

**Online-Symposium**  
***Social Media as New Canvas, Space and Channel***  
***for Afrophone Literatures***

*University of Hamburg, Germany, 22-23 February 2023*

**Conveners:**

*Uta Reuster-Jahn (Hamburg), Umma Aliyu Musa (Hamburg), Abdalla Uba Adamu (Kano, Nigeria), Stephanie Bosch Santana (Los Angeles, USA)*

<b>Day 1: Wednesday 22 February,</b> <b>5:30 am (CA,US) / 1:30 pm (UK) / 2:30 pm (Germany/Nigeria) / 4:30 pm (Tanzania)</b>	
10 min	<b>Welcome address:</b> Prof. Roland Kießling (Department of African and Ethiopian Studies, Universität Hamburg)
10 min	<b>Introduction to the symposium:</b> Abdalla Uba Adamu (Bayero University, Kano, Nigeria)
<b>Panel 1: THE MEDIALITY AND SOCIALITY OF ONLINE PUBLISHING</b> Chair: Uta Reuster-Jahn, Nikitta Adjirakor	
<b>6:00 am (CA,US)</b> <b>2:00 pm (UK)</b> <b>3:00 pm (G/N)</b> <b>5:00 pm (TZ)</b>  30 mins each	<ol style="list-style-type: none"> <li>1. Stephanie Bosch Santana (University of California, USA), <i>Mobile Worlds: Facebook fiction and beyond</i></li> <li>2. Abdalla Uba Adamu (Bayero University, Kano, Nigeria), <i>From Kano market literature to Kano social media literature: The reincarnation of an Afrophone literary genre</i></li> <li>3. Ado Ahmad Gidan Dabino (Gidan Dabino Publishing, Kano), <i>Online platforms and the resurgence of Hausa novels</i></li> <li>4. Hussein Tuwa (President, UWARIDI novel writers' association, Tanzania), <i>Social media - A spiderweb of opportunities for Swahili literature</i></li> </ol>
<b>8:00 am (CA, US)</b> <b>5:00 pm (G/N)</b> <b>7:00 pm (TZ)</b>	<i>End of day 1</i>

**Day 2: Thursday 23 February,  
8:00 am (UK) / 9:00 am (G/N) / 11:00 am (TZ)**

**Panel 2: QUESTIONS OF CONTENT AND GENRE**

Chair: Asabe Usman Kabir, Zamda Geuza

**8:00 am (UK)  
9:00 am (G/N)  
11:00 am (TZ)**

30 mins each

5. Zaynab Ango (Federal University, Dutse, Nigeria), *The anonymous author, sex and sexuality in Hausa digital narratives*
6. Nura Ibrahim (Bayero University, Kano, Nigeria), *Political economy of online creative fiction in Hausa literature: A study of Hausa adult online literature consumption patterns*
7. Yusuf Baba Gar (Humboldt University, Berlin, Germany), *The lyrics and the dance video: Hamisu Breaker's jarumar mata, wife#dance#challenge and the question of cross-media between orality and video*

**10:30 am (G/N)  
9:30 am (UK)  
12:30 pm (TZ)**

*Coffee break*

**Panel 3: GENDER, WOMEN AND SOCIAL MEDIA PUBLISHING**

Chair: Zaynab Ango, Umma Aliyu Musa

**10:00 am (UK)  
11:00 am (G/N)  
1:00 pm (TZ)**

30 mins each

8. Asabe Usman Kabir (Usmanu Danfodiyo University, Nigeria), *Loud and clear: The evolution of social media women writers of contemporary popular Hausa fiction*
9. Uta Reuster-Jahn (Universität Hamburg, Germany), *Writing collaboratively about sextortion in Tanzania – the #TuzoChallenge on Facebook*
10. Zamda Geuza (Exeter University, UK), *Feminist publishing and Soma Book Café in Tanzania*

**11:30 am (UK)  
12:30 pm (G/N)  
2:30 pm (TZ)**

*Lunch break*

**Panel 4: THE LANGUAGE FACTOR IN AFROPHONE LITERATURES ON SOCIAL MEDIA**

Chair: Abdalla Uba Adama, Ahmad Kipacha

**4:30 am**  
(CA,US)  
**12:30 pm** (UK)  
**1:30 pm** (G/N)  
**3:30 pm** (TZ)

30 mins each

11. Nikitta Adjirakor (University of Ghana), *The digital publishing networks of children's books in Afrophone literature*
12. Isyaku Bala Ibrahim (Hilltop Creative Arts Foundation, Nigeria), *The impact of social media on creative expressions in Afrophone literature- the Nupe language experience*
13. Stephen Ney (University of British Columbia, Vancouver, Canada), *Opportunities for Krio Poetry in Sierra Leone WhatsApp Groups*

**3:00 pm** (G/N)

*Coffee break*

**Panel 5: THE SOCIAL MEDIA AS A PLATFORM FOR EXCHANGE**

Chair: Uta Reuster-Jahn, Stephanie Bosch Santana

**6:30 am**  
(CA,US)  
**2:30 pm** (UK)  
**3:30 pm** (G/N)  
**5:30 pm** (TZ)

30 mins each

14. Ahmad Kipacha, (The Nelson Mandela African Institution of Science and Technology, NM-AIST, Arusha, Tanzania) *Facebooking poetic voices in the digital era: The Kisima cha Mashairi's platform*
15. Aisha Umar Adamu (Aminu Kano College of Islamic and Legal Studies), *Zamani riga: The proliferation of Hausa audio fictions*
16. Umma Aliyu Musa (Universität Hamburg, Germany), *Readers' emotional reactions to Hausa fiction online. Two case studies.*

**8:00 am**  
(CA,US)  
**4:00** ((UK)  
**5:00 pm** (G/N)  
**7.00 pm** (TZ)

*Closing the Symposium*