

Abstract for ICMHS 2026

Title: *Digital Arabic: Language, Literature, and Cultural Mediation in the 21st Century*

This paper investigates how digital platforms are reshaping the teaching, dissemination, and reception of Arabic language and literature in contemporary Euro-Mediterranean contexts. Social media tools such as TikTok, Instagram, and YouTube enable educators and content creators to engage wide audiences with interactive storytelling, culturally mediated lessons, and multimedia presentations of literary texts.

Focusing on contemporary Arabic literature, the study examines how digital strategies—including narrative snippets, audiovisual content, and multilingual explanations—enhance intercultural dialogue, support inclusive language education, and foster new approaches to cultural mediation. The paper also highlights how social media can serve as a platform for preserving and promoting Arabic literary heritage, making complex literary concepts accessible to diverse learners and audiences across the Mediterranean.

The research draws on case studies of digital teaching practices and online content creation, including examples of educational projects by Arabic language educators and literature specialists. It explores the potential of digital Arabic education to contribute to broader discussions in modern humanities scholarship, including accessibility, Open Education, and the ethical dissemination of cultural knowledge. By examining the intersection of literature, pedagogy, and digital innovation, this study demonstrates how contemporary technological practices can bridge traditional literary scholarship with emerging global communication platforms.

In doing so, the paper argues that digital tools not only enhance the reach of Arabic literary education but also cultivate a critical, transnational perspective on cultural identity, heritage, and literary engagement. The findings underscore the importance of integrating digital literacy into the study and teaching of Arabic, positioning digital humanities as a central site for interdisciplinary research, innovation, and community-building in the 21st century.

Keywords: Arabic language, digital humanities, literature, social media, cultural mediation, teaching, intercultural dialogue

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