



In cooperation with University of Saint Joseph, Faculty of Political Sciences and Future TV

Have the Honor to cordially invite you to

A Conference On

**Media and European-Middle Eastern Relations.
A Virtual Dialogue?**

Le Meridien Commodore Hotel, Hamra, Beirut, November 9th to 11th 2005

General Outline: The year 2005 marks a milestone in modern Lebanese history. The tragic and moving historical events were chosen, presented and reflected in Middle Eastern and European Media. To discuss these events as media events, the Orient-Institut Beirut, the Friedrich-Ebert-Stiftung and the Institut Français du Proche-Orient hold this conference in Beirut. The organizers intend this conference to be devoted to an examination of the processes of selection and presentation of historical and political events for the media and the analysis of their impact on the typical picture of “the other culture” in Europe and the Middle East and the relations between both of them, taking different layers of consumers into consideration. In other words, the organizers intend to investigate the contemporary relevance of news from the Middle East to the European Media and vice versa. In a second step the organizers attempt to analyze the effects of reporting on the respective societies and the perception of “the other”. Furthermore this conference serves to make a substantial contribution to the widely spread discussion on the relationship between Europe and the Middle East. The focus will be on the virtual dialogue in the media and its influence on these relations. This conference will be a gathering of journalists, representatives of the different formats of European and Middle Eastern media as well as representatives of politics and media scientists who might find it useful and attractive to discuss and even to speculate on the significance of media selection and presentation focusing on the events of 2005 in Lebanon and the Middle East. The organizers intend to gain insights to an understanding of the modern and post-modern world in the era of globalization seen in, through and from behind the mirror of the media and discuss it with those who concern themselves with the broad patterns of historical and cultural development in the media context.

Preliminary Program

Wednesday, November 9th, 2005

17:00 – 17:30 Opening

USJ, Fadia Kiwan, Institute of Political Science
Future TV
IFPO, Franck Mermier
OIB, Manfred Kropp
FES, Samir Farah

17:30 – 18:30 Keynote Address

*European-Middle Eastern Relations in the Information Age.
A Virtual Dialogue in the Media?*

Kai Hafez, Professor University of Erfurt, Department for Media and Communication,
Senior Associate University of Oxford

18:30 – 19.00 **Presentation**

Selection Processes and Presentation of the Middle East in European TV: Case Study Germany

Jay Tuck, former Executive News Director, ARD German Television, Hamburg

19:00 Reception

Thursday, November 10th

09:00 – 10:30 **Panel I: Political Events and the Virtual Dialogue between Europe and the Middle East**

Chair: Diana Mkalled, Future TV

What Made the Assassination of Former PM Hariri a Worldwide Top Media Event? (Media Reports and Political Reactions)

Sebastian Usher, BBC International, London

'The Making of the Iraq Story'. Creating a Virtual Picture and Covering Post-War Iraq (Effects on European and Worldwide Policy-Making)

Gudrun Harrer, Der Standard, Vienna

Virtual Dialogue with the Enemy: Communication and Information Strategies of Al-Qaida and their Reception in European Media

Yassin Musharbash, Spiegel Online, Berlin

Discussion

10:30 – 11:00 Coffee Break

11:00 – 12:00 **Panel II: Impact of Media Coverage on European-Middle Eastern Relations**

Chair: Gudrun Harrer

To What Extent Is Media Able to Influence Political Decisions?

Karin Kneissl, Freelance Journalist, Vienna

Influence of Coverage on the Perception of the "Other Side"

Jörg Armbruster, Head of the Department of Foreign Countries/Europe, SWR, Stuttgart

Discussion

12:00 – 14:00 Lunch

14:00 – 16:00 Chair: Carole al-Sharabati, USJ

A History of Long Absence: The Middle East in the Italian Media

Mario Giacomarra, Palermo University

The Arab Television Channels in the Public Sphere in France: The Case of al-Manar

Riadh Ferjani, Universities of Paris and Tunis-Manouba

The Refeudalization of the Public Sphere: Lebanese Television Coverage and the Lebanese and Regional Political Process

Nabil Dajani, American University of Beirut (AUB)

Discussion

Friday, November 11th

09:00 – 10:30 **Panel III: Media Selection Processes and Coverage**

Chair: Jörg Armbruster

Dialogue by Format: European Entertainment Programming on Arab TV
Naomi Sakr, School of Media, Arts and Design, University of Westminster, London

Selling the News or The European Media as a Customer
Albrecht Metzger, Freelance Journalist, Hamburg

The Audience That One Assigns to Oneself. Arab Channels and Their "Self Presentation" (Al-Jazeera, Al-Manar, Al-Hurra)
Baudouin Dupret, Media Scientist, Damascus

Discussion

10:30 – 11:00

Coffee Break

11:00 – 12:30

Chair: Theodor Hanf, Director of the Arnold Bergstraesser Institute in Freiburg and of the International Centre for Human Sciences in Byblos, Professor at University of Freiburg and American University of Beirut (AUB)

The Difference between International and Arab Media Concerning Selection and Presentation of Lebanon 2005 Events
Giselle Khoury, al Arabiyya, Beirut

Presenting Facts. How Informative Material from Iraq Turns into News in "Focus"
Andrea Claudia Hoffmann, Focus Magazine, Munich

Media and Identity. Why Non-Arab Muslims now Care about Arab Issues
Lawrence Pintak, Director of the Adham Center for Television Journalism, American University in Cairo (AUC)

Discussion

12:30 – 14:30

Lunch

14:30 – 16:00

Panel IV: Intercultural Media Cooperation *in progress.*

Chair: Naomi Sakr

Meet Europe. A Jointly Produced and Broadcasted Monthly Talk Show by DW TV (Deutsche Welle TV) and Abu Dhabi TV as a Vivid Example of Intercultural Media Cooperation
Mustafa Isaid, Head of the Arabic Programs, DW-TV, Berlin

The Business of News: One Writer's Impressions on Two Middle East News Publications
Jim Quilty, The Daily Star, Beirut

Different Criteria between Western and Lebanese Media Coverage concerning Lebanese Issues
Michel Touma, Chief Editor Domestic Pages, L'Orient le Jour, Beirut

16:00 – 17:00 **Conclusion: Potentials of the Virtual Dialogue**

Chair: Kai Hafez