, values,

and aspirations of societies, providing insights into diverse perspectives and fostering values and understanding. Exploring new trends in linguistics and literature also can lead to advancements in language technologies, cross-cultural communication, and the preservation and promotion of diverse literary traditions.



د. علي الشهراني

كلمة رئيس الجامعة العربية المفتوحة

الحمد لله رب العالمين والصلاة والسلام على أشرف الأنبياء والمرسلين نبينا محمد وعلى آله وصحبه أجمعين، وبعد..

نحن في الجامعة العربية المفتوحة والتي تعد إحدى منارات العلم التي منحها صاحب السمو الملكي الأمير طلال بن عبدالعزيز رحمه الله جل اهتمامه ورعايته نسمو نحو تعليم مشرق لكافة طلابنا، نعمل بروح الفريق الواحد ونتطلع إلى تحول أكاديمي شامل يتوافق مع رسالتنا وأهدافنا وتحقيق رؤية السعودية 2030، كما تعي الجامعة أهمية البحث العلمي والابتكار؛ لأنه سمة هذا العصر وركيزة أساسية للنهضة والتطور ولا شك أن الارتقاء بالبحث العلمي يأتي على رأس أولوياتنا حيث أن البحث والابتكار هما الروح والعمق لأي جامعة تسعى لتحقيق التميز والنجاح.

ومن منطلق هذا السياق الجامعة تدعم البحث العلمي والابتكار وتحقيق الأهداف المتمثلة في تهيئة بيئة بحثية متميزة ورفع كفاءة النشر العلمي ودعم المشاريع والمجموعات البحثية إسهاباً في تنفيذ رؤية الجامعة والوطن للنهوض بالحركة البحثية وتعزيز مكانة الجامعة محلياً ودولياً.

وأخيراً البحث العلمي والابتكار: روح الاستكشاف والتطور، نولي جل اهتمامنا بالبحث العلمي والابتكار كمّاً وكيفاً بصفته قاطرة التطور والتميز في الجامعات المرموقة سائلين المولى عز وجل التوفيق والسداد لتخريج بناة الغد، جيلٌ متسلحٌ بالثقافة والعلم.



سالم الجويد باقديم

كلمة وكيل الجامعة للشؤون الاكاديمية والبحث العلمي

يعتبر البحث العلمي من اهم العناصر التي تعول عليها «رؤية المملكة 2030» والتي تهدف إلى نقل الاقتصاد الوطني من الاعتماد على النفط، والتحول إلى الاقتصاد المعرفي. فقد بات مسلما به أن البحث العلمي هو استثمار مجد وطويل الأمد، و حجر الزاوية في بناء أي اقتصاد قائم على الابتكار، وأساس مهم لتوليد معارف جديدة. كما يعد البحث العلمي حافزا على استدامة النمو الاقتصادي وتقوية المنافسة العالمية وخلق صناعات جديدة بالكامل، وعلى الرغم من حداثة عهد البحث العلمي في الجامعة العربية المفتوحة مقارنة بجامعات عالمية واقليمية ومحلية، فإن البحث العلمي في الجامعة يمضي خلال السنوات القليلة الماضية بخطى ثابتة، جعلت الجامعة العربية المفتوحة في المملكة العربية السعودية في مقدمة فروعها إقليميا وفي اطار يعد جيد الى حد ما محليا.

وتهدف الجامعة من خلال هذا الملتقى الى التأكيد على التوجه نحو الريادة البحثية والمضي قدما في تفعيل كل الوسائل الممكنة لتحقيق الاهداف الاستراتيجية للبحث العلمي في الجامعة والتي من اهمها تطوير وبناء منظومة بحث علمي تعزز الانتاج البحثي كما ونوعا مع التركيز على الاحتياجات والتطلعات المجتمعية وبما يخدم اهداف التنمية المستدامة ورؤية 2030. كما تعزز تلك الاهداف الشراكة البحثية بين أعضاء هيئة التدريس في فروع الجامعة والجامعات المحلية والباحثين الدوليين من جامعات عالمية. وقد قامت الجامعة بتعزيز تلك الشراكات برفع مخصصات البحث العلمي في ميزانيتها بما يسهم في قيادة وتعزيز تلك الشراكات ورفع جودة البحث العلمي.

ويعد البحث العلمي من الأدوات المهمة التي تسهم في تنفيذ رؤية المملكة العربية السعودية 2030 و يرتبط بالتنافسية والإنتاجية والاستدامة، ويعتمد بشكل رئيس على القدرات البشرية، وهي ميزة تتمتع بها المملكة العربية السعودية، وتعمل الجامعة العربية المفتوحة على المشاركة بفاعلية لتعزيز تلك الميزة.

Dr. Sulaiman Althuwaini

Dean of Business Studies College



In the beginning, it's my pleasure to welcome Your Excellencies and dignitaries to the annual scientific research forum.

We need to admit that scientific research in universities is of utmost importance, as it represents the first seed towards the localization of knowledge and the strengthening of the knowledge economy. It is considered a real indicator for measuring the progress and advancement of societies. Spared by KSA 2030 vision, scientific research has become an urgent necessity carried out by academic institutions to achieve uniqueness and distinction to create sustainable development in society.

Therefore, the government of KSA, led by the Custodian of the Two Holy Mosques King Salman Ibn Abdulaziz and His Highness the Crown Prince Muhamed Ibn Salman, paid great attention to this aspect, accordingly, we in AOU sought to launch many initiatives and incentives that would advance scientific research which our current research forum is one of them.

This is with the aim of strengthening and improving the scientific output and raising the efficiency of scientific publishing at the university under the direct supervision of the University Vice Presidency for Academic Affairs and Scientific Research.

From this standpoint, in the first AOU scientific forum is focusing on different specializations to enrich scientific research, push its movement, and adapt it to serve the various sectors of society, with the aim of extrapolating its reality and anticipating the future based on research rules and solid scientific foundations that serve the realization of the Kingdom's 2030 vision. Its ambition to catch up with latest development and advancing our Saudi society in various fields. The research and scientific forum of AOU represents is an original approach to its role and confirmation of its mission in serving and developing society in all its sectors.

In conclusion, I would like to thank the distinguished guests and speakers for coming to AOU and on behalf of the Business Studies College administration I extend my sincere thanks and appreciation to the AOU president and vice president for their continued efforts to let this event see the light and achieve the desired hoped-for goals of the society.

Dr. Banar Al-Rami

Dean of Faculty of Computer Studies



Saudi Arabia is a leading country in the field of artificial intelligence (AI). The government has shown great interest in this field by establishing the Saudi Data and Artificial Intelligence Authority (SDAIA), which is responsible for developing the National Strategy for Data and AI. These efforts are expected to continue to achieve Vision 2030, which aims to make Saudi Arabia a global model in the digital economy.

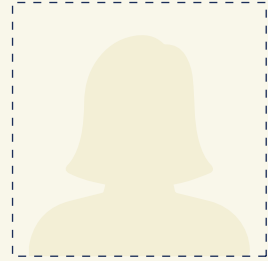
AI has created an unprecedented transformation in recent decades, playing major changes in the way we live and work. With the advancement of this amazing technology, new opportunities emerge every day to improve the lives of citizens. Healthcare, for example, has shown significant improvements using AI, which prompts faster and more accurate diagnoses of diseases, and better-targeted treatment recommendations. In the transportation sector, AI has become a key tool in directing and improving traffic flow, reducing congestion, and increasing road safety. And in education, smart E-learning has made it possible to provide a personalized learning experience that effectively responds to the individual needs of students.

However, despite these benefits, AI also poses significant challenges. One of the biggest challenges is the issue of cybersecurity. With the increasing use of AI to collect and analyze data, the risk to the privacy of personal information is growing. AI can also be used to develop more sophisticated and targeted cyberattacks, making it difficult to defend sensitive information. AI has become a cornerstone of everyday well-being, and it is important to emphasize its importance while maintaining awareness and caution of potential challenges by creating systems, controls, and standards to ensure the safe and ethical use of AI.

AI is a powerful tool and a double-edged sword. We must use it responsibly for a better future.

Ms. Fatimah Alshgawi

Dean of Faculty of Language Studies



To our distinguished guests, ladies and gentlemen
A Very Warm Welcome!

I feel extremely glad to welcome everyone to this much-awaited Research forum as it marks the first annual research forum for AOU where we are focusing on " New Trends in Linguistics and Literature". This gathering of brilliant minds and dedicated scholars is a testament to our shared commitment to advancing our understanding of language and literature. In an ever-evolving world, the fields of linguistics and literature continually adapt and reshape our perceptions of human expression and communication. This forum serves as a vital platform to explore the latest developments, exchange groundbreaking ideas, and foster intellectual discourse.

Our diverse range of presentations and discussions will delve into the intricacies of language structure, the interpretation of literary works, the influence of technology, and the exploration of new cultural contexts. Through this dialogue, we aim to not only expand our academic horizons but also inspire the next generation of researchers in these fields.

On behalf of the faculty of language studies, I would like to extend my deepest gratitude to our keynote speakers Prof. Abdulaziz Faqih from King Khaled University and Dr. Khaled Abaalhassan from Al-Imam University for taking their valuable time , traveling and coming to participate with us. Also, to our participants, speakers, and organizers who have contributed to the success of this event. Your dedication to the pursuit of knowledge is commendable and vital to the progression of linguistics and literature studies.

I wish you all a rewarding and intellectually stimulating experience throughout this forum. May our discussions ignite new passions and open doors to uncharted avenues of inquiry.

Artificial Intelligence for Future Life

Dr. Bandar AlRami

Dean of the Computer
Studies Faculty



Dr. Saud Al Muhaidib

Doctor of Philosophy in Artificial
Intelligence.
Founder and CEO of Robot
Academy.

Prof. Daniyal Alghazzawi

Professor in the Information
Systems Department at King
Abdulaziz University.
Head of the Information Security
Group at King Abdulaziz
University.



Modern trends in Business Environment

Dr.Suliaman AlThuwaini

Dean of the Business
Studies Faculty



Dr. Ahmed Abdul Aljizani

Researcher specializing in
services and supply chains.
Consultant in Organizational
process improvement.

Ministry of Health.

Dr. wadi B. Alonazi

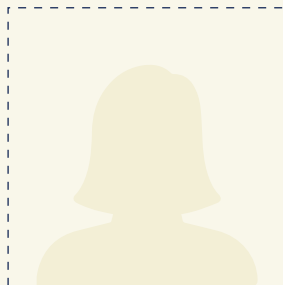
(BA, MHHA, HIPPA, PhD)
Vice Dean of the College of
Business Administration, Graduate
Studies and Scientific Research /
King Saud University.



New trends in linguistics & literature

Ms. Fatimah Alshgawi

Dean of the Language Studies Faculty



Dr. Khaled Aba AlHassan

Associate Professor at King Imam Muhammad bin Saud University.
Advisor to the Minister for Educational System Development and Head of the International Organizations and Review Team at the Ministry of Education since July 2019, Kingdom of Saudi Arabia.

Prof. Abdul Aziz Faqih

Professor at King Khalid University, former editor-in-chief of the university's magazine in the humanities and languages, former college dean at King Khalid University, translator of an international encyclopedia in language teaching, an international expert in language teaching.



Does Religion Affect Customer's Perceived Content Quality And Satisfaction? The Mediating Role Of Perceived Content Quality In The Relationship Between Religion And Customer's Satisfaction

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ABSTRACT

This study aims to investigate the relationship among religion, content quality perception, and satisfaction in Arab world. This study also examines whether perceived content quality of satellite TV channels plays a partial or full mediation role in the relationship between religion and viewers' satisfaction. A set of questionnaires was distributed to 384 Arabian viewers by means of convenience sampling. This study reveals that Arabian viewers are intrinsically devout and their whole approach to life is based on their religious beliefs. This implies that Arabian viewers would form their attitudes and behaviours based on religious orientation. Specifically, the findings from the research prove that religion through intrinsic religious orientation has a statistically significant influence on perceived content quality and viewers' satisfaction. In addition, perceived content quality of satellite TV channels has partial mediation role in the relationship between religion and satisfaction. In conclusion, the decision makers of satellite TV channels need to show consideration for the religious orientation of viewers as this would positively enhance their perceived content quality and satisfaction. This study implies that the integration of the religious influence into existing business marketing frameworks is vital. It provides direction for marketing scholars and practitioners to have a better understanding of customers' attitudes and behaviors.

Keywords: Religion; Intrinsic Religious Orientation; Perceived Service Quality; Content Quality; Satisfaction

Blockchain Technology and Virtual Asset Accounting in the Metaverse: A Comprehensive Review of Future Directions

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ABSTRACT

This research focuses on the metaverse's evolving trend and the potential application of blockchain technology in the accounting of virtual assets in this digital domain. The metaverse introduces a new economy in which users may earn real-world revenue through virtual activities, necessitating the need for efficient and dependable virtual asset accounting. Blockchain technology, with its decentralized and immutable record, appears to be a viable answer to these problems. This paper discusses the present status of blockchain technology for accounting for virtual assets in the metaverse as well as its potential role for businesses and the economy. It also determines the technology's issues and limits and makes recommendations for further development. The findings indicate that blockchain technology has the potential to transform virtual asset accounting in the metaverse by improving security, transparency, and consistency. However, scalability and legal/regulatory issues must be overcome before it can completely achieve its promise. Accounting experts, developers, and stakeholders interested in the convergence of blockchain technology and the metaverse economy will find this paper useful.

Keywords: Metaverse; Virtual Asset Accounting; Blockchain Innovation; Blockchain-Based Accounting.

The Effect of Social Media Activities on Brand Loyalty for Banks: The Role of Brand Trust

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ABSTRACT

The aim of this research was to examine the impact of social media marketing activities on brand trust and brand loyalty in the banking sector. Based on an online survey of 252 users who follow banking services suppliers on social media located in Saudi Arabia, data were gleaned and analyzed via Smart-PLS (3.0).

The findings showed that social media marketing activities, namely customization, entertainment, and promotions, were reported to have the highest impact on trust and loyalty.

This study emphasizes the role of trust as mediating brand loyalty in social media marketing. The implications for marketing managerial and future research are discussed.

Keywords: social media marketing; brand trust; brand loyalty

The Non-Oil Sectors and Economic Growth in Saudi Arabia

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ABSTRACT

Abstract: This paper investigates the relationship between trade composition and non-oil industrial manufacturing growth in both total and sectoral levels in the Kingdom of Saudi Arabia (KSA). This paper takes the largest country that produces oil as a case study under the structural development plan in Saudi Arabia known as The National Transformation program, Saudi Vision 2030. Thus, the findings are expected to assist Saudi's government and decision makers to industrialize policies for the development of non-oil industrial manufacturing in the country as well as select their tools to increase the level of foreign trade. Using an autoregressive distributed lag ARDL, FMOLS and Error Correction Model (ECM) on annual time series data for Saudi Arabia from 1988-2017. For disaggregated level, Arellano-Bond, the generalized method of moments regression approach (GMM), fixed effect, and random effect have been used on panel data for 23 industries for the period 2000-2017. The findings indicated that all coefficients are statistically significant at the 1% significance level except for imports. The growth in overall manufactured exports have a positive impact on the growth rate of the total product of the non-oil sector. Hence, Saudi Arabia exports the industries which use its abundant factor intensively and imports the industries which use its scarce factor. This evidence indicates that manufacturing growth might occur through the abundant that is mainly made by exports in the industrial development process.

Keywords: Saudi Arabia, Non-Oil Sector, Private Sector, Public Sector, Oil Sector, Economic Growth

Neighbourhood Communication Model for Enhancing Trust and Promoting Players' Cooperative Behaviour: A Case of Iterated N-Players Prisoner's Dilemma

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Arab Open University

ABSTRACT

Human beings collaborate when organized in an unchanging network of social relationships and if the advantage of collaboration surpasses the entire cost of collaboration with all neighbours. Cooperation may be seen in community and natural systems when selfless action is rewarded despite the risk of exclusion. Trust between neighbours is crucial since cooperative behaviour spreads more rapidly and efficiently in environments with a high trust rating. In this paper, we introduce an alternative neighbourhood communication topology to enhance the level of trust between n prisoner's dilemma players and promote cooperative behaviour. The proposed topology allows players to communicate with their local neighbours and share their experiences within the universe of other players that are not locally connected. To understand the overall players' behaviour locally and globally, the topology is supported by a knowledge base accessible by all players. Our topology was tested against five other communication topologies over four 1000-game tournaments. The results show that our model outperforms other strategies in promoting cooperative behaviour among participating players in small and large populations.

A Novel ODMC Model for Malaria Blood Smear Classification using Deep Feature Fusion and Optimization

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Arab Open University

ABSTRACT

Malaria poses an enormous threat to the humanity with ever increasing cases annually. The research in the field of medical is contributing quite a lot in providing the methods for premature diagnosis of malaria. Apart from medical research, information technology is also playing a vital role in proposing efficient methods for malaria diagnosis. To minimize the manual interference and boost the diagnosis accuracy, the automated systems are under study lately. An ensemble deep learning scheme is proposed in this paper with the fusion of features obtained by two state-of-the-art pre-trained deep Convolutional Neural Networks (CNN) models; ResNet101 and SqueezeNet for the classification of malaria blood smears from red blood cells. A handcrafted feature extractor Local Binary Patterns (LBP) is also implemented along with the fused deep model features to deduce texture features of infected regions within image for better discrimination. Linear Discriminant Analysis (LDA) is employed for feature selection and optimization. At the end, the selected features are classified using a set of classifiers. The proposed Optimized Deep Malaria Classifier (ODMC) model achieved 99.73% accuracy with exceptional time efficiency.

Mobile Spyware Identification and Categorization: A Systematic Review

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Arab Open University

ABSTRACT

Smartphones have revolutionized the way we live, work, and interact with the world. They have become indispensable companions, seamlessly integrating into our daily routines. However, with this pervasive usage comes a growing security concern. Mobile phones are increasingly becoming targets of cyber-attacks, with more than 26,000 attacks happening daily. Among these threats, spyware is one of the most prevalent and insidious threat. Researchers have explored various techniques for identifying and categorizing mobile spyware to address this issue. These efforts are crucial for enhancing the security of our mobile devices and protecting our sensitive data from prying eyes. In this paper, we have conducted a comprehensive survey of the existing techniques and summarized their strengths and limitations. Our analysis encompasses a range of approaches, from signature-based detection to machine learning-based classification. We also explore the latest advancements in behavioral analysis and intrusion detection systems. By consolidating this knowledge, we provide a valuable reference point for future research on mobile spyware detection and prevention.

In conclusion, this paper highlights mobile security's critical role in our digital lives. It underscores the importance of ongoing research and innovation in mobile security to safeguard our personal information and prevent cyber-attacks.

Sustainable Smart Agriculture: An In-Depth Review and a Real-World Case Study

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Arab Open University

ABSTRACT

The rapid evolution of the Internet of Things (IoT), Deep Learning (DL), Machine Learning (ML) and big data analytics is often considered as the main factor in the implementation of smart agriculture. Object classification is defined as the technique of processing images and videos to discover states or classify detected things.

In this paper, we carry a comprehensive study on the use of recent and smart techniques that have been deployed in the agriculture field. We present a use case of transfer learning in the classification of dates categories as well as date grades. The proposed approach enhanced with Transfer Learning (TL) techniques has the ability to classify date grades with a high accuracy in a small period of time and with small amount of data. We compare the results obtained using pre-trained Convolutional Neural Network (CNN) models (VGG16, ResNet50, Xception) with ones obtained using classical CNN. Our results outperform the previous works dealing with the same dataset.

Exploring Political Satire in Paul Torday's Salmon Fishing in the Yemen

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ABSTRACT

Contemporary English fiction has increasingly delved into political themes and the intricacies of British ruling elites as driven by the frustrating decline of the British Empire following World War II. This decline provided fertile grounds for writers and critics to explore British political issues both at home and abroad. Torday's *Salmon Fishing in the Yemen* serves as a poignant exploration of the tragic consequences of British involvement in the Middle East. Through a fictional salmon project in Yemen, the novel exposes the disruptive interference of British politicians in the affairs of other nations and sovereign states. The novel provides a critical reading of the dynamics of British post-colonial policy and its manifestations within the Middle East and beyond. The work's satirical nature offers a biting commentary on the ins and outs of British post-war politics, revealing how the salmon project is manipulated for political and diversionary purposes. The novel draws attention too to British popular imagination and its entrenched stereotypes and biases when it comes to non-British individuals, particularly Arabs and Muslims. The role of the media in disseminating false narratives and in serving as a platform for state-favored news is also underscored.

Keywords: Political novel, Paul Torday, Political bias, Satire, Yemen.

How Disney Movies Effect On The Gender Typing Of Children

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ABSTRACT

Early childhood is increasingly being beset by Disney movies and characters which have a significant impact on gender typing in children. The extensive influence that Disney movies have on children has sparked huge controversy over the potentially strong gender-stereotyped content that these films propagate. A detailed analysis of lead characters in numerous Disney animated films reveals deep-seated languages regarding gender roles in the society. Characters in movies such as Cinderella, Snow White, Frozen, Pocahontas, and Tangled have been shown to have a significant influence on gender typing in children through linguistic influence (England et al. 556). The Disney Princess brand, a collection of female lead characters in numerous Disney movies, is a highly successful franchise with annual retail sales exceeding \$4 billion (England et al. 556). This figure is even more astonishing given the fact that this brand primarily targets children aged between 3 to 5 years.

Keywords: children, television, Disney movies, gender typing, social studies.

Unraveling Language in Literature: Parsing and Translation

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Faculty of Language Studies
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ABSTRACT

The overall purpose of this study is to analyze sentences that are devoted to the description of the 'throng of bearded men', i.e., the Puritans in the introductory chapter 'The Prison Door' from Hawthorne's *The Scarlet Letter* (source text (ST)) as a literary text, from a linguistic point of view in order to show the readers the grammatical features associated with these sentences and its language patterns as well as to examine Sidqi's translated sentences from *EL Shara EL Qurmozia* (1986) as a literary translation for Arab readers (i.e., target text (TT)). Deep grammatical analysis of sentences is carried out based on the method of parsing represented by Leech et al (1982). Furthermore, parsing of translated sentences is given following the system of parsing given in EL Rajhi's book (1998). The method of analysis used in the current study is based on two stages: parsing of ST and TT that are mainly devoted to the 'founders of a new colony', i.e., the 'throng of bearded men' and comparison between source language (SL) and target language (TL) from a linguistic point of view with special focus on syntactic features of SL and TL as well as with the main aim of providing the readers with concluding remarks related to both of syntactic structure and literary translation. The results of the study indicate that certain features are associated with the sentences under scrutiny. These are: the use of the passive voice, the distancing of structurally related items, the extraposition of clausal subject, among other features. In addition to that, the study provides the readers with concluding remarks to Sidqi's translations of the sentences based on the results obtained from the discussion of linguistic observations related to ST and that related to TT.

Keywords: Literary language; Parsing; Linguistic Features; Literary Translation.

How culturally diverse is the Virtual Space? Towards Inclusive Pedagogy A case study at the Arab Open University, KSA

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ABSTRACT

After the pandemic, Online teaching and learning have been adopted by many educational institutions in the Middle East region. In Saudi Arabia, Online learning now has become not only an option but the core of the 2030 Crown Prince Mohammed Bin Salman's project for the advance of digital education. At the Arab Open University, teaching takes place both with a blended mode, synchronously and asynchronously. This study, aims at answering the question whether the online instructional design and pedagogy at the Arab Open University, takes into account the students' race, gender, country of origin, and language knowing that the students registered are from different nationalities. To answer the latter, a case study is conducted at the Arab Open University, Riyadh Branch, targeting solely the Online taught courses as one is interested in studying the specificities of the virtual space. The objective of this study is to explore how students' difference in language and ethnicity is manifested in a virtual environment during online lectures, and to what extent it is fostered by tutors. In this study, a semi-structured students' and teachers' questionnaires as well as an observation are going to be utilized to collect data. In addition, an evaluation with report to ten teaching materials is going to be conducted of whether they comprise elements, questions or activities that foster cultural diversity and takes language and ethnic differences into account. At the end of the chapter, one concludes with potential challenges of cultural diversity and its inclusion in an asynchronous mode of learning and teaching, providing vital recommendations for tutors on how to enrich and build a cultural diverse space during the lectures.

Keywords: Cultural diversity, Virtual education, instructional design, asynchronous learning, cultural inclusion, ethnicity

