

The AL Jazeera Phenomenon: Critical Perspectives on New Arab Media

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Abstract:

Few phenomena in the Arab world are more controversial than Al Jazeera – the satellite television news channel that, despite its brief history, has made itself known throughout the world and changed the face of a formerly parochial Arab media. This timely collection of essays by Arab and Western scholars provides a better understanding of the network – and how it has affected the public and even foreign policies of Western governments – than any other of the few books published in English up to now. The book provides rare insights into Al Jazeera's politics, its agenda, its programmes, its coverage of regional crises, and its treatment of the West. The authors attempt to gauge the network's impact on ordinary Arab viewers, understand its effect on an increasingly visible Arab public sphere, and map out the role it plays in regional Arab politics. The image of Al Jazeera that emerges from this book is much more complex than its depiction in Western media. It reveals the role that the network plays in shaping ideas and reconstructing Arab identities during a crucial juncture in Middle Eastern history and politics.

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Arab Media, Corporate Media, and Public Relations: The Case of Al Jazeera

Zayani, Mohamed (Taylor & Francis (Routledge), 2008)

Over the past few decades, public relations has developed significantly in the West into a sophisticated management function which is recognized as an integral part of any organization's attempt to communicate with various ...

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6. Media Brinkmanship in the Arab World: Al Jazeera's The Opposite Direction as a Fighting Arena Muhammad I. Ayish 7. Women, Development and Al Jazeera: A Balance Sheet Naomi Sakr v. 93. 106. 127. Zayani_UK-FM.qxd 28/1/05 4:53 PM Page vi. vi The Al Jazeera Phenomenon. III Al Jazeera and Regional Crises. 151. Overall, Al Jazeera has instilled a competitive drive in some mainstream Arab media and accelerated the institutionalization of new trends in programming. Certain programs, or at least program formats, which are typical of Al Jazeera have been injected into many Arab satellite channels in bandwagon fashion as is the case with talk shows with viewer call-ins. Book Review: Al-Jazeera: The Inside Story of the Arab News Channel that is Challenging the West, The Al Jazeera Phenomenon: Critical Perspectives on New Arab Media, Voices of the New Arab Public: Iraq, Al-Jazeera and Middle East Politics Today. Article in Global Media and Communication 2(3):378-382 · December 2006 with 11 Reads. DOI: 10.1177/1742766506069587. Cite this publication. The Palestinian issue was no longer sacrosanct, as analysts expressed sharp criticism of the Palestinians in general, and Hamas in particular. Although such views had been voiced in the past, it seems that the war and its outcomes have encouraged many Arab liberal intellectuals to hang [Show full abstract] their dirty laundry in public, and say what they had not dared to say previously. Based on a production study of Al Jazeera Arabic, this article examines news professionals' visualisation of the Arab news audience and its importance for their ideas about newsworthiness and an ideal news agenda. In applying the concept more. Based on a production study of Al Jazeera Arabic, this article examines news professionals' visualisation of the Arab news audience and its importance for their ideas about newsworthiness and an ideal news agenda. The Al Jazeera Phenomenon: Critical Perspectives on New Arab Media. Bookmark. Download.