

**NES 496b/596b - Middle Eastern Media  
Department of Near Eastern Studies**

**Spring 2009**

**Dr. Leila Hudson**

**Marshall 447**

**TTh 12:30-1:45 - Chavez Bldg 307**

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**Office Hours MW 12-2 and by appointment**

This seminar will allow advanced undergraduates and graduate students to explore the Middle Eastern media landscape of transnational satellite television, the internet and popular culture as an objects of study, fields of practice and a key arena for the advancement of the traditional humanities and social sciences agendas in the Middle East. The themes of the class will be 1) the effects of new technologies on communicative practice and traditional culture 2) the question of whether or not a public sphere facilitates social change 3) whether or not the new technologies and the new public discussions have political implications 4) the role of new Middle Eastern media in global culture and politics. Most readings and lectures will focus on Arabic media and popular culture. Students are strongly encouraged to explore non-Arab Middle Eastern contexts (Turkish, Kurdish, Iranian, Israeli) or specific Arab country examples (Saudi Arabia, Iraq) in their seminar papers and class presentations.

Each week all students will prepare the readings. One student will be assigned to write the lead commentary on the readings and circulate it by email to the class by Sunday night. Other students will respond to the commentary by email on Monday and Wednesday. Each student must participate actively in the online and in class discussions. Both undergraduates and graduate students will prepare a research paper based on primary materials to be handed in by May 11<sup>th</sup>. In addition to the research paper, each graduate student will be required to lead one class session in lecture and discussion on the topic of their seminar paper in the last weeks of the class and to prepare an appropriate set of readings for their classmates. Graduates will submit their papers to the online journal Arab Media and Society for evaluation. If funding is available, several sessions will be devoted to in class analysis of Arab satellite news coverage of current events ( comparing Western and various Arabic news channels coverage of the Israeli attacks on Gaza) and some entertainment (reality TV, music, serial drama, comedy) programming. If funding is available, a videoconference with an Arab journalist from al-Jazeera will be arranged.

Students' grades will be determined as follows **for NES 496:**

Attendance and participation in class discussion and writing exercise - 30%

Participation in weekly email discussion of readings and preparation of lead commentary for at least two sessions. 30%

Seminar paper 30%

**For 596:**

Attendance and Participation in class discussion and writing exercise – 25%

Participation in weekly email discussion including the submission of readings and suggestion of new topics and preparation of lead commentary for at least two sessions – 25%

Class presentation with readings and multimedia as appropriate 25%

Seminar paper approved by instructor and submitted to *Arab Media and Society* – 25%

**Required Books Available for Purchase**

Hammond, Andrew. 2007. *Popular Culture in the Arab World : Arts, Politics, and the Media*. Cairo ; New York: American University in Cairo Press.

Lynch, Marc. 2006. *Voices of the New Arab Public : Iraq, alJazeera, and Middle East Politics Today*. New York: Columbia University Press.

Rugh, William A. 2004. *Arab Mass Media : Newspapers, Radio, and Television in Arab Politics*. Westport, Conn: Praeger.

Sakr, Naomi. 2007. *Arab Television Today*. London ; New York: I.B. Tauris.

Zayani, Moham, and Sofiane Sahraoui. 2007. *The Culture of al Jazeera : Inside an ArabMmedia giant*. Jefferson, N.C: McFarland & Co.

Arab Media and Society Online Journal

**Schedule of Sessions**

Unless in one of the required books, readings will be sent as pdf attachments or html links by email. Readings are subject to change, and changes made in class override this syllabus.

**Thursday, January 15 – Overview, Introductions and Planning****Tuesday, January 20 –Approaches to Middle Eastern Media**

What are the Issues in the study of ME Media

Hammond Chapter 1

Sultan's Telegraph

Anderson – Public Spheres

**Thursday, January 22 –CLASS CANCELLED**

class cancelled for Jan 23 Blogging Symposium  
Students should attend the morning session and keynote address of the Center For Middle Eastern Studies Conference on Obama and the Global Media. Recordings will be available for those with scheduling conflicts

**Tuesday, January 27** – Blogging and Public Sphere - Interlude

Arab Media and Society articles at:

[http://www.arabmediasociety.com/peer\\_reviewed/index.php?article=40](http://www.arabmediasociety.com/peer_reviewed/index.php?article=40) - Lebanese

[http://www.arabmediasociety.com/topics/index.php?t\\_article=32](http://www.arabmediasociety.com/topics/index.php?t_article=32) - Lynch

Yesil, B. Internet Café as Battlefield. Internet in Turkey. 2003

**Thursday, January 29** – History of Middle East Media  
Rugh Chapters 1-4

**Tuesday, February 3** – History of Middle East Media 2  
Rugh 5-8  
Hammond Ch. 9

**Thursday, February 5** – History of Television  
Rugh Ch. 9-12  
Hammond Ch. 8

**Tuesday, February 10** – Intro to al-Jazeera – History and Structure

Excerpts from Miles, Hugh. 2005. *Al-Jazeera : The inside story of the arab news channel that is challenging the west*. 1st American ed. New York: Grove Press.. and  
El-Nawawy, Mohammad, and Adel Iskander. 2002. *Al-jazeera : How the free arab news network scooped the world and changed the middle east*. Cambridge, MA: Westview

Development and Discussion of Paper topics

**Thursday, February 12** – The Culture of Al-Jazeera  
Zayani- Chapters 1-6

**Tuesday, February 17** - -Al-Jazeera and the West. 2006  
Mellor, N. Arab Journalists as Intermediaries  
Nouredine, M. Satellite TV News and the Arab Diaspora in Britain  
Wissler, H and Adolfsen, M. Contra-flow from the Arab World.

**Thursday, February 19** - Iraq War Public Sphere and State Control

Lynch Ch. 1-6

Watch “Control Room” Noujaim, Jehane, Josh Rushing, Samir Khader, Hassan Ibrahim, Deema Khatib, Tom Mintier, David Shuster, et al. 2004. *Control room*. Vol. 1 videodisc (ca. 86 min.). Santa Monica, Calif: Artisan Home Entertainment ;; Distributed by Lions Gate Home Entertainment.

**Tuesday, February 24** – Business Models  
Sakr. Arab Television Today Ch. 1-3 and 5 to end

**Thursday, February 26** – News As Genre and Linguistic Practice  
Mellor Chapters 4-6  
Boum, A. Heteroglossia and al-Jazeera article  
Hammond Ch. 2

**Tuesday, March 3** – -US Public Diplomacy

Articles from Arab Media and Society at  
<http://www.arabmediasociety.com/topics/index.php?topic=5>  
[http://www.arabmediasociety.com/peer\\_reviewed/index.php?article=38](http://www.arabmediasociety.com/peer_reviewed/index.php?article=38)

**Thursday, March 5** – Islam in the New Media

Sami Yusuf [http://www.arabmediasociety.com/topics/index.php?t\\_article=88](http://www.arabmediasociety.com/topics/index.php?t_article=88)  
Schleiffer [http://www.arabmediasociety.com/topics/index.php?t\\_article=100](http://www.arabmediasociety.com/topics/index.php?t_article=100)  
Azdarmaki, Television, Religious Media and Mirror Relationship in Iran. 2008

**Tuesday, March 10** – Gender and Women  
Sakr - Arab TV today - Chapter 4  
<http://www.arabmediasociety.com/topics/index.php?topic=7>

Selections from Sakr, n (ed.). 2004. *Women and media in the middle east : Power through self-expression*. Library of modern middle east studies ;; 41. London ; New York: I.B. Tauris.

**Thursday, March 12** – Cinema and Theatre  
Hammond Ch. 5, 10

**Spring Break – NO CLASS**

**Tuesday, March 24** – Music and Dance  
Hammond Ch. 6 and 7  
Arab Media and Society articles at  
[http://www.arabmediasociety.com/peer\\_reviewed/index.php?article=580](http://www.arabmediasociety.com/peer_reviewed/index.php?article=580)

**Thursday, March 26** = Grad Pres – Sinclair

**Tuesday March 31** – Reality TV, Comedy, Musalsalay – Star Academy

Arab Media and Society articles at:

[http://www.arabmediasociety.com/topics/index.php?t\\_article=83](http://www.arabmediasociety.com/topics/index.php?t_article=83) Salamandra

[http://www.arabmediasociety.com/topics/index.php?t\\_article=173](http://www.arabmediasociety.com/topics/index.php?t_article=173) - Dick

[http://www.arabmediasociety.com/topics/index.php?t\\_article=165](http://www.arabmediasociety.com/topics/index.php?t_article=165)

[http://www.arabmediasociety.com/topics/index.php?t\\_article=85](http://www.arabmediasociety.com/topics/index.php?t_article=85) - Kraidy

**Thursday, April 2** – Political Implications

Sakr, *Arab Media and Political Renewal: Community, Legitimacy and Public Life*, 2007

**Tuesday, April 7 – Political Implications**

Finish Sakr, *Arab Media and Political Renewal*

In Class Essay on Political Implications of Various Media

**Thursday, April 9 – Wrap Up of Themes and Methodologies**

State and Society

Public Sphere

Identity

**Tuesday, April 14** – Grad Pres -

**Thursday, April 16** – Grad Pres -

**Tuesday, April 21** – Grad Pres -

**Thursday, April 23** – Grad Pres -

**Tuesday, April 28** – Grad Pres -

**Thursday, April 30** – Grad Pres

**Tuesday, May 5 – Undergrad Mini Presentations**

Final Paper Due Monday May 11 2-4