

**Ludwig-Maximilians-Universität München, Institut für den Nahen und Mittleren Osten, Lehrstuhl für Arabistik und Islamwissenschaft**

11th Media Workshop at the Institute of Near and Middle Eastern Studies

**After the Internet – Television Today: Twenty Years of Al Jazeera**

**29/ 30 June 2017**

The foundation of the Arab-speaking satellite channel *Al Jazeera* in 1996 has changed the Arab mediascape tremendously. The celebration of its twentieth anniversary in November 2016 provides us the occasion to reflect on the social role of new media and communication technologies, and the dynamic interplay between technology and political agency.

Through the prism of recent literature on *cultural diplomacy*, *soft power* and the phenomenon of *Al Jazeera*, and a close analysis of selected video material about the celebrations of its anniversary in Doha, we will discuss the (im)possibilities of political participation from below in times of on-going technical innovations, massive transnational investments in the media market, and sophisticated cultural policies.

Bettina Gräf and Amir Hamid

**29 June 2017, 6.30 pm (s.t.)**

Geschwister-Scholl-Platz 1, Lecture Hall M109

**Lecture by**

Ehab Galal (Associate Professor, University of Copenhagen, Department of Cross-Cultural and Regional Studies)

**„TV Channel, Political Party and State: Popular Voices of Al-Jazeera“**

30 June 2017, Veterinärstr. 1

## Workshop Programme

- 9 am Coffee und Tea
- 9.15 Welcome by Bettina Gräf und Amir Hamid (LMU)**  
Film: *Al Jazeera 20th Anniversary* (5:52)
- 9.30 Part 1:**  
Carola Richter (Professor for International Communication at the Freie Universität Berlin)  
„Al Jazeera als verlängerter Arm Qatars? 20 Jahre zwischen Modernisierung, Public Diplomacy und Propaganda“
- 10 Discussion with Carola Richter
- 10.30 Coffee und Tea
- 11 Part 2: Twenty Years of Al Jazeera Arabic (1996 - 2016)**  
Working in three groups: „*Bi-lā ḥudūd*/Without borders“ with Ahmed Mansour, 2.11.2016:  
„From the newsroom to celebrate twenty years of Al Jazeera“ (49:36)
- 12 Discussion and presentation of the results
- 12.30 Lunch
- 2 pm Part 3: Final discussion and prospects for the future of the research group**  
„Arab Mass Media and (Trans)Regional Net Cultures“

## Reading material

Hudson, Leila and Iskandar, Adel, „Publics, Imaginaries, Soft Power, and Epistemologies on the Eve of the Arab Spring“ in: Hudson, Leila, Adel Iskandar, Mimi Kirk (eds.) *Media Evolution on the Eve of the Arab Spring*, New York, London: Palgrave Macmillan, 2014, 1-12.

Salvatore, Armando, „Before (and after) the ‘Arab Spring’: From Connectedness to Mobilization in the Public Sphere“, *Oriente Moderno*, 91 (2011), 5–12.

Samuel-Azran, Tal, „Al-Jazeera, Qatar, and New Tactics in State-Sponsored Media Diplomacy“, *American Behavioral Scientist*, 57 (2013) 1293-1311.

Seib, Philip M., „New Media and Public Diplomacy in the New Arab World, in: Hudson, Leila, Adel Iskandar, Mimi Kirk (eds.) *Media Evolution on the Eve of the Arab Spring*, Palgrave Macmillan, 2014, 181-192.

### *In addition:*

Kraidy, Marwan M., and Joe F. Khalil, *Arab Television Industries*, New York, London: Palgrave Macmillan, 2009.

Al-Rawi, Ahmed, „Assessing Public Sentiments and News Preferences on Al Jazeera and Al Arabiya“, *International Communication Gazette*, 79 (2016), 26-44.

Richter, Carola, and Asiem el Difraoui, „Transnationales Satellitenfernsehen: Bilder sprengen Grenzen“, in: dies. (eds.), *Arabische Medien*, Konstanz München: UVK Verlagsgesellschaft, 2015, 39-50.

Sakr, Naomi, Jakob Skovgaard-Petersen, and Donatella Della Ratta, eds., *Arab Media Moguls*, London, New York: Tauris, 2015.

Seib, Philip M., ed., *Al Jazeera English: Global News in a Changing World*, New York: Palgrave Macmillan, 2012.