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 ongoing 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“
**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


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


In addition:


