

**7<sup>TH</sup> IASS CONFERENCE PROGRAM – STARTING FEBRUARY 22, 2022**

**WEEK 9 (April 26, 2022)**

**MC – JiSoo Moon**

<b>ACADEMIC TRACK SESSION</b>			
<b>AI &amp; BD in Language, Communication and Broadcasting</b>			
<b>Moderator: Professor Odekhiren Amaize, Professor, Canadian University Dubai</b>			
<b>Research Tittle</b>	<b>Presenter</b>	<b>Institution</b>	<b>Duration/Timing*</b>
Employees' Perception towards the significance of virtualization in Sharjah Broadcasting Authority	Khansa Alameeri, Nasser Taleb. and Raed Said	Sharjah Broadcasting Authority, and Canadian University Dubai	20 minutes <b>12:30 – 12:50 pm</b>
Artificial Intelligence in News Broadcasting	Dr. Neha Jingala	University of Delhi	20 minutes <b>12:50 – 13:10 pm</b>
the vectorization technique of the information based on transformer architecture	Professor Dae Woo Choi	Hankuk University of Foreign Studies, Korea	30 minutes <b>13:10 pm - 13:40pm</b>
Q & A	Audience		15 minutes <b>13:40 – 13:55 pm</b>

**\*PLEASE NOTE THAT THE LISTED TIME IS IN UAE LOCAL TIME**